

DEVELOPMENT OF THE RESTAURANT BUSINESS IN THE HOSPITALITY  
INDUSTRY

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**Annotation.** *The article deals with issues related to the use of a new modern direction in the hospitality industry — carving (artistic cutting of vegetables and fruits). Special attention is paid to the role of carving in increasing the aesthetic appeal of dishes and creating a positive impression among guests. The article reveals the features of the use of this art form in the restaurant business, as well as its impact on the competitiveness of public catering enterprises.*

**Keywords:** *hospitality, restaurant service, carving, cooking, technical aesthetics.*

**Abstract.** *This article examines the use of carving (artistic cutting of fruits and vegetables) as a new modern art form in the hospitality industry. Particular attention is paid to the role of carving in enhancing the aesthetic appeal of dishes and creating a positive guest experience. The article explores the specifics of this art form's application in the restaurant industry, as well as its impact on the competitiveness of food service establishments.*

**Keywords:** *hospitality, restaurant service, carving, culinary arts, technical aesthetics.*

**Annotasiya.** *Ushbu maqolada mehmondo'stlik sanoatida karving (meva va sabzavotlarni badiiy kesish) yangi zamonaviy san'at turi sifatida qo'llanilishi ko'rib chiqiladi. Idishlarning estetik jozibadorligini oshirish va mehmonlarning ijobiy kayfiyatini yaratishda karvingning rolga alohida e'tibor qaratilmoqda. Maqolada ushbu san'at turining restoran biznesida qo'llanilishining o'ziga xos xususiyatlari, shuningdek, uning oziq-ovqat xizmati korxonalarining raqobatbardoshligiga ta'siri o'rganiladi.*

**Kalit so'zlar:** *mehmondo'stlik, restoran xizmati, karving, pazandalik san'ati, texnik estetika.*

Hospitality is one of the concepts of civilization, which, thanks to progress and time, has turned into a powerful industry, which employs millions of professionals, creating the best for consumers of services (tourists).

The hospitality industry includes various spheres of activity of people – tourism, recreation, entertainment, hotel and restaurant business, catering, sightseeing activities, organization of exhibitions and holding various scientific conferences.

Thus, the hospitality industry is a complex sphere of activity of employees who satisfy any requests and desires of tourists.

It is known that the world of hospitality today is a sphere that combines art and traditions, technologies and mechanisms of activity, marketing experience, service philosophy and much more. From year to year in the hospitality industry there is a serious competition for customers, which in turn forces top managers to think through not only the main strategy and

style of operation of hotels and restaurants, but also the details that give the institution its uniqueness and uniqueness. A variety of attributes and decorative elements that create a special atmosphere help to create a special look of the institution.

Mixing styles in interior design, dishes and culinary products, and the overall aesthetics of establishments has become relevant for restaurant businesses.

The restaurant business today is one of the most attractive in the field of hospitality. Its share increases annually by 15-17 %. This positive trend is associated with economic stabilization in society, which leads to the emergence of free time and money that can be spent in order to meet various needs in such a social space as a restaurant.

On the one hand, there is the introduction of new, non-traditional methods and styles into the classic technology of table setting and food design, on the other hand, the adjustment of existing directions contributes to the creation of an unforgettable atmosphere that the guest wants to plunge into again and again.

The design of dishes is a section of technical aesthetics, which every year is given more and more importance in public catering. Culinary products not only have an aesthetic impact on consumers, but also foster aesthetic taste. People come to the restaurant not only to eat delicious food, but also to relax, that is, to get positive emotions.

Today, restaurateurs understand that it is important not only to serve a high-quality dish to the guest, but also to decorate it accordingly. Just as there is fashion in clothing, so there is fashion in serving and decorating dishes.

A beautifully designed dish is an important element of a modern daily and festive table. Decorations transform even seemingly familiar dishes, delighting consumers of different ages. At the same time, for a European chef who decorates dishes, it is important to have a good artistic taste, a sense of proportion and, most importantly, do not forget about the culinary essence of dishes. After all, even the most elegantly sliced watermelon is still no more than an ordinary watermelon.

As the art of artistic cutting of vegetables and fruits, carving originated many years ago in the East and for hundreds of years has become a national tradition and extremely popular everywhere: the effect of visual perception has long exceeded the gastronomic interest, and decorative carving of vegetables allows you to design a banquet or buffet table incredibly stylish, bright and very unusual. Carving masters passed on their knowledge by inheritance. Over the last decade, this art has become available to everyone who wants to reach the top in the decorative design of dishes. The art of artistic slicing of vegetables and fruits, originating in the countries of the East (Thailand, Korea, Japan), was picked up by American restaurateurs and also spread widely in Europe.

In any sense, "carving" comes from the English verb "carve", which literally translates into Russian as "cut". Accordingly, the form of the noun can be designated as "cutting" or more artistically - "cutting".

There is a distinction between European and Asian carving. "European carving" is like "European Chinese cuisine", that is, it simply does not exist, but there is carving on vegetables

and fruits that grow in the European part (relative to our mainland). "European" carving is used to create decorations from radishes, beets, carrots, bell and hot peppers, zucchini, pumpkin, eggplant, onions and cabbage.

Masters of Asian carving use watermelons, melons, papaya, avocado, mango, on which they cut openwork patterns. In different countries, carving is based on different techniques, which differ significantly from each other. For example, Chinese and Japanese techniques are very similar - they clearly show a tendency to cut out images of animals, people, and hieroglyphs.

Carving can also be successfully used in everyday home table setting.

Culinary carving is essentially a primitive art form of sculpting or engraving on the surface of short-lived culinary products made from fruits and vegetables that adorn the table.

Culinary carving can become a part of everyday life. After all, this kind of art teaches not only to set the table exquisitely, but also the ability to see a lily in a zucchini, forms an aesthetic view of the world and the unusual perception. These delicious products of vegetables and fruits will decorate any table. Do not think that only professionals can make them. You can learn how to cut a beautiful flower from a cucumber or radish yourself.

The carving kit includes special tools:

1. The main tool of the master is a Thai knife.
2. Carburetor knives (sharp, U-shaped, square, round wide and narrow);
3. A noisette knife нуазетный (also known as a notch knife) of round and oval shape;
4. Fluting knife каннелирования (For drawing grooves-flutes);
5. Engraving knife;

Even the simplest carved ornament will decorate any daily dish, make it more appetizing and attractive. Many cooks own the simplest elements of decorating dishes, everyone will turn a rose from a tomato or cucumber, but everyone is already used to this and this does not cause any special delight among the guests. You need to constantly surprise your visitors. Surprise and delight you can use, for example, a bouquet of flowers from roses, asters, chrysanthemums, lotuses, daisies, dahlias from figuratively sliced vegetables.

Vegetables can be very diverse - potatoes, carrots, beets, radishes, daikon. The bouquet can be placed in a vase of zucchini, pumpkin, also decorated with elements of carving. Masterly compositions of fruits and vegetables are the best decoration for a festive table. Decorators create sumptuous bouquets of ordinary beets, carrots and potatoes, turn pumpkins and watermelons into openwork vases, and cover apples with fancy carvings. You want to look at them for hours, trying to comprehend how a human hand can create such a miracle.

Carving is an elegant and fascinating sight that can be used in the menu of any restaurant or cafe at various events: banquets, receptions, weddings, anniversaries, parties, corporate events, children's parties and other festive events where you can pleasantly surprise your guests.

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