

## The impact of migration on the development of nutrition in the regional context

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**Abstract.** Issues of population migration in the context of globalization are relevant, because they have an impact on various aspects of the development of industries, regions, countries. An important factor is the specificity of the region, for example, territorial location, basic industries. The Kuzbass region is a large industrial region with a development perspective of the service sector. Statistics from the state migration service indicate that the percentage of arrivals from different regions and countries is 10% of the urban population of Kemerovo and Novokuznetsk. This is because the major cities are of interest for employment. Food industry enterprises are mainly small businesses with high turnover and a wide range of products and dishes from different cuisines, which negatively affects the quality and safety of products manufactured and sold. A sociological study of the employees of the GC “Terra” (Kemerovo) was conducted with a survey. The research task is to study the structure of the personnel structure of enterprises and its impact on the formation of quality and product safety. The results of the analysis of our sociological survey can be used in predicting the feasibility of migration flows in the development of a strategy for the development of the sphere of public catering in the border regions of the Siberian Federal District, as an element of the development of the Kuzbass region.

**Keywords:** migration, population, public catering, cuisines

### 1. Introduction

The population of the Kemerovo region includes 53% of the population of rural areas and small cities with a population of less than 100 thousand people (1219 villages and rural settlements). The region has two major cities of Novokuznetsk and Kemerovo, where the population is 552,445 and 558,973 people, respectively. The total population of the Kemerovo region was 2,674,283 people, as of January 1, 2019 [1, 2].

According to the results of the federal state statistics service of the territorial body of the federal service in the Kemerovo region, the overall results of the population migration of the Kemerovo region in 2016 are the following: 77,734 people arrived, of which (a) 45,133 within the region, (b) 23,417 from other regions, (c) 9,184 people from outside Russia, including 8,860 from the CIS countries, 324 from other countries. In 2017: 75,693 people arrived in total, out of them (a) 43,391 within the region, (b) 23,774 from other regions, (c) 8,528 from outside Russia, including 8297 people from the CIS countries and 231 from other countries [3, 4].

Among foreign citizens, citizens of the CIS countries make up 89.7%. Particularly, there are large numbers of people coming from Tajikistan (28.9%), Uzbekistan (12.4%), and Kazakhstan (8.1%). There are also people from the far abroad: China (3.1%), North Korea (1.3%), Turkey (0.6%) and Vietnam (0.5%), respectively [5, 6].

For the Kemerovo region, seasonality is characteristic, traced for several years in a row. The influx of migrants is observed in the summer months, and the outflow is in early autumn. The outflow of the population in the autumn period is associated with the beginning of the school year, graduates of educational institutions mainly leave and continue their studies in other regions. Population inflows in the summer months are associated with labor migration, which is caused by seasonal work, for example, construction.

The modern world and domestic labor market implies a high mobility of labor resources (labor force), moving from village to city, from one region to another. This affects the development of industries and regions to varying degrees. High-tech industries are experiencing migration pressure; however, to a greater extent, this is technology migration, which is accompanied by staffing.

We believe that the services sector is subject to the influence of migration, public catering and trade belongs to the services sector, in particular. In Russia, the sphere of public catering is developing dynamically due to the growth of incomes of the population and the growth of consumption of services. In large cities, the tendency to open new catering points is observed and, as a result, the need for manpower. At the same time, public catering refers to the “weak link” in ensuring the food security of the population, which has both objective and subjective reasons. Public catering enterprises are mainly small businesses: small enterprises (up to 100 employees) and micro enterprises (up to 15 employees) with high staff turnover. Issues of quality and safety of catering products are important against the background of the development of the catering industry.

## **2. Materials and Methods**

The object of the research is the market of catering establishments in Kemerovo, including the employees of the GC “Terra” in the amount of 300 people as respondents who answer the questions of the questionnaire. The purpose of the study is to research the personnel structure of catering enterprises (small businesses) and its impact on the formation of quality and safety of products manufactured and sold. Research methods: analysis, synthesis, questioning, and forecasting.

## **3. Results**

The beginning of 2000 years in the development of the field of public catering has gone down in history as the expansion of the market by enterprises that implement foreign cuisine. In the market of Kemerovo, the subjects of public catering enterprises are widely represented by cuisines of the peoples of the East (Azerbaijani, Armenian, Caucasian, Uzbek), Russian cuisine, European, Italian, Japanese, and other. Exotic cuisines are also presented: Moroccan, Austrian, and Jewish. In the period 2017-2018, the trend of development of enterprises with pan-Asian cuisine is observed. In most cases, catering establishments offer several cuisines topics at the same time to attract consumers with different preferences based on eating habits. This decision, on the one hand, makes the enterprise more competitive, satisfying a wide range of consumers, on the other hand, it necessitates ensuring the quality and safety of a wide range of diverse food products [7].

The survey was conducted among employees of the group of companies (GC) “Terra”, Kemerovo. The company's enterprises specialize in the Russian, European, Eastern, and Asian cuisines. 300 people participated in the survey: waiters (42%), cooks of various categories (16%), management personnel (42%). Survey results showed that 35% of the employees have higher education, 20% of them have incomplete higher education; 34% have secondary special education, and 11% of them are without education. According to the survey results, those employees who have no special education are cooks of the second category and waiters. These are the employees who have been working for less than a year in the company and have passed only initial intra-organizational certification. The cooks of the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> categories have a higher or secondary special education. More than that, they

have passed more than one intraorganizational certification for raising qualifications. The waiters mainly have secondary special education and incomplete higher education. Shift managers, production managers, and managers have a higher education.

In the company, the employees mostly aged between 18 and 25 work, these are the 64% of respondents, 21% are employees between 25 and 30 years old and 15% are employees who are over 30 years old. Of the 100% of respondents, 43% were residents of Kemerovo, 38% came from monotowns and villages of the Kemerovo region, and 7% came from monotowns and villages in the nearby areas of Tomsk, Novosibirsk, Krasnoyarsk, and Altai regions, 11% came from the former Soviet republics, and 1% of them are the residents of the PRC (People Republic of China).

It is known that the sphere of public catering is characterized by high staff turnover, which adversely affects the quality and safety of services. In the Kemerovo region, the turnover rate averaged 21 in 2017. The frequency of changing jobs of employees of the Terra Group of Companies was of interest. The company is the first catering organization in which they work (35% of all respondents, 18 to 25 years). The company is the second or third place of work in the field of food for 44% of respondents (from 18 to 25 years). 15% of employees had jobs in the field of nutrition earlier from 4 to 6 enterprises (age from 18 to 30 years), 6% percent changed more than 7 catering establishments (age of 30 years and more).

The work experience of the company’s employees was distributed as follows: some respondents worked in public catering for more than 5 years (31%), from 2 to 5 years (28%), from year to two years (17%), for one year on average (15%). Lastly, 9% of them are between 18 and 22 and work in catering for less than six months.

The answer to the question “Does you see yourself in the company in the future?” reflects the employee’s desire to continue working in the company. 44% of the employees of the GC “Terra” build their relationships for the future, they are the employees of all ages, i.e. in each age category surveyed. 53% of employees are not sure and chose the “how it is” option (18-25 years), among them are the employees combining work with education and the migrants.

As a rule, the priority task of an enterprise with high staff turnover is the search for adapted methods and techniques of personnel motivation. To the question “What stimulates you to work”, the answers were distributed as follows: 81% – wages, 50 and 54% – their team and the possibility of career growth. Only 28% of respondents are interested in the prestige of the company, mostly the managers with higher education (Figure 1).

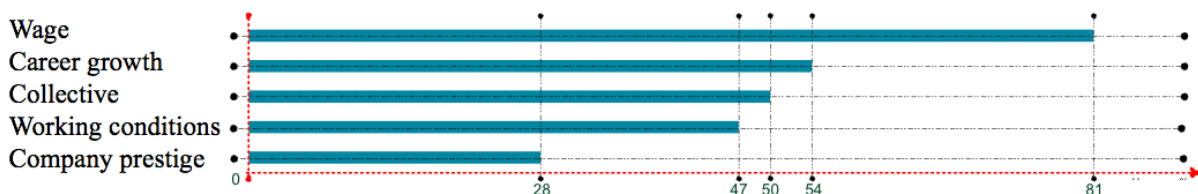


Figure 1. Factors that motivate employees to work.

One of the objectives of the catering policy is to ensure the quality and safety of products as one of the competitive advantages. In this regard, the employees’ opinion is interesting about what the quality and safety of the products manufactured at the enterprise depend on (Figure 2).

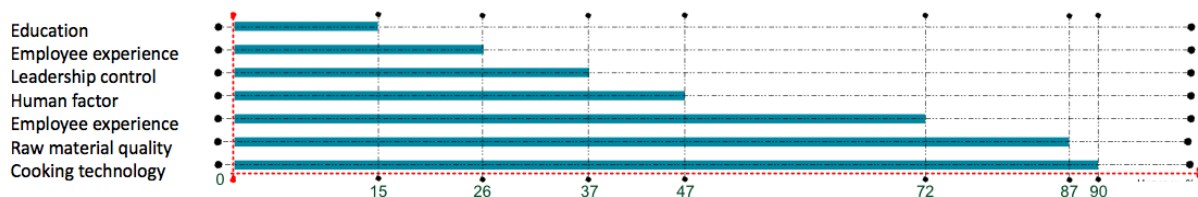


Figure 2. Factors shaping the food quality and safety.

Traditionally, preference is given to raw materials and technologies as the main factors shaping the quality and safety of products – 90% and 87%, respectively. Having a short work experience, employees understand the importance of experience gained when working in the same or similar catering business (72%). Lack of theoretical knowledge, including the requirements of regulatory documents, and of readiness for self-education and self-education necessitates a constant monitoring by the management. Difficulties associated with the breadth of the product range at the enterprise also relate to this factor (37%).

In public catering, a negative situation is taking shape, involving the admission of employees, taking into account to a greater degree “skills” rather than “knowledge.” First of all, it is connected with the wages of employees, as catering enterprises are mainly small businesses. Often, microenterprises are either created by migrants, or a significant proportion of their employees are the migrants with conditionally “agreed” wages. This affects both the development of the enterprise itself and the quality and safety of products.

Issues of quality and safety are considered in the framework of production and state types of control. At the catering enterprise, the solution of these issues is included in the duties of the production manager and technologist. But at the same time, the basic knowledge and general understanding of the issues should be among the employees of both the production area and the service area staff. Employees’ answers about understanding the essence of the terms and definitions “quality,” “safety,” “controlling organizations,” GOST, SanPiN were positive: 99%, 96%, 85%, 76%, and 78%, respectively. The employees are informed to a lesser extent about voluntary quality and safety systems at catering enterprises that are priority (HACCP, 25%; QMS, 16%), these are managers and managers with higher education (Figure 3).

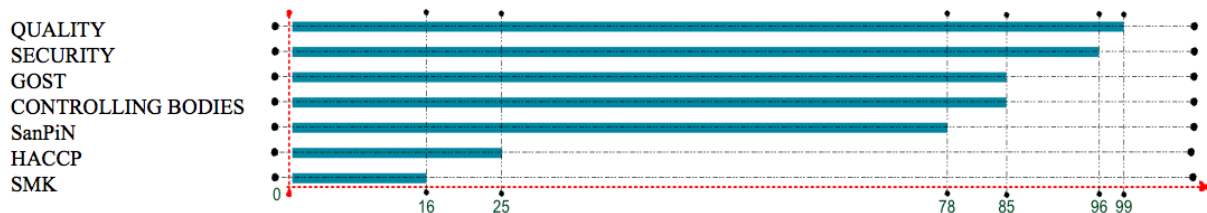


Figure 3. Awareness of basic concepts in the field of quality and safety of catering products.

#### 4. Conclusion

The results of the analysis of a sociological survey can be used as a basis for developing criteria for taking into account migration in the process of working on a strategy for the development of the catering industry in the border regions of the Siberian Federal District, as an element of the development of the Kuzbass region.

In the Kemerovo Region, the law was adopted on the Strategy of Social and Economic Development of the Kemerovo Region until 2025. The strategic goal is to increase the competitiveness of the region and increase on this basis the welfare the region’s residents. In the structure of GRP in 2025, the “production of services” will occupy a dominant position, 51.6-54.5% (an increase of 11.6-14.8% compared to 2005). In terms of measures for the strategic development of the Kuzbass region, 8 development priorities are indicated, one of which is the “Hospitable Kuzbass”. The creation of a center of active tourism and the construction of new objects of the tourism industry is expected. The tourist flow to the Kuzbass should be 3 million visits per year by 2024 [8].

To successfully move to this direction, an assessment of human resources and potential opportunities for providing the food industry with labor is necessary. Basic knowledge of raw materials and production technology of different cuisines should be attributed to the factors that ensure the food safety of catering products in the context of labor migration. The criteria for assessing migration in the hospitality sphere should be attributed: (1) *academic mobility* – inviting overseas food industry experts to train and transfer experience to the preparation and presentation of catering products from authentic cuisines; (2) *educational migration* – the conclusion of contracts of

educational institutions located in the Siberian Federal District with specialized foreign educational institutions for internships of students and internships for teachers; (3) *short-term migration* – international or internal migration for the purpose of launching projects (start-ups) in the food industry and service sector.

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