

ABSTRACT

THE INOVATION MENTALITY OF THE EXECUTIVES AND PRACTICES STRATEGY AT RESTAURANT BUSINESS IN İSTANBUL REGION

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Business have to compete with rivals consistently in the globasing world. The concept of ‘innovation’ that is become more effective because of connection between service mentality’s quality and competition especially in the service industry, stands out not only national market conditions but also international market conditions. Restaurants which have an important place in the food and beverage sector have to blow away the cobwebs and provide different services to clients. Restaurant managements should differentiate them services to satisfy consumers and gain new customers. The differentiation is possible with innovation. The term of ‘innovation’ is not known in our country generally however most business don’t carry out. In this study is tried to reach thoughts about innovation of the managers of restaurants which have first class tourism operation license in İstanbul. And also is sought for the effect of the demographic specialities on the thoughts of the restaurants executives and is specified no difference between demographic specialities and opinions related to innovation.

Keywords: Innovation, Manager, Food and Beverage Services, Restaurant Managership