

## TRANSFER OF INNOVATION IN THE TECHNOLOGY OF SERVICE, INCREASING THE QUALITY OF THE RESTAURANT PRODUCT

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### INTRODUCTION

### INTRODUCTION

Transfer of innovation in service technology creates an opportunity for "improving the quality of the restaurant product" (Polymenov, 2014). The transfer of innovations service processes is an accurate exposure to the techniques of work in different forms of service (Dimitrova, 2011; Tishinov, 2015). The introduction of new restaurant products, or the improvement of technology and detail are the specific needs of the Niche tourism and the Wellness touristic destinations (Dimitrova, 2014; Tishinov, 2015)..

Innovations in restaurant service are a continuous repeat process and are an essential element for enhancing the "quality of the restaurant product." (Ribov, 2005). Everything is focused on the set company goals, company strategy with the maintenance of high mastery and skills reaching the perfection and competitiveness of the product. Service technology seeks to respond to how processes are performed and what operations and techniques are in creating and delivering the service. What is their technology and chronology, what are the elements, how they combine and how the forms of supply are resistant. Service technology is a combination of successive technology operations that involve material and human resources in a particular way to produce travel services and create value for the customer. It is seen that service technology is part of the service system and is fully involved in the tourist product. It directs how to combine material and human resources in the process of service delivery (Lukanova, 2017).

### METHODOLOGY

The management of the quality of the restaurant product is based on the transfer of innovations in the innovation process of the restaurant activity, which leads to "increasing the competitiveness" (Marinov, 2003). Transfer factors from production phases and quality restaurant product ratings should be comparable to quality and price.

The introduction of innovation rates and the competitiveness factor of the restaurant product also determine the competitiveness factor of the restaurant product, under the influence of certain transferred innovative factors for a specific restaurant and create conditions for comparability. Flexibility in service technology is particularly important for the service and subsystem. The features in the technology of tourism services are revealed within the structure itself and have certain internal specificities. The whole technology consists of interconnected elements and represents an integrative set. The operations that are performed are composed of several components and are required for matching and purposefulness according to the type of service. With the transfer of innovations, improvements in the culinary production and service technology are achieved, they have the potential to change the organization of restaurant business and to respond to market demand. Transferring innovations to various restaurant products through strict adherence to working techniques and repeatability of the workpiece is a striving for implementation in the production of innovative solutions and factors, allowing rapid correction. The requirements are to achieve a synchronization that is respected by the functional units and there is a harmonization between the units themselves in the service system. Here also arises the dilemma of whether there is a single technology of service with certain stages or there are separate technologies for each relevant service. The opinions are different and this is due to the nature of the service, the lack of chronology in the provision of the individual stages.

## **RESULTS**

Trends are through the transfer of innovations to the proposed culinary product and organization of work in the kitchen unit, to the transfer of innovations in the service technology and the organization of work in the commercial hall, to achieve complete harmony in offering the restaurant product in the restaurants and entertainment in a "specific material and spiritual environment" (Dubeva, T., Lukanova, G., 2011). The transfer of

innovation complements current know-how and is crucial in overcoming differences in service technology, providing the opportunity to analyze details and correct certain techniques.

Operations in service technology and factoring processes must work in a system and be sequenced in order to improve service times. Technical Factor Operations can be described by the following diagram, which is a transfer of service interrelations and indicates their ability to be innovated (see Figure 1).



**Fig. 1.** *Technological operations from the service of "Innovations in Restaurant"*

Compliance with the techniques of work and their skillful application creates the opportunity to innovate the production operations. The diagram is an accurate representation of operations step-by-step interconnected combinations of service techniques that constantly seek to "cycle into the heterogeneous system of restaurant management and by complying with the standard and designing in service technology to reach a more homogeneous system" (Polymenov,2014).

Improving production processes leads to increased efficiency, which in turn creates the opportunity for qualitatively and quickly transferring innovations. High expertise is needed when transferring innovations from efficient production processes while preserving good practices. A success formula in restaurant activity is also the skillful transfer of processes, their implementation, which is related to the competency skills of the team directly involved in the production process.

The transfer processes are focused on implementation, implementation and compliance with the modern quality management strategies and systems ISO 9000. The overall scope is to satisfy the requirements of the consumers and to satisfy the internal company needs. The Hazard Analysis and Critical Points

(HACCP)<sup>1</sup> system is also targeting the implementation, eradication and control of the risk of contamination of food products below acceptable levels. The system controls and analyzes the biochemical, chemical and physical hazards of food delivery, storage and processing as well as the production, distribution and consumption of the culinary product. The steps of the technological operations are monitored and the requirements for non-interference of the technological processes are observed. Based on the analysis, processes are documented in work instructions, which must include and determine what, where, when, by whom and how should be done.

The realization of successful technologies in different forms is due to hotel and restaurant chains. Their resilient standards and product standardization lead to expansion in large chains. Transfer of technology as a product element is a set of standards of culinary production and service and is provided in a branded package and other services of new objects / affiliates / franchise contract. Created written technology has to adapt to the specific conditions in the individual objects, which is a slow process. The test effect and financial efficiency are tested on at least three sites. Effective is the standard technology / operations with the participation of the clients are limited / for fast service institutions, where the operations are simple and fast repeating to the degree of feasibility. This allows the standardization of operations and their dressing in the norms for the thermo-execution to maximize performance with minimal uncertainty. Normal operations are complex and personalized and difficult to formalize. Relationships are difficult to fix, and therefore everything comes down to technology. This is typical for hotel chains and high-end establishments. The so-called core core technology is created from the prescribed operations, with the client, the microclimate, the degree of representativeness is not formalized but detailed. Standard transfer technologies spread across multiple success factors become a barrier. There are many reasons, but the main is about a lack of elasticity and rapid adaptation to changing demand demands. It is difficult to reject the standard product and replace it with a variety of variants, while the individualisation price is very high. Importance is exacerbated by the role of technology as an industrial property object. Overcoming problems and anticipating a decline for major hotel and restaurant chains is based on long-term planning, directly

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<sup>1</sup> [Hazard Analysis & Critical Control Points \(H.A.C.C.P.\)](#)

linked to the overall strategy. Avoidance of stagnation is overcome with the introduction of scientific achievements in the field studied, this is achieved by copying the results of the competition. Changes constantly lead to a fast-moving and changing process that constantly resumes. The chains that maintain quality of service constantly stimulate innovation. This is achieved through a thorough knowledge of the details and operations with client correspondence and the improvement of the elements and philosophy of the whole technology.

Transposed techniques should be adapted to innovations in risk factors such as sorting, sanitizing, disinfecting, polishing pots and inventory. Good transfer factors in sorting operations and loading, reloading, servicing and sorting techniques / economy of movement / are at the heart of innovation and reduce the risk of overloads. The dynamics of the production process leads to the improvement of the leading operations and to the improvement and reduction of labor-intensive processes. Transfer of innovations in the restaurant industry is relatively low due to the many manual personal operations and depends on the qualification and technological skills of the staff. The complexity of multiple technological operations is difficult to certify due to the participation of the subjective factor, but by optimizing the qualification skills, the quality of the restaurant product is improved. The refinement of the restaurant product is based on market demand, based on quality and price, which is directly dependent on the consumer's satisfaction with the offered service. Key factors determining the quality of the restaurant product are innovations related to working techniques. The service system with its innovative transfer capabilities is also a factor and guarantor for perfecting and obtaining a quality restaurant product.

## **DISCUSSION**

Avoidance of stagnation is overcome with the introduction of scientific achievements in the field studied, this is achieved by copying the results of the competition. Changes constantly lead to a fast-moving and changing process that constantly resumes. The chains that maintain quality of service constantly stimulate innovation. This is achieved through a thorough knowledge of the details and operations with client correspondence and the improvement of the elements and philosophy of the whole technology. There are possibilities for breaking standardization. Large hotels like Lauading Hotels of the World, Small

Luxury Hotels are stimulating to develop their own technology rules, thereby controlling the quality of service. The technology is marketed separately from the trademark or in combination with the trademark only. The conclusion is that requirements for service technology as a condition for success in companies are growing. This liberal concept allows winning businesses to valorise their technology and extract financial gain and positive image. As an element of the tourist product, service technology can be very attractive and even unique. The whole process of service is innovated, the unique technology forms a unique product with a unique image. In practice, it is difficult to create and maintain a unique technology, the difficulties are differentiated in the thematic products.

## CONCLUSIONS

Transparent factors improve service techniques and are the determining factor in organizing restaurant service. Success is related to introducing a methodology for leading restaurant products, creating best practice templates, working techniques to move to a new higher level, and a higher level of satisfaction with the organization of the service.

From this analysis I allow to formulate the following conclusions:

1. The conclusion is that the technology of servicing as a component of the technological product has a life cycle, the phases of which must be closely monitored by the specialists;
2. Service technology is very closely related to the category of service quality of the tourist product;
3. Transferred technologies in the restaurant industry significantly increase the quality of the restaurant product by enhancing competitiveness and improving the cost of the service.

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