

makes tourism inaccessible for the most of the population, especially for socially disadvantaged.

The active development of tourism in the Republic of Belarus should be based mainly on those types and forms of tourism, which imply a maximum use of the existing complex and tourist potential, anticipate strategic risks and reduce it to a minimum level. Because of a poor material base of tourism (70–80 % of it is in need of renovation) and information vacuum, the country loses the tens of millions of dollars of profits annually.

The formation of a sustainable tourism model requires a simultaneous two-fold activity aimed at solving the aforementioned problems and facilitating advanced development. It can be achieved only with maximum use of the country's tourism potential and the desire to get the maximum economic efficiency.

References

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FRENCH RESTAURANT SERVICE AND HOSPITALITY

While a close relationship exists between service and hospitality, there is a distinct difference between the two. "Service is the act of filling the needs, wants, and desires of the guests" [1]. Guests expect a clean table, clean dishes and utensils, safe food, hot foods served hot, and cold foods served cold.

"Hospitality goes beyond the service guests expect of servers. It means creating a pleasant dining experience for your guests with small gestures like giving a friendly greeting, smiling even when very tired, etc" [1].

The modern restaurant as we know it came into its own in France in the late eighteenth century. For centuries Paris had taverns which served food at large common tables, but then they were notoriously crowded, noisy, not very clean, and served food of dubious quality.

Nowadays there are a lot of different types of restaurant establishments in France such as tearoom, family-style, upscale, casual, theme, and quick service. Though there are no clear characteristics for each type of establishment, it is possible to identify the following:

- **Le Bistro.** Originally considered to be a bar or a cafe. It turned to be a typical restaurant, really popular amongst the French as well as foreigners.

Their convivial atmosphere and reasonably priced meals have made their success for a long time now. French Bistros feature is a historical decor.

- **French Brasserie.** The French name “Brasserie” was originally used for brewery, but it turned to represent a certain type of large, busy restaurants proposing typical French food. Larger than the French Bistros, the traditional Brasseries have subsequently more extensive menus, offering fine dining meals as well as simple dishes.

- **Michelin Star Restaurants.** The best restaurants of France were granted the so-called Michelin stars, creating the huge range of “Michelin starred restaurants”. Boasting from one to three stars, such restaurants ensure a high quality service, original and/ or elegant decor, fine wines and terrific, sophisticated food.

- **Traditional Auberge.** The traditional Auberges restaurants are an excellent and pleasant combination of French gastronomy and art de vivre. Generally situated in rural areas or at least in remote, peaceful surroundings, such venues are run by independent professional caterers and chefs.

As to the French service, it is used in upscale restaurants, elegant hotel dining rooms, cruise ships, resorts and casinos. There are two types of the French service — Cart French and Banquet French.

- **French cart service.** The food is prepared tableside. Hot foods are cooked on a rechaud (hot plate) that is on a gueridon (small table). Cold foods, such as Caesar Salad, are assembled on just the gueridon. Guests are served from the left. Some foods, such as desserts, may already be prepared. This style would only be used for small VIP groups.

- **Banquet French service.** Platters of foods are assembled in the kitchen. Servers take the platters to the table where guests are seated. The server, using two large silver forks in his or her serving hand places the food on the guests’ plates. Each food item is served by the server from platters to individual plates. Guests are served from the left.

However, no matter which combination of amenities make up the whole or the way the establishment is actually named the guest has every right to expect a smile, that his or her order is correctly taken and delivered, and that the check is presented promptly. Therefore, good service and hospitality are still the keys to running any successful operation.

References

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