TOP FIVE RESTAURANT IN THE WORLD

K.Melnichuk

J.Bilitska

Scientific supervisor: N. Nesterenko

National University of Food Technologies

There are millions of people away from their homes every day either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients-office and factory employees, schoolchildren, military personnel, travelers and people out to have good time. Because there are so many to feed, the restaurant and catering business is one of the largest and fastest-growing industries in the world. These who eat away from home spend vast sums of money on restaurant or catered meals. This is similar to the related accommodations industry, the hotel and motel business, which provides a service in the form of housekeeping and a product in the form of rooms, meals, and beds.

Restaurants generally fit into the following categories: gourmet restaurant, family-type restaurant, specialty restaurant, convenience restaurant, fast food operation. Another way to categorize restaurants is by the kind of service they offer. There are basically four types: table service, counter service, self-service and take away (carry-out).

Many new restaurants are different in their architecture, in their design and many other things. Restaurants are built today according to the new and different taste of the people. Many parties are done in the hotels and restaurants which increases the meaning of the occasion. Many theme parties are organized in hotels and restaurants which gives a special meaning to the occasion. Great architecture is done in the restaurants due to which people are attracted. Nice interior and designs are given to the restaurants which is the other reasons for the attraction of the people. Every restaurant owner wants to build their restaurant differently. The other important factor which can increase the popularity of the restaurant is the food which serves in the restaurants. The people go there mainly because of the food only. Due to this, the restaurant owner gives more importance to the food.

A great attraction for the customers are top five restaurants. *Ice Restaurant in* Dubai, as temperatures soar, is one place in the Middle East where customers can stay cool — Chillout at Dubai's Times Square Center. Almost. every thing in the restaurant is sculpted out of ice. Diners sit on ice benches or chairs, eat at ice tables, from ice plates, drink from ice glasses served from a bar made of ice. As visitors enter the lobby, they are given thermal gear to protect themselves from the chilly conditions. This comprises a hooded Parka jacket, disposable woollen gloves and a pair of shoes. Visitors are advised to first spend a few minutes in the Buffer Zone to get acclimatised. The temperature in the buffer zone is set at 5 C, which gives the body time to adjust to the sharp drop in temperature in the dining area. The restaurant can accommodate up to 40 guest and serves cold cuts. Barbecued items, soups, sandwiches, juices, ice creams and cocktail. For added dining enjoyment, seats are cushioned while the acrylic –topped tables boast decorative pieces sculpted from ice. In other countries people are asked to leave after that period. The ideal time to spend inside an ice restaurant is 30-40 minutes. The workforce comprises people from cold countries such as Romania and Russia to ensure they can withstand sub-zero conditions. Kruivka is a reputed restaurant with its record number of customers. Thousands of people are here every day (it is across the street from the City Hall) to be in an unusual atmosphere, even in for an hour. Young people find it romantic. For many people the word kryivka symbolizes a devotion to ideals; some believe that a kryivka should have nothing to do with entertainment. There is a steady flow of customers, among them noted Lviv journalists, actors, businessmen. There are many young visitors who come to order simple - but rather expensive - dishes and take pictures of each other in front of very large photos showing young people dressed in paramilitary uniforms, almost always in the woods and carrying weapons. Visit the restaurant. Many guests from Russia and the east of Ukraine visit the restaurant. At first they very often tend to be aggressive, but they leave almost friendly. Guests buy books they show an interest about history and their general attitude to Ukrainian

history changes. Some people support these idea another are against it and say that it is provocative idea. After launching the restaurant the mayor's office received a letter from several nonprofit organizations requesting that Kryivka be closed because it is abusing and humiliating the national liberation idea. The organizers have a different concept. They want a chain of such restaurants all over Ukraine. By using the interior, music, the waiters' costumers, and menu founders created a living museum. They want to prove to everybody that history should be treated easily instead of turning it into politics and capitalize on it. Dinner in the Sky is a unique event meant for anyone who wishes to transform an ordinary meal or meeting into a magical moment that will leave a lasting impression on their guests. Dinner in the Sky is hosted at a table suspended at a height of 50 metres, by a team of professionals . The Restaurant That's In A Tree is restaurant in Okinawa, Japan that was lodged on top of the remnants of an absolutely massive tree, and customers go up to this restaurant by taking an elevator through said massive tree remnants. The tree is fake. The 6 meter high wood-looking foundation holding up the Naha Harbor Diner is actually made of concrete (though with real vines planted upon it). One can observe views over the harbor from one side of the restaurant and over Onoyama Park from the other. Further, the Naha Harbor Diner doesn't simply rest upon it's gimmicky arboreal foundation. This place serves great organic Indian, Italian and Japanese dishes using locally produced ingredients. The Naha Harbor Diner is also reasonably priced (relative to Okinawa's other restaurant offerings). *Undersea Restaurant – Maldives* has been introduced at the Hilton Maldives Resort & Spa in April 2007 (which is pronounced "eet-ha" and means "pearl" in the language of the Maldives, Dhivehi) sits five meters below the waves of the Indian Ocean, surrounded by a vibrant coral reef and encased in clear acrylic, offering diners 270 degrees of panoramic underwater views. This innovative restaurant is the first of its kind in the world, and is part of a US \$5 million re-build of Rangalifinolhu Island, one of the twin islands that make up Hilton Maldives Resort & Spa. This re-build includes the construction of 79 of the most luxurious beach villas in the country as well as the Spa Village, a self-contained, over-water "resort-within-a-resort" consisting of a spa, restaurant and 21 villas. World's Weirdest Restaurant is a global extravaganza of crazy characters and extreme cuisine.

Restaurants have a special problem: with the exception of fast food chain and franchise operations, a restaurant must make a special statement to the customer if he or she is to return. Eating is a deeply engrained source of satisfaction and the restaurant customer wants an eating experience which combines food, service, atmosphere and indefinable extra. This is often difficult or impossible to anticipate but can mean the life or death of a restaurant.

References:

- 1. Bhote, K.R. "Beyond Customer Satisfaction to Customer Loyalty" 2003
- 2."Organization and technology of hotel service" Luapin I.J.U. 2001
- 3. http://www.nuffy.net/cool/pics/worlds-craziest-restaurants.html
- 4. http://www.smh.com.au/entertainment/restaurants-and-bars/the-worlds-top-10