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## THE CATERING SERVICES IN AUSTRIA AND KAZAKHSTAN

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Many catering establishments are small businesses, with a significant proportion of them being franchised restaurants. A significant proportion of small restaurant employees are immigrants. Reflecting the relatively low cost of starting a business and the cultural characteristics of food.

Vienna is a magnificent city that is sure to leave the best impressions about itself. But in anticipation of a trip, you need not only to buy tickets, book a hotel, choose excursions and plan a route. But also to think over your budget, including food. For many Austrians, lunch rather than dinner is considered the main meal of the day. As a rule, restaurants and eateries are open for lunch between noon and 14.00, and dinner is offered from 18.00 to 21.30. Although in cities and major tourist centers, many establishments remain open until 23.00-24.00. Most places have a full menu, a separate lunch, a day menu, and special two-or three-course lunch offerings. Often simply chalked on a special Board outside. It should be borne in mind that the bread is not recorded anywhere when serving. Often the waiter just asks how much it was eaten and will make a separate item on the bill.

For Austrians, daytime and evening recreation traditionally centers around cafes that have ancient traditions. Here you can drink coffee, read the press, have a snack and just relax in a pleasant and calm atmosphere. Many Austrian (especially Viennese) cafes are real chamber establishments with rich traditions. But there are also many very democratic establishments. Most cafes usually also offer alcoholic beverages.

Austria is one of the most developed countries in Europe. Including the development of small and medium-sized businesses. The organization of public catering is quite serious. Opening a catering place in Austria requires a lot of effort and money. Each institution goes through several stages of checks - sanitary inspection, managers of the premises, government employees checking the norms of the location of the premises and external and internal objects.

It is quite difficult to comply with all the conditions and rules, for example: summer terraces of restaurants/cafes/bars are opened on a certain day - about March 4 each year. Businesses have the right to open earlier only after having issued documents in advance and there should be only 10% of seats on the terrace from the entire institution. Summer terraces are also closed on certain days chosen by the state. Summer terraces of any public enterprises can only work up to 23 hours by law. If we analyze the current state of public catering enterprises, we cannot say that bars, restaurants, cafes, etc. they have a constant property to develop. Mostly people visit places where they are already "regulars". Each restaurant and cafe have its own regular customers, who are known not only by the waiters, but also by the administration.

Basically, the Austrians have a cult of restaurants and cafes. In the daytime, you can see a lot of elderly people in cafes and restaurants with a glass of wine or beer. In the evening, Austrian restaurants are teeming with visitors of all ages. Also, on weekends, Austrians prefer to spend family breakfasts/ brunches in a cafe, that is. It is quite difficult to find a free table in an institution

on Sunday morning. If you conduct a survey, on average, the people of Austria are in public catering quite often-2-3 times a week. As for the variety of establishments, the market of Austrian enterprises is not as wide as in Kazakhstan. Basically, as I said above, these are restaurants, bars and coffee shops/bakeries. In my opinion, there is much more variety of establishments in different price categories in Kazakhstan. In Austria, you will not be able to go, for example, to a fusion restaurant in the middle price category. Usually these restaurants are in the above-average price category.

The service in public catering establishments in Austria is very different from ours. Perhaps this is strange, but in my personal experience, it is very difficult to find an institution with excellent service-polite and fast staff. And at the same time, reverent treatment of the client. Many establishments do not have a "Customer is always right" policy. Perhaps the administration does not place bets on the service, but on the quality of food. However, I am convinced that this is important. The waiter is the face of the restaurant. And the quality of service is its image. From a marketing point of view, there is not much to say about food service places in Austria. As I said earlier, Austrian establishments are focused on their regular clientele - which means that they do not seek to attract new customers. So you can not say that they are heavily invested in advertising. Tourist establishments of course place ads at airports, or for example, in tourist brochures. In General, the marketing concept is given a lot of attention by foreign restaurant owners, as well as franchise owners. Food prices in Austria are about 30-40% higher than we are used to. But it will still cost much cheaper than having lunch and dinner in a cafe. Among other things, apartments are usually cheaper than similar rooms in hotels. It is worth mentioning that in Austria there are regular grocery supermarkets, and there are stores marked "bio". Products with the same mark can be found in regular stores and supermarkets — they will cost almost twice as much, because these products are farm products. This means that the chicken from which you cook the broth today was running around the lawn and nibbling juicy grass the other day.

Over the past few years, the interest of managers of Kazakhstan's public catering enterprises in marketing management has significantly increased. Many top managers found time to participate in special trainings on developing marketing strategies and risk management. And the most advanced companies developed their own anti-crisis marketing strategies. But the adopted strategies and learned theories were not relevant, since they are designed to overcome their industrial and local crises, and not to survive in a global environment. And it is important not just to survive, but also to maintain the loyalty of investors, partners, consumers. And their own employees, communication with whom many Kazakh catering companies have never been a priority of the first level. Today, when the key to maintaining business is the ability of the company to optimize internal resources to the maximum. Its own employees are becoming a significant capital, and intra-company marketing is becoming particularly important.

The decline in consumer activity of the population affected the turnover of most cafes and restaurants. An increase in the cost of basic food products (and, as a result, an increase in the cost of meals), on the one hand, and a drop-in restaurant traffic, on the other, led to a decrease in the profit level of most public catering enterprises. Market experts suggest that these conditions may lead to increased competition, withdrawal from the market of the most unviable establishments and a reduction in the overall profit of restaurants.

The management and owners of restaurants in the current situation inevitably face the question of reducing staff or wages. re-forming the team, increasing productivity, reducing the associated tension in the team. neutralizing pessimistic moods and increasing the motivation of those whom the company wants to keep. Intra-company marketing in the context of a global crisis is not just marketing of a service organization. which is used for training and effective motivation of employees who are directly in contact with customers. as well as preparing all personnel to work in a team and ensure customer satisfaction. Now it is also a means of mobilizing internal resources, on which the success of the crisis and the future of the company will depend quite strongly. That is why any serious decision that changes the usual life of the company requires certain communication actions on the part of the management. In the conditions of economic crisis, competition in the

restaurant market of the Republic of Kazakhstan will increase. Perhaps this factor will solve the main problem of this business-the low quality of services provided.

The main problem of all Kazakhstani public catering enterprises was and is - low service. "Polite, but without sincere concern for the guest" - this is how the research assesses the level of service quality of many restaurants. Perhaps one of the reasons for indifferent attitude of the staff towards the customer is that in Kazakhstan. the institutions appropriate to include in a visitor 10% service charge -the fee to the waiter (other countries. such remuneration in the form of a tip is usually left to the discretion of the client). This rule does not encourage waiters and administrators to work well - since they will get their money anyway.

In many respects, problems with the quality of service are associated with a large turnover of staff. lack of professional training of waiters and other restaurant employees (in Europe, waiters' study for two or three years). In institutions of a good level, the administration pays great attention to both staff training and internal quality control of service. In most of Kazakhstan's medium-level restaurants, waiters are mainly students, for whom this is a temporary job. Coming to a temporary job, a person treats it accordingly. Only serious efforts on the part of personnel managers. aimed at teaching these people the basics of the profession, and at controlling the quality of their work, will make it possible to influence the situation. Problems arise not only with waiters, but also with cooks. As a rule, all the cooks are the same, just moving from place to place. This is why major restaurants have been hiring foreign chefs for the past few years. This is due to a shortage of our own personnel.

To revive the falling consumer demand, restaurants and cafes began to conduct various actions to reduce prices. while maintaining the quality of services provided. Restaurant owners overcome the crisis with various marketing promotions and discounts. With their help, businesses want to interest consumers and convince them that to save money. it is not necessary to make a meal exclusively at home. Establishments of the average price category (one lunch-about three thousand tenge) are the most active and inventive. as they are more acutely aware of the decline in consumer demand, which reaches 40%. There are two types of promotions-bonuses, gifts,and discounts. For example, in an institution they give you a sixth beer for free, or order a pizza, but don't pay for delivery.

In addition to holding promotions, cafes and restaurants are actively working with regular visitors. to increase the number of guests and introduce a so-called loyalty system. This marketing tool is most popular among premium-class restaurants. As they have felt less drop in consumer activity, and they do not intend to reduce prices yet. Institutions develop a database of potential customers. The loyalty system has its advantages, but the trend is that consumers visit restaurants exclusively on weekends.

Anti-crisis measures are taken not only by large, but also by small companies. Some entrepreneurs in a crisis turn to the restaurant business as an opportunity to invest money. And maintain current income (it is believed that the restaurant business is one of the last to begin. to feel all the negative moments of the crisis period - because people always eat). In order to survive in times of crisis, restaurant owners will have to reduce prices. Attract customers with various promotions and special offers. And prove that the quality of the price reduction has not deteriorated.

It is difficult to draw a certain parallel in comparison of catering in Austria and Kazakhstan. There are many advantages to catering in Austria, such as: an abundance of food - which increases the variety of the menu. Beautiful historical locations; as well as taking into account sanitary standards. And almost every establishment has a map of allergens. But there are also a lot of disadvantages: a stingy choice of establishments; high prices; poor service; lack of different formats of establishments in each segment of price categories. Oddly enough, all the disadvantages of Austrian institutions can be noted as a plus in the lists of institutions in Kazakhstan. Having experience as a waiter, cook assistant and assistant Manager in an Austrian cafe-bakery. I can say that I witnessed the organization of this enterprise., and there were moments when I resorted to the example of Kazakhstan in introducing the catering business.

It will be subjective to say, but I have an opinion that the people of Kazakhstan are better

able to cope with a hospitable and service environment.

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