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## SPATIAL ORGANIZATION OF RESTAURANT INDUSTRY IN KHARKIV REGION

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**Summary:** The article defines the term «restaurant industry», its place in economic development, have been analyzed the dynamics of trade turnover of restaurant industry companies, their number and the factors affecting on the distribution of restaurants' network by districts of Kharkiv region have been found out.

**Key words:** cafe, cafeteria, catering, public catering, restaurant industry, trade turnover of restaurant industry enterprises.

**Анотація:** В статті визначено поняття «ресторанне господарство», його місця в розвитку господарства, проаналізовано динаміку розвитку товарообороту підприємств ресторанного господарства, їх чисельності та з'ясовано чинники, які впливають на розподіл мережі ресторанного господарства по районах Харківської області.

**Ключові слова:** громадське харчування, їдальні, кафе, кейтеринг, ресторанне господарство, товарооборот підприємств ресторанного господарства.

**Аннотация:** В статье определено понятие «ресторанное хозяйство», его место в развитии хозяйства, проанализирована динамика развития товарооборота предприятий общественного питания, их численности и выяснены факторы, влияющие на распределение сети ресторанного хозяйства по районам Харьковской области.

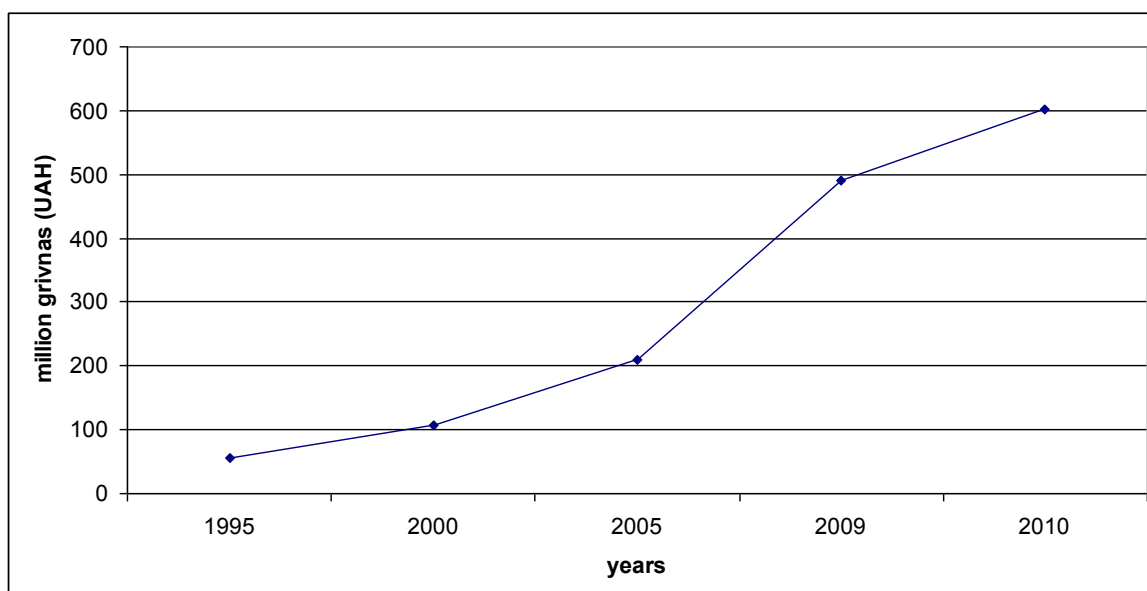
**Ключевые слова:** кафе, кейтеринг, общественное питание, ресторанное хозяйство, столовые, товарооборот предприятий ресторанного хозяйства.

**Relevance.** One of the components of the service sector is service in restaurants or catering. Restaurant industry is a sector of economy, a set of enterprises, which provides production, distribution and organization of culinary products' consumption [2, p. 405]. Restaurants contribute to saving of social work, material resources, increase of free time of visitors, provide income into the state budget from local residents, tourists; stimulate development of economy, promote meetings with people, expand business contacts, develop public and cultural life.

But along with the constant development of the industry there are disproportions in territorial organization of restaurant industry at a regional level, in particular in Kharkiv region. Therefore the purpose of our research is to analyze territorial differences in development of restaurant enterprises' network in Kharkiv region.

Theoretical research of organization in restaurant industry enterprises was studied by N.O. Puatnitska [3], V.V. Arkhipov [1], L.I. Nechuk [5], N.N. Liashuk [4] but they consider this activity area in terms of economics and management or at the national level. However, there is shortage of literature on territorial features of the development in this sector at the district levels and regions.

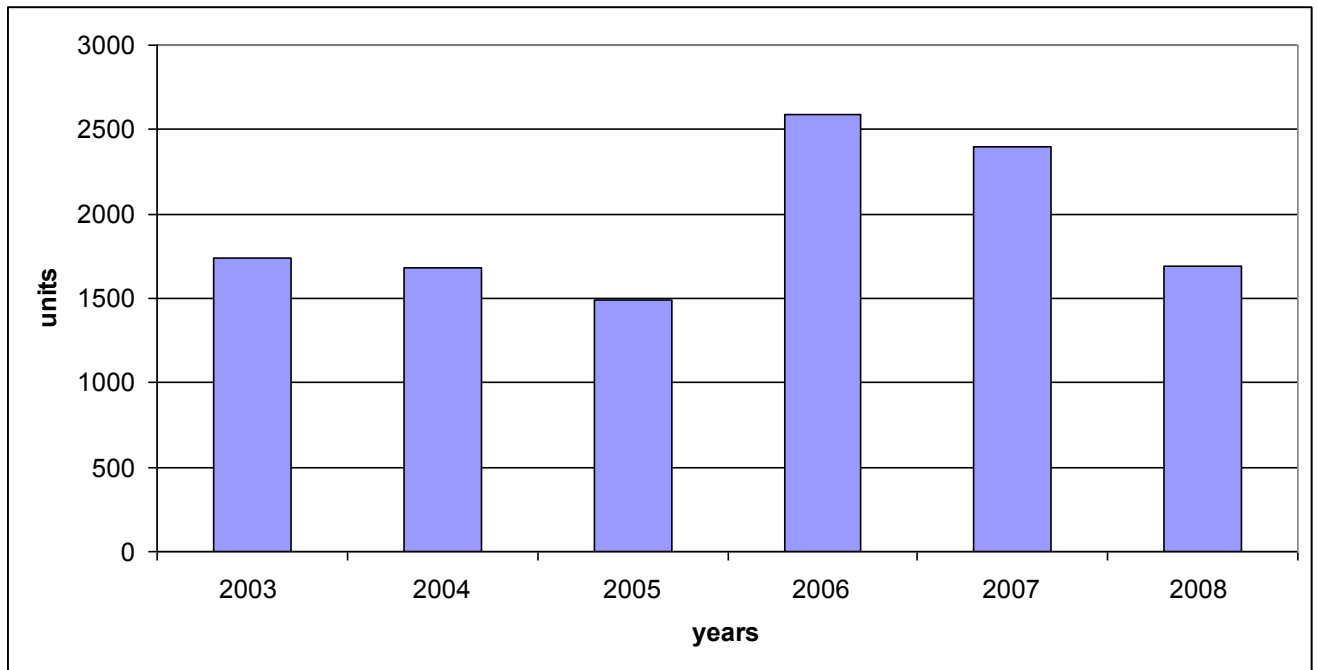
The network of restaurant industry includes restaurants, cafés, coffee bars, dining halls, beerhouses, dumpling bars, snack bars, snack-bar serving patties bars, pizzerias, culinary shops.



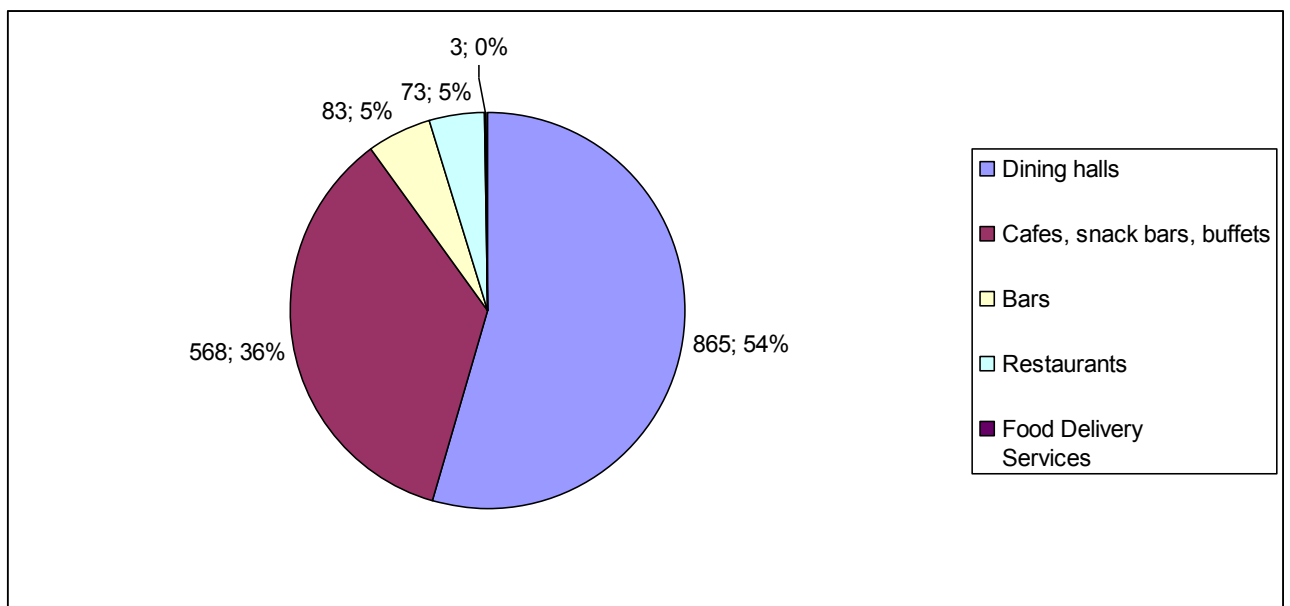
*Fig. 1. Trade turnover's evolution of restaurant enterprises in Kharkiv region in 1995-2010 [6, p. 205]*

The important factor which characterises the activity of restaurant industry enterprises is a turnover. Fig. 1 shows that trade turnover of restaurant enterprises is constantly increasing. It is connected with inflation, rise in food prices and, accordingly it is reflected on the prices of different dishes, and from the consumers with the view point constantly growing requirements for these services. Evolution of restaurant facilities has unstable dynamics but lately the number of the facilities has been decreasing (figure 2), which is connected with crisis phenomena, as a result some catering enterprises became bankrupt, a competition also gives some results.

In the structure of the restaurant enterprises in Kharkiv region cafeterias and cafes dominate – these types are more accessible by prices level for ordinary citizens, therefore they are widely spread in the region (Fig. 3). Accordingly, there are fewer restaurants because they are of high prices, but the restaurants guarantee high service quality.

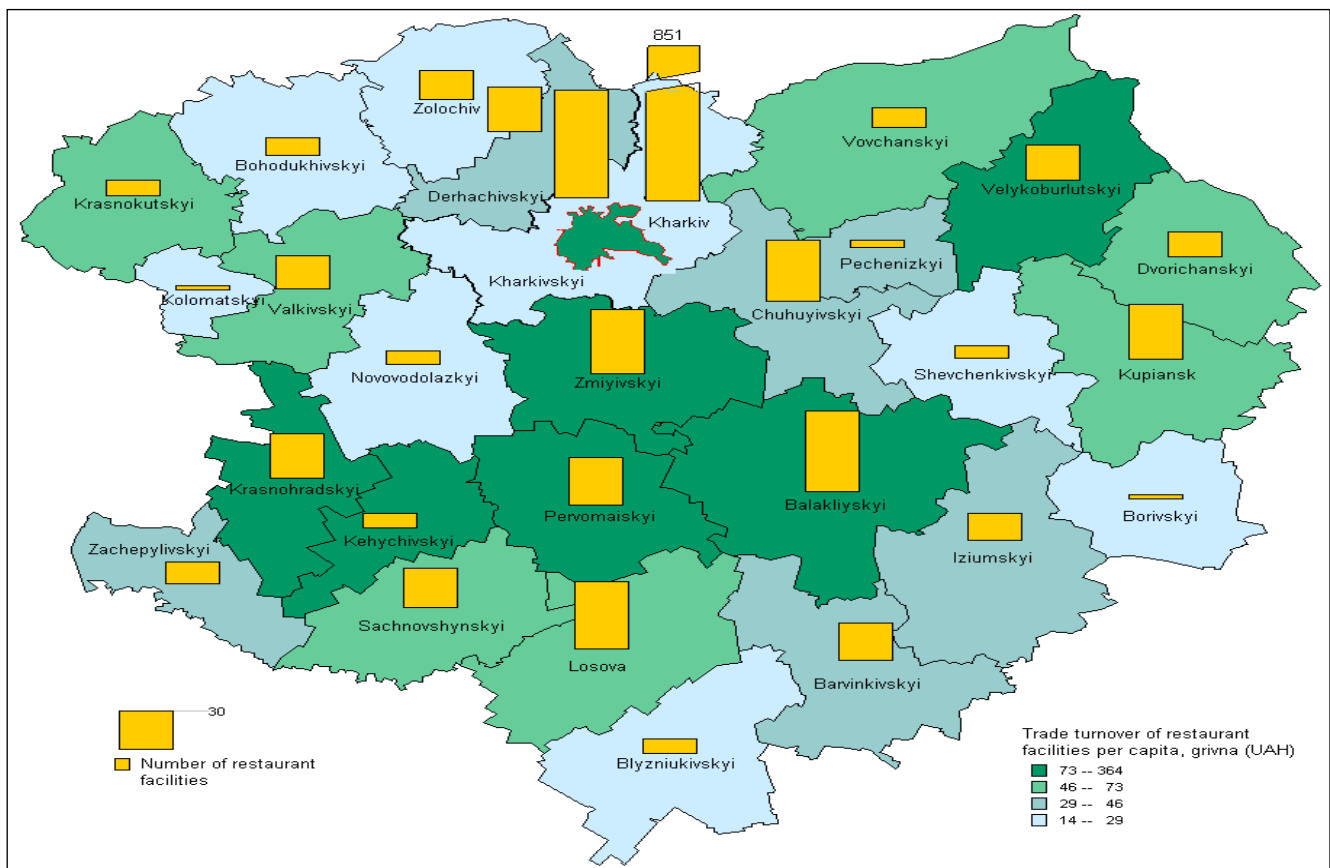


*Fig. 2. Evolution of restaurant enterprises number in Kharkiv region in 2003-2010 [6, p. 215]*



*Fig. 3. Specialization of restaurant enterprises network in Kharkiv region in 2010 [6, c. 218]*

Recently we have noticed a trend in moving services transfer from restaurant enterprises' halls to workplaces (offices, agencies), recreation zones and homes. Modern enterprises have been opened in towns and districts of region: cosy and comfortable mini-restaurants for a small number of visitors, fast food enterprises like "Бистро", "Pizza", «Пузата хата» which specialize in cooking dishes of Ukrainian cuisine [7].



*Fig. 4. Restaurant service of Kharkiv region's population in 2010 [6, c. 217]*

The distribution of restaurant enterprises trade turnover levels in Kharkiv region is uneven (Fig. 4). The highest trade turnover level is in Kharkiv. This is due to the presence of a powerful consumer like the population of a city. As the purchasing power is higher in Kharkiv than in other towns of the region, the network of restaurants, cafes is wider there, and there is a large assortment of service types. Balakliyskiy, Valkivskiy, Krasnohradskiy, Kupiansk, Lozova, Pervomaiskiy districts are the transportation centers, and so there is a demand on the catering services. Hotel industry develops together with restaurant industry, that is demonstrated by Zmiyivskiy district. There are significant tourist flows in Krasnohradskiy district which requires catering services. Catering services are poorly developed in the most depressed areas (Kolomatskiy, Novovodolazkiy, Borivskiy, Blyzniukivskiy, Bohodukhivskiy, Zolochiv districts). A small share of trade turnover per capita is in Kharkivskiy, Chuhuyivskiy, Derhachivskiy districts which is explained, on the one hand, by the fact that district residents are catered in the regional center, and, on the other hand, the development of this sphere in district is insufficient.

Conclusions. So, we can conclude that restaurant industry is one of the main components in services ones for the population of a region, restaurant activity is unevenly distributed in Kharkiv region, the overwhelming number of establishments is located in Kharkiv, the rest is located in small towns of the region. In the absence of real research in restaurant system development there is the need to continue social and geographical research to solve problems even in the distribution of the restaurant activity at the regional level.

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