

Service sector in terms of changing environment

## Eating out on vacation

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### Abstract

Eating out is an emerging trend all over the world, especially now when eating in front of other people aren't a taboo anymore. The popularization of this trend is evident from the beginning of the 90s when the economies have gotten stronger, and since it has been growing. There are many forms of eating out, and many locations where food can be consume away from our residence. This paper will be focusing on eating out during a vacation, when people are on holiday away from their home, and their residential city. The goal will be to stress the differences that exist between eating out at our hometown and eating out when in another city (or even more important abroad) on a vacation. To do so, we are going to introduce the reader to the meaning of eating out and the locations where people can dine outside their home, focusing on the locations that are relevant for eating out on holidays. Then we are going to explain the basic behavior of people when consuming food during a vacation, focusing on the choices they make, the time when the food is consumed and so on. At the end we are going to make the difference between eating out on vacation and eating out in our hometown, so we can give some basic instructions to hospitality facilities owners on how to attract more people to dine at their facility.

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## 1. Introduction

Although when we mention consuming food outside of our home it is commonly associated with visiting a restaurant, eating out isn't that simple. Today visiting a cinema isn't just plain enjoyment in the movie, but also enjoying food and drink as well. When we are visiting a ZOO at the entrance we are welcomed by stands that offer food not just for us, but the animals as well. During sports events we are being offered different types of snacks and some sorts of fast food. When visiting friends or relatives we are offered and we are consuming some sort of food or drinks, almost always. These are just few examples of where we can consume food outside our home, and that clearly show that eating out cannot be simplified to only a visit to a restaurant.

From the above we can conclude that the main characteristic of eating out is something that we all know, and that is to go out of our home and consume food to some other place, usually in the presence of other people. These people are united by one common goal –consuming food outside their home. They can be a close circle of individuals that more or less know each other (for example during a conference, or a birthday party) or a group of people that don't know each other (e.g. restaurant).

## 2. Locations of eating out

Consuming food outside the home can be done in numerous locations. We are using the term "locations" instead of locals or objects because food can be consumed in open spaces that aren't objects. The basic classification of the locations of eating out that we are giving is based on the economical aspects, whether the place where the food is consumed is doing that for a profit (economical gain) or not. Using these criteria the locations can be divided in commercial and non-commercial locations.

### *2.1 Commercial locations of eating out*

The commercial locations for eating out are those locations that make profit by selling food to customers. This category includes restaurants, ZOOs, cinemas, sport arenas, workplace and schools and similar.

The restaurants are the basic and main representatives of the commercial locations of eating out. They are also the first place that we think when we hear about eating out. The pleasure in eating out in restaurant can be find in so many simple things, like: the anonyms and representing yourself as someone else; consuming exotic food that is not usual for the home; the atmosphere; the feeling of higher value and being part of a specific class in the society; being served by someone else and much more.

The ZOO is another location of eating out that offers food. The modern ZOOs usually take between 4-6 hours, which mean food is necessary to replenish the energy. That's why today besides the standard kiosks and stands for fast food and snacks, full-service restaurants can be found.

If we go to a sport event we will immediately notice the role of food there. As a part of the sport arenas, even in Macedonia, in front of or inside the arena, different types of snacks are sold. In the States the hotdog is the most popular "sports" food.

Very successfully the managers of the cinemas have seen the need of food consumption during a movie projection. Today besides the traditional early food –like popcorn and soft drinks, a complete meal can be consumed in a restaurant that is part of the multiplex cinema. Snacks are also available.

The dynamic life requires consuming food at work. Almost without an exception one main meal is consumed at the working environment. That can be done in the canteen in our work place, the restaurant nearby, food brought from home and consumed at work etc. The same is characteristic for consuming food at school with the difference that the health issues are more stressed at these locations.

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