

## **2. СУСПІЛЬНО-ГЕОГРАФІЧНІ МОДЕЛІ ТУРИСТИЧНО-РЕКРЕАЦІЙНОЇ СФЕРИ РЕГІОНУ**

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### **RELEVANT ANALYSIS OF RESTAURANT BUSINESS DEVELOPMENT IN LIMA**

15 years ago, Lima restaurants were a hundreds. After August crisis in 1998, many public catering establishments were simply ruined and only less than half from existing to a default could endure hard times. Restaurants where was working out the concept “survival rate” have appeared the most adapted for a similar economic situation. Today there are 3500 restaurants in Lima, excluding fast food restaurants.

Expensive author's restaurants haute cuisine have started to appear in Peru in the late eighties – the beginning of 90th in the last century.

The volume of the Lima market of public catering since 2005 steadily grows. Last year's growth in total turnover of the capital enterprises of a public catering was slowed down that characterizes process of gradual saturation of the market: If in 2006 growth rate was 24,5 %, in 2016 was only 2 %.

Due to financial and economic crisis, there was a considerable recession of the public catering market. The most difficult period for the public catering was 2014. Thus, Lima market has suffered less, than in regions: Growth rates of Peru public catering turnover in average in 2014 have decreased more considerably, than in Lima [1].

The Lima public catering turnover in January-June 2016 has continued decrease:

growth rate in the comparable prices was 93, 6 % by the similar period in previous year (2014 - 100, 7 %). In monetary value the public catering turnover was 57,5 billion Nuevo sol or 16,3 % of all public catering national market. At the same time, nowadays-positive tendencies are observed: unemployment reduction, stabilization of salaries and the general increase in well-being of the population, according to experts, will help the public catering organizations to restore the lost positions.

The economic crisis has impulse to intensive development of public catering with the prices accessible to middle class. Considering the fact that the Lima public catering market in average and an economic segment are not saturated and not generated, in short-term prospect it is necessary to expect considerable changes in forces alignment. Due to intensive development of network formats growth expected in following segments: fast food, fast casual and casual dining, coffee houses.

The most influential players of the capital market of public catering in a segment of democratic restaurants and fast food are the large chains and holding companies such as "Rosinter", "Mu", "Fur-trees-sticks", "Jakitorija", Sbarro, McDonald's, "Rostik's-KFC", «Coffee house», etc. They have already gradually forced out single companies, aspiring to occupy the big market share.

The Lima turnover share in public catering of Peru in 2016 was 15,4 %. The most part of a turnover of Lima public catering are cafes, dining rooms and restaurants. Their share is about 75 % in turnover.

Bars and other companies of public catering occupy the others 25 %. By quantity of institutions of public catering Lima is the leader. Only the quantity of cafe and restaurants in capital exceeds 7 thousand.

According to polls, the most popular are Peru cuisine (27 %). On the second place there is an eastern kitchen (20 %), on the third is "the mixed" kitchen which, means absence of obvious preferences of any kitchen. The Italian and Japanese kitchens preferred, accordingly, by 15 % and 13 % of respondents. In 2016, after small reduction of volume in public catering market in 2014 (-1,7 %), its growth has renewed.

For the Peru public catering market, seasonal prevalence is one of the characteristic: The lowest turnover is usually in the first quarter of year (January), the highest is in the last quarter (Fig. 1).

In 2014, seasonal prevalence has remained, but the gain of institutions of the Peru public catering reduced [2].

In 2016, indicators have again shown a tendency to growth. Most profitable month for public catering sphere in the Peru is December [2].

In January, there is a sharp reduction of a turnover in the services sphere segment [2].

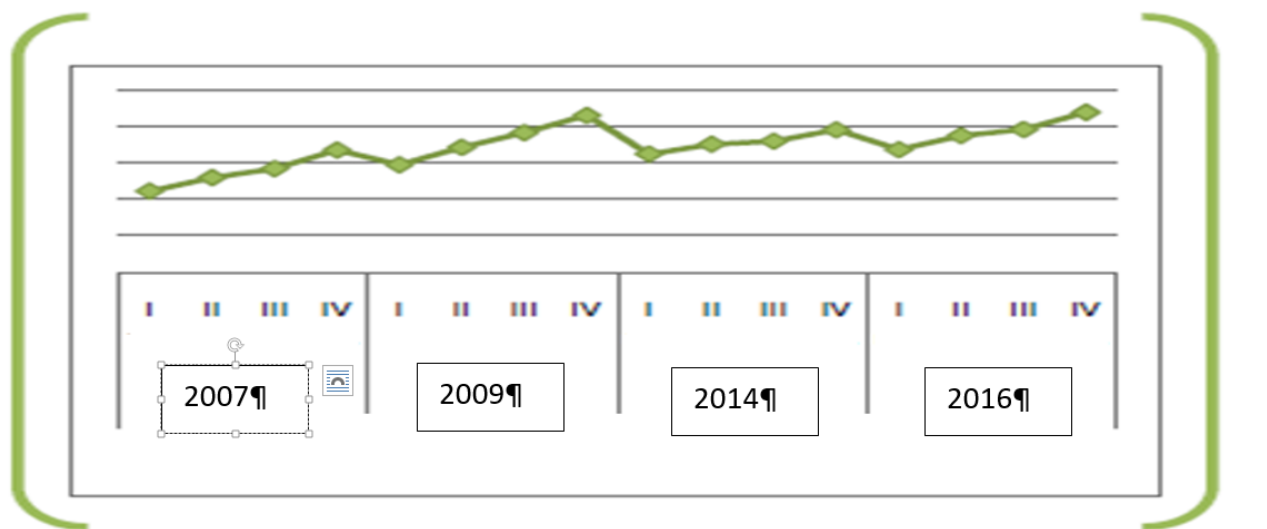


Fig. 1- Dynamic of Peru catering market turnover in 2007-2016 mln. Nuevo sol

By quantity of public catering institutions on first two places of a rating are Lima and Huancayo. Moreover, it is important to notice that among all cities, only in capital of Peru the quantity of restaurants is more than cafes. The sector of so-called democratic restaurants (chain "Osha", by "Jaito", «TGI Friday's») are very developed in Lima, which in many respects similar to cafe, but a little better on a degree of service and the average check.

Quantity of public catering establishments available in Peru is considerably concedes to the West. For example in Paris, it is about 14 thousand restaurants, cafe and other institutions, in New York – 17 thousand. On the one hand, it means that in our market there a lot available niches and possibilities to start business developments.

On the other hand, it is necessary to consider that statistics testifies the adverse factor influencing development of consumer behavior in Peru, Peru traditionally eat at home. In the USA expenses on a food out per capita is 1349 dollars per year. In addition, in Peru is 66. Besides, population shift is necessary for growth of restaurant business, which is tourism.

The basic consumers of restaurant services in Peru are internal consumers and residents. They are not constant in habits, they search novelty, non-standard ideas, but the main thing, this segment is the smallest. Meanwhile, restaurant business in developed countries based first on all on gastronomic tourism. For example, in France such phenomenon is developed. The large quantity of people is travelling simply to have dinner at this or that well-known restaurant.

In Peru, tourism is not developed, and not only gastronomic. The reasons for that is economy, political. In addition, one of the main problems is a safety problem.

#### **The used literature**

1. Investment attractibility of Peru public catering [An electronic resource] market//www.analyticgroup.ru/news/?id=31
2. Peru public catering market // Intesco Research Group, 2017

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### **СОЦІАЛЬНО-ЕКОНОМІЧНІ МОДЕЛІ ЯКОСТІ РОЗВИТКУ ТУРИСТИЧНОЇ ІНДУСТРІЇ КАРПАТСЬКОГО РЕГІОНУ**

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