Ministry of Education and Science   
State educational institution Higher Professional Education   
Petrozavodsk State University   
Chair of tourism

**Gastronomic startup**

**The concept of its integration into the business space of youth entrepreneurship**

Tilinina Sofia  
+7 906 206 12 33  
tilsonya@gmail.com

**Introduction**

Restaurant management is a complex field of activity, as opening of own business need to consider a lot of features, from the choice of concept to formulation of menus and selection of restaurant equipment. A considerable part of the catering is included in the hotel and tourist territorial complex. In this case, public catering enterprises solve important social task to promote a positive image of the area (city, region). In this regard, the young and inexperienced entrepreneurs need to form professional culture and social responsibility to develop their mobility, to respond promptly to requests from catering sphere and high availability to cooperate.

The desire to create adequate modern level of development of society projects-providers need to develop conditions for sustainable development of the region, to increase the interdependence of scientific, educational and industrial structures determine the content of the new platform, which should be created new methods and tools for their management.

**Aim and objectives of the project**

The project involves the creation of a gastronomic platform and the development of a new concept of work-based catering type open space, which will include as standard services provided by catering companies, and developed an innovative program to promote gastronomic brend.

In one space will be performed at the same time a number of different thematic projects carried out by a consortium of organizations that are linked by a common goal, which will contribute to improving their efficiency through synergies.

The main purpose is to analyze and assist in the implementation of new projects of young entrepreneurs, but equally important is the integration of gastronomic culture in the society, which also provides innovative programs.

A new kind of project provider - gastronomic platform - solves  the following tasks:

* consideration of the food service industry as socially focused and expanding its role in solving social problems of the region
* maintaining a highly qualifield personnel as bearers of a set of knowledge and skills
* formation of social responsibility among young entrepreneurs
* creating a space which support development and capacity building of youth entrepreneurship in the restaurant business in the region
* development of diverse forms of business activity on a wide range of areas in the business environment

**Methodology and data**

Business style is defined by its key resource - a multilateral platform. Three main activities – platform management, services and platform promotion.

Value proposition creates advantages in three main areas: first, the involvement of consumer groups (customer segments), and secondly, to establish the relationship between customer segments, and third, lower costs due to the interaction on the platform.

The main costs peculiar to style, refer to the creation and development of the project.

The project will focus on two or more customer segments, each with its own value proposition and the corresponding revenue stream. The concept assumes that the consumer segments will interact closely with each other.

Innovative program of gastronomic project will include an analysis of gastronomic startups, that will help to young entrepreneurs understand the value of their proposal, the organization of seminars with the participation of professionals in the restaurant business, the development of the gastronomic component of the cultural life of the city by launching a number of projects such as supermarkets and festivals, outdoor dining and master classes from chefs of our city, etc.

Also planned to create links between gastronomic project and local manufacturers.

This is an opportunity for platform to realize a quality farm product at enterprises of main partners, while startup projects temporarily located on the basis of the enterprise, as well as directly through sales to customers who want to purchase the natural products.

Creating this kind of co-op will give a significant push to the promotion of gastronomic natural brand of Petrozavodsk and the republic in general.

**Expected Results**

Develop practical and relevant research that is applicable to current issues within the hospitality and foodservice industry.

Work with industry leaders (owners and managers) to solve current issues.

Forecast future economic conditions and trends for education and industry.

Develop educational forums that bring educators and industry members together to share relevant industry-wide information and data.

Collect data and developing instruments to assist students, managers, and industry consumers in making purchasing decisions.

Assist industry in educating new workforce personnel for future managerial and supervisory roles and responsibilities.

Educate the general population relative to activities in foodservice management.

Creating this kind of platform will have a significant impact on the development of gastronomic brand republic and development of the restaurant business in many ways, as the organization opening their own business - it's a tough test, but with the support in conjunction with a number of common cultural projects, the restaurant business in our city can rise to a new level.