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Faculty of tourism and business logistics -
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CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



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PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,
December 2017

Editor
Nikola V. Dimitrov Ph.D. *Dean*

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RESEARCH ON THE WORK OF RESTAURANTS, THE DAILY MEALS AND THE CATERING PROCESS THROUGH THE USERS OF THE SERVICES IN THE CATERING FACILITIES IN SHTIP AS A FACTOR IN INCREASING THE TOURISTIC COMMERCE

Juliana Sazdova¹, Aco Kuzelov², Goran Antonievski³

Abstract

The culinary art as all other human skills has its own history and tradition in the development and the cultural progress of the human society. The food and its preparation and catering determine the characteristics of a nation. As we go more into a certain science, skill, art, the more we feel the desire and the need to discover and deepen that area of study, consequently as the knowledge grows greater, the greater is the joy of discovery. For successful work in the catering industry, and for successful catering of the guests in the catering facilities, it is necessary to discover countless combinations for preparing new dishes; also the discovery of new flavors is a job that each of us approaches with love, passion and application of certain catering rules and techniques. Therefore, we will make a research on the work of restaurants, the daily meals and the catering process through the users of the services in the catering facilities in Shtip as a factor in increasing the touristic commerce.

Keywords: *daily meals, ways of serving/catering, restaurant serving*

I. Empirical research

1.1 Methodological instrument for data collection

Primary goal of the catering facilities is to offer the guests daily meals and use of the different ways of serving that are used in the restaurant business. Daily meals and the ways of serving can be used as an instrument in the restaurant business, for increasing the profits. In order to analyze the current state of the usage of the daily meals and the ways of their serving, as well as the knowledge of the guests about them, users of the services in the catering facilities that are used in the restaurant work require methodological instruments that will be used directly in the data collection. There is more than one research instrument, but which one will be used by the researcher depends on the specificity of the problem that is subject to research.

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1.1.1 Questionnaire

For this topic, specifically, a questionnaire will be used as a methodological instrument for data collection that will provide us with a detailed insight into how daily meals are used, the ways of serving in the restaurant, as well as the guests' knowledge about them. The term questionnaire refers to data collection at the same time from a greater number of guests that are users of the daily meals in the catering objects. This method is not time consuming and it is more efficient because at the same time we are surveying more guests that visit different catering objects. These written surveys are anonymous and are a closed type form. The research about the usage of the daily meals in the catering objects gives insight about which daily meals are been mostly used, and about the observance of the rules when they are served.

1.1.2 Make of a representative sample

In order to explore the use of daily meals by the guests and the different ways of their serving, as well as their knowledge of the catering business we have conducted a small research with a previously prepared questionnaire for the guests that visit catering objects in Shtip. The survey was anonymous. Questions about age, gender, degree of education were included and it consists of 13 questions that are answered by rounding (circling) the answers and one question with supplement answer.

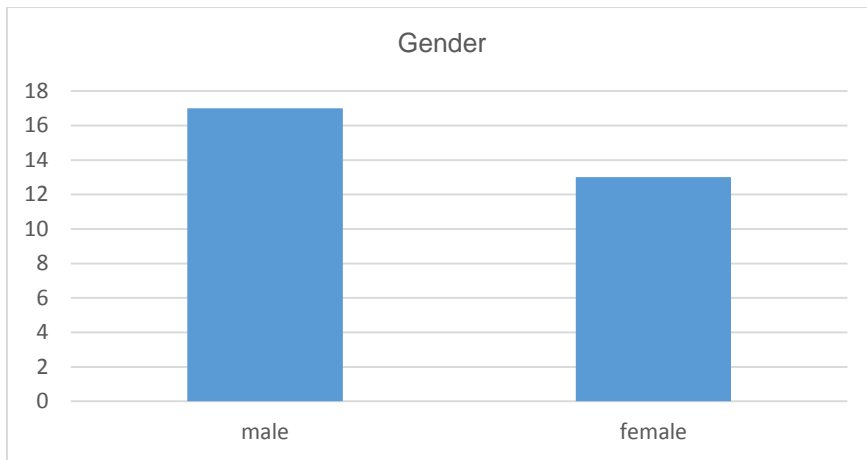
1.2 Organization and process of research

- 1) First phase: Technical preparation of the questionnaire;
- 2) Second phase: The questionnaire will be given to the persons who appear to be users of the services in catering facilities.
- 3) Third stage: Processing of the received data; Estimation and display (graphical comparative analysis) of the results obtained from the survey.

1.3 Analysis and interpretation of research results

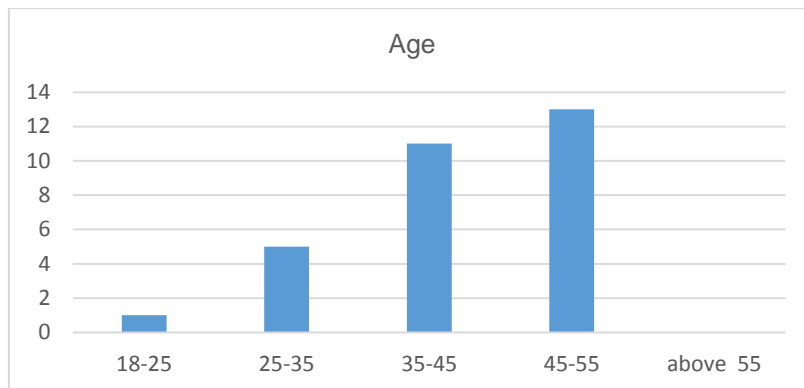
The survey had been conducted in April and May 2017, and there were 30 residents of the Municipality of Shtip that were directly surveyed. We think that the information obtained from the questionnaire is reliable and will provide a relevant conclusion about the previously explained topic. Next, the results obtained from the questionnaire are presented, and they are analyzed question by question. They are presented by graphs and additionally a theoretical interpretation is given for each graph separately.

Graph 1. Respondents gender structure



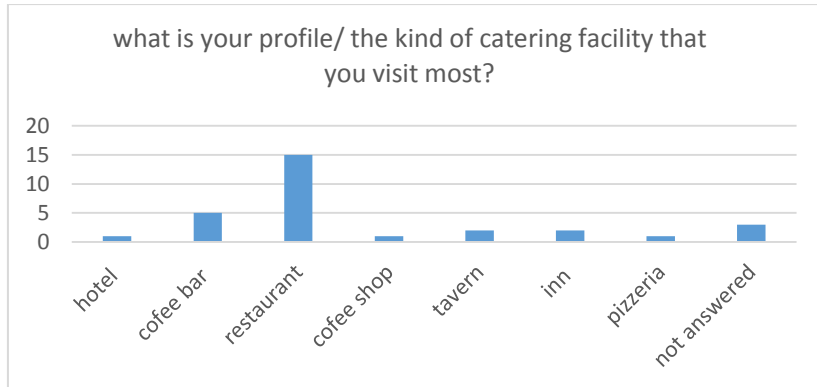
During the research, a total of 30 respondents were questioned, 17 of which are males and 13 females (Graph 1). The interviews were conducted in person and the lasted 15 minutes on average.

Graph 2. Age structure of the respondents



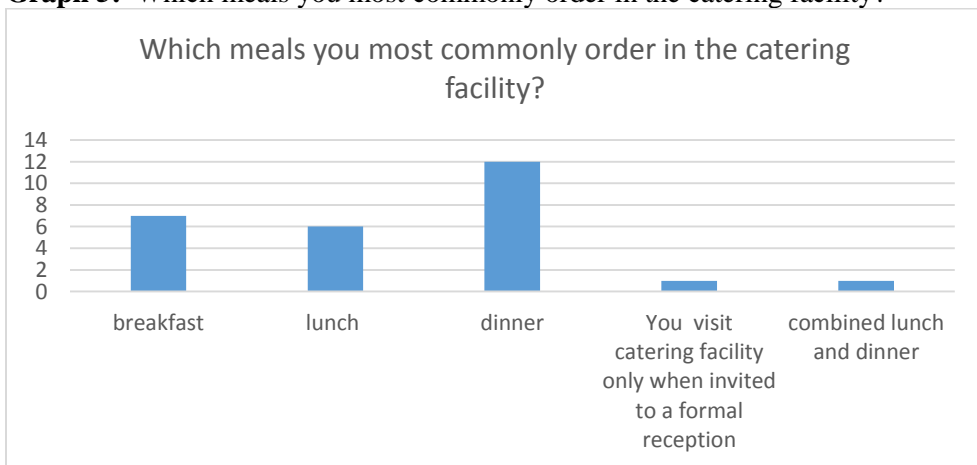
These surveys show different age structure of the respondents (Graph 2), from 18 to 25 years (1 respondents), from 25-35 years (5 respondents), from 35 to 45 years (11 respondents), from 45 to 55 (13 respondents), above 55 years (0 respondents). *From the analysis of the age structure, it can be concluded that most of the surveyed respondents were in the age range from 45 to 55.*

Graph 4: what is your profile/ the kind of catering facility that you visit most?



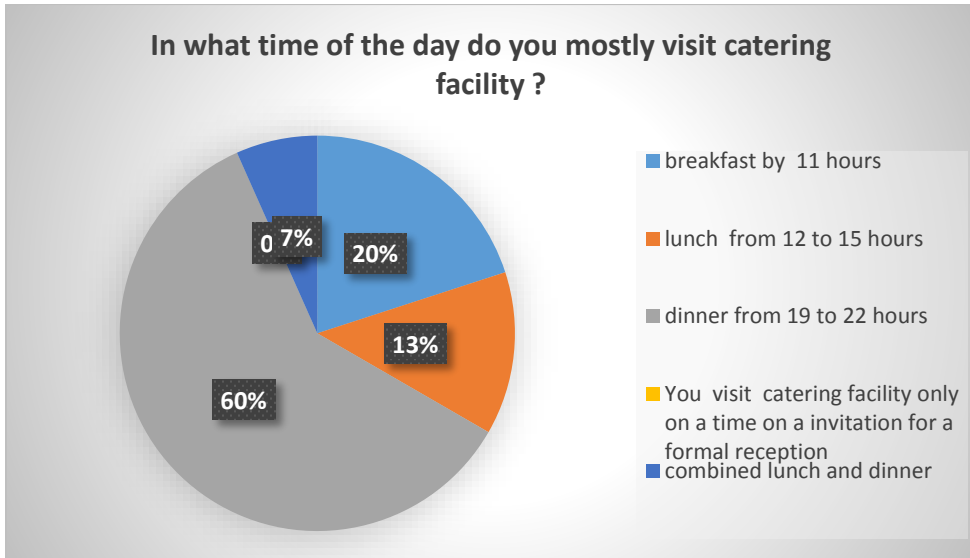
Graph 4 shows which catering facilities guests mostly visit. We can conclude that the most visited catering facilities are restaurants (15 respondents), one respondent answered that they visit a hotel, coffee shop, inn, pizzeria, coffee bar (5 respondents), tavern (2 respondents), and 3 respondents did not answer the question about which catering facilities they visit. *Here we can make a conclusion that most often visitors choose restaurants.*

Graph 5: Which meals you most commonly order in the catering facility?



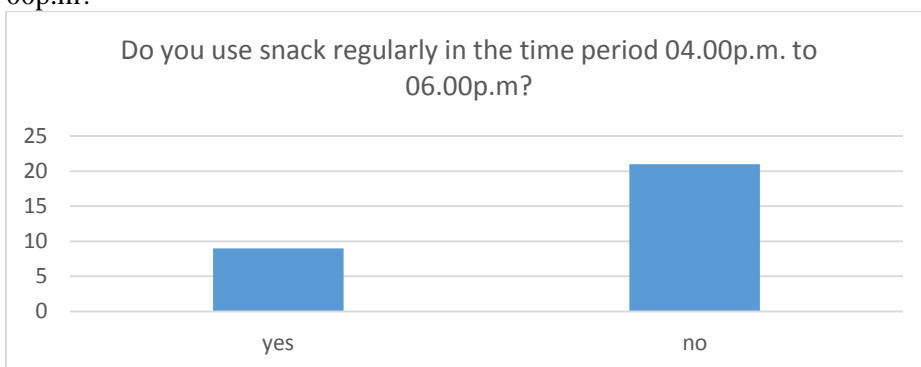
Graph 5 shows which meals are mostly used/ordered by the guests in the catering facilities. The results prove that breakfast has been chosen by 7 respondents, lunch by 6 respondents, one respondent answered that they choose lunch and dinner (12 respondents) and catering facilities are visited only when formally invited by one respondent. *It can be concluded from the respondents that dinner is mostly chosen in catering facilities.*

Graph 6.: In what time of the day do you mostly visit a catering facility?



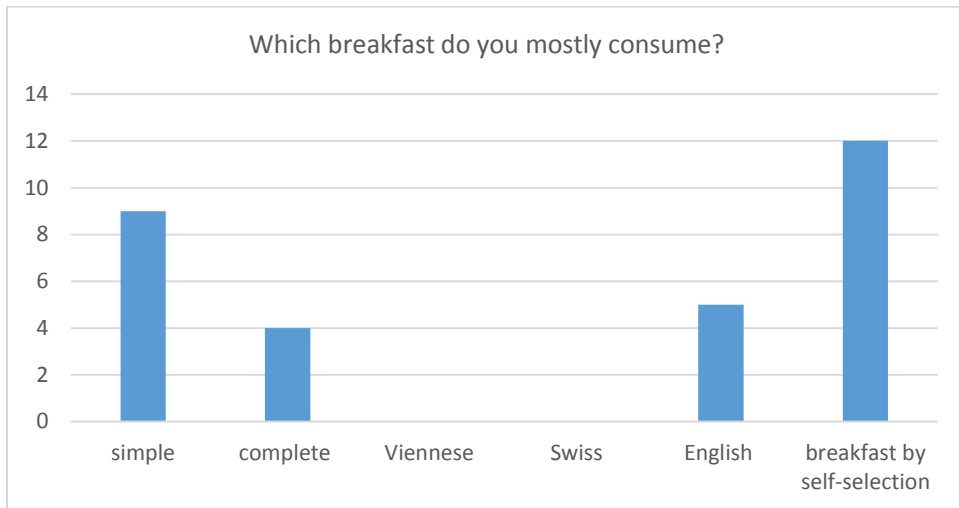
Graph 6 shows in what time catering facility is mostly visited. Results confirm that 6 respondents visit the catering facility for breakfast up to 11.00 a.m., for lunch 4 respondents visit the catering facility from 12a.m to 3 p.m., 2 respondents visit the catering facility combined for lunch and dinner. These respondents did not find themselves to visit the catering facility at the times of the day that were listed in the questionnaire, they are ordering meals at the time that fits them and that is related with their everyday activities. For dinner by 07.00 p.m. to 10.00 p.m. 18 respondents answered positively, while on the question either they visit a catering facility only when invited for a formal reception no one responded positively. *Hence, it can be concluded that catering facilities are mostly visited for a dinnertime.*

Graph 7.: Do you use snack regularly in the time period from 04.00p.m. to 06.00p.m?



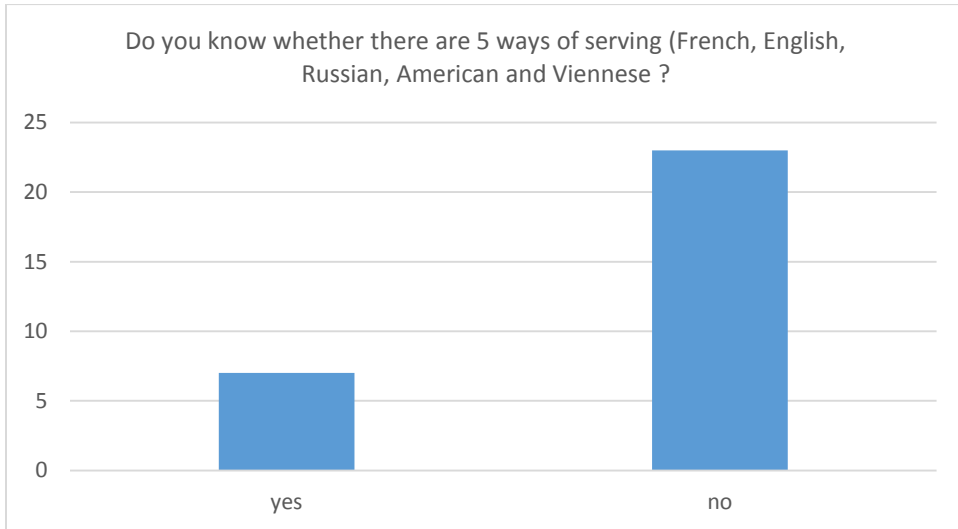
Graph 7 shows that from all respondents, 9 answered with **yes**-, while others with **no** i.e. only 21 respondents said that they are not using snack in the foreseen time. *It can be concluded that more of the respondents do not use snack in the foreseen time from 04.00p.m. to 06.00p.m.*

Graph 8.: Which breakfast do you mostly consume?



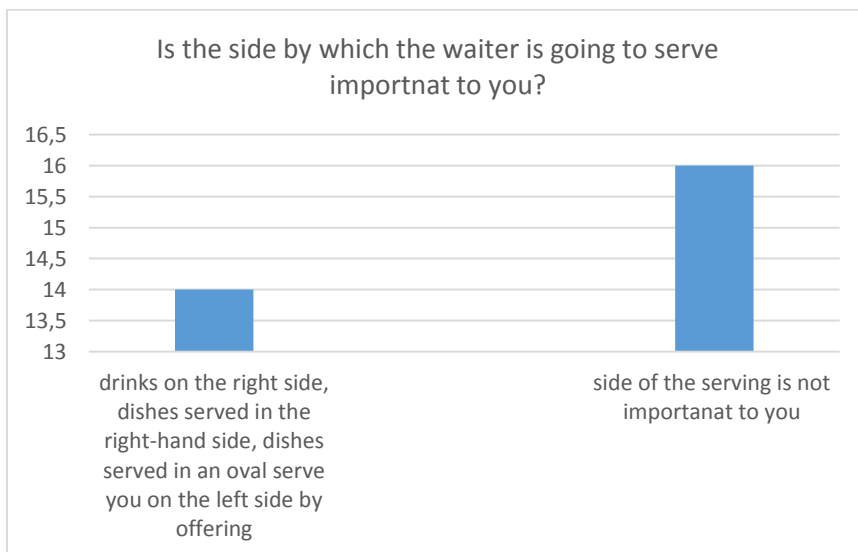
Graph 8 shows what breakfasts are mostly used by the respondents. The results show that for breakfast a simple breakfast that consist of (white coffee, tea, milk, chocolate milk, and coffee), bread cookies, (white bread, black bread, muffin) 9 respondents answered positively, complete breakfast which consists of warm drink, jam or butter, muffin, bread or toast (baked bread), 4 respondents answered positively. For Viennese breakfast that include warm drink, butter, jam, honey, egg, milk boiled in a cup, bread, muffin, toast and Swiss breakfast that includes warm drink, butter, jam or honey, different types of cheese, bread or muffin no one responded. For English breakfast, that includes: fresh fruit, fruit juice, some type of porridge, some warm drink, egg dish (egg with a ham, omelet, eggs with bacon, etc.) meat dish (lamb chops, veal cutlets, cold meat dish, fried fish etc.), butter, jam muffin, bread and toast and cold water, 5 respondents answered positively. In addition, for breakfast by self-selection, 12 respondents answered positively. *It can be concluded that most of the respondents would like to choose their breakfast by themselves.*

Graph 9.: Do you know that there are 5 ways of serving (French, English, Russian, American and Viennese)?



Graph 9 shows whether the respondents know that there are 5 ways of serving (French, English, Russian, American and Viennese. From the results, it can be concluded that 7 respondents are familiar with this, while 23 respondents are not familiar with it. *It can be concluded that the number of the respondents that don't know they ways of serving is bigger.* They are not familiar to the respondents because are not used at all in the municipality of Shtip.

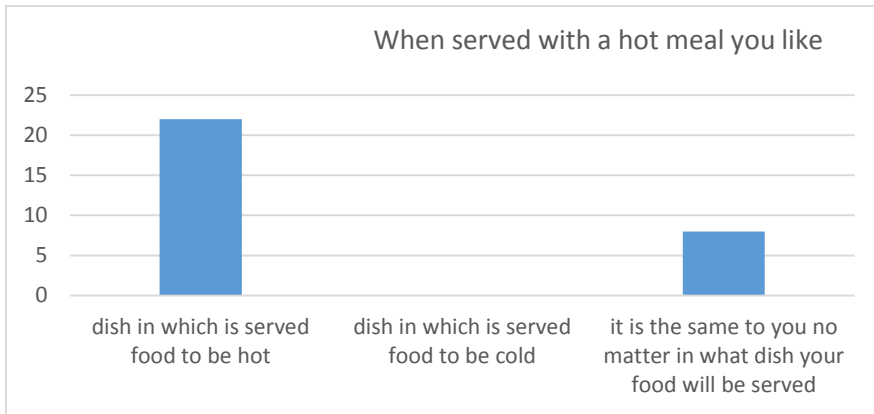
Graph 10.: Is the side by which the waiter is going to serve important to you?



Graph 10 shows how important to the customers is the side by which waiter is going to serve them with food and beverage. The results prove that for the guests it is not important the side from where they are being served. For 14 respondents, it is

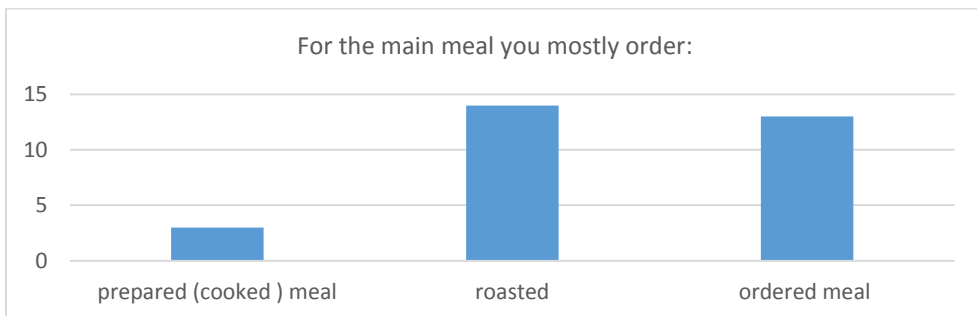
important to be served with drinks from the right side, dishes served in a dish from the right side, dishes served in an oval to be served from the left side if on a table there are more than 4 persons, while 16 respondents answered that the side of serving is not important to them.

Graph 11.: When served with a hot meal you like:



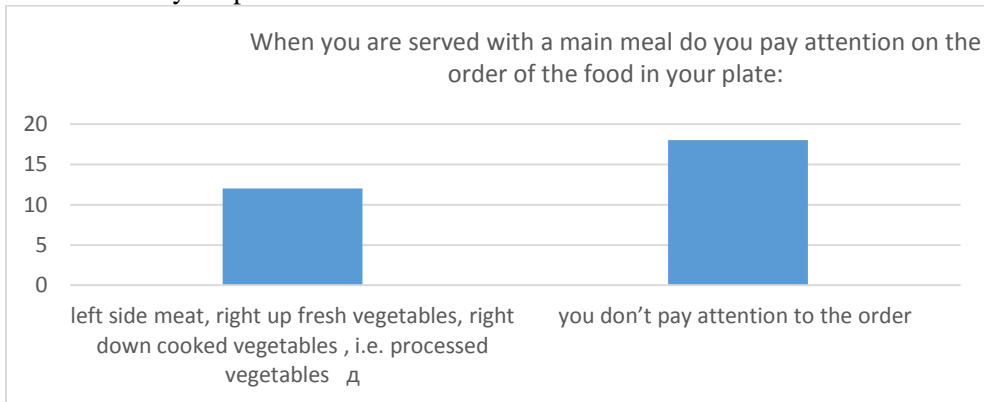
Graph 11 shows what the respondents like when served with a hot meal. The results prove that 22 respondents like the dish in which the meal is served hot, no one said yes to the choice of dish been cold when served, and on the choice, that is not important whether dish will be cold or hot 8 respondents answered positively. *It can be concluded from here that guests when served hot meal would like the dish to be hot i.e. to be previously heated.*

Graph 12.: For the main meal, you mostly order:



Graph 12 shows what the guests most often order for a main meal. The results that were obtained gave us the following results: 3 respondents answered positively for the (cooked) meal, roasted was chosen by 14 respondents, and ordered meal was selected by 13 respondents. *From the results obtained from this question in the questionnaire, it can be concluded that the difference between roasted meal and ordered meal is insignificant.*

Graph 13.: When you are served with a main meal do you pay attention on the order of the food in your plate:



Graph 13 shows whether when served the main meal the guests are paying attention to the order of foods in the plate. Obtained results prove following: 12 respondents are paying attention whether they are being served with the meat on the left side, right up fresh vegetables, right down cooked vegetables, i.e. processed vegetables, while 18 respondents answered that they are not paying attention to the order of foods in the plate. While there are respondents that visit catering objects during the time of the day, which suits them most and that is related with their everyday activities.

Conclusion

From the conducted research, it can be concluded that the questioned people mostly visit catering objects during dinner and consume the following daily meals (breakfast, lunch, dinner). In the survey, it can be noted that there are respondents that visit the catering object during the time for lunch and dinner from 02.00 p.m. to 07.00p.m. More of the respondents do not use snacks in the foreseen time from 16 to 18 hours. People that are interviewed mostly use meal by their self-selection, for simple, English and complete meal same number of respondents answered positively, while for Viennese meal and Swiss meal no one answered positively. Respondents do not know that there are five ways of serving (French, English, Russian, American and Viennese), and this is confirmed with the notion that the side of serving food and beverages is not important to the guest, but it is important to them hot meals to be served in hot dish i.e. warmed one (heated). Guests for the main meal mostly order roasted or ordered meal. More of the respondents have responded that is not important to them the order of the foods in the plate. From here one can conclude that more guests follow the new way of serving food in the plate that is filled with various kinds of vegetables and meat that are served in a modern way.

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