

Syllabus
Discipline “ORGANISATION OF
THE RESTAURANT INDUSTRY”
for Bachelor's (first) degree students
of speciality 242 “Tourism”

(lectures – 48 hours; practices – 24 hours; independent training – 54 hours; individual training – 54 hours)

Lecturer: Ph.D. in Public Administration, Associate professor Akhmedova O.O.

e-mail: yelena.akhmedova@hneu.net

Department of Tourism

Practice teacher: Ph.D. in Public Administration, Associate professor Akhmedova O.O.

e-mail: yelena.akhmedova@hneu.net

Department of Tourism

Abstract. Restaurant industry, being a part of the hospitality system, is presented in all areas, including people's homes, public places and international relations as an integral element of the global tourism sphere. In any country the restaurant industry contributes greatly to meeting social, cultural, economic and entertainment needs. It operates in commercial fields that provide food and beverage, as well as entertainment services for guests or clients.

Studying the restaurant industry promotes critical awareness of the social, cultural, economic and environmental factors that affect the restaurant industry by focusing on restaurant management practices. It fosters creative and entrepreneurial skills, commitment to service and awareness of the global opportunities available in the restaurant industry by developing operational, management and transferrable hospitality skills.

Competence, which provides. Upon successful completion of the academic discipline "Organisation of the Restaurant Industry" the students will know: the principles of organization of the restaurant industry, as a link of the service sphere; organization of supply of the restaurants of different types and levels; organization of warehouse processes with the elements of logistics; organization of container management; the general principles of the service system organization in the field of the restaurant industry; characteristics and classification of methods and forms of customer service in the restaurant industry; organization and modelling of the process of daily customer service in the restaurant industry; organization of banquets and receptions; organization of customer service during special events, at the resorts, in the health and sport training camps, on the public transport, etc; organization of tourist services in the restaurant establishments; the basic principles of the service process of a certain contingent of people in restaurants; rational organization of work in the restaurant business; the students will be able to: apply the legal and normative bases of the restaurant industry; define the content and types of the restaurant services; manage operational systems of the restaurant; manage the marketing system of the restaurant; provide catering services on different types of transport; provide catering for various occasions; provide catering of tourists during different types of travelling; choose the adequate cuisine or menu for foreign tourists; comply and calculate menus; insure safe and secure stay of the guests in the restaurants or other food service establishments.

Discipline content:

Lectures:

Module 1. Organisation of the system of service in restaurant establishments

Theme 1. The basic notions and definitions of restaurant services. A general overview of the hospitality industry and restaurant establishments. The main definitions of the restaurant industry. The main directions and perspectives of development. The role of the academic discipline in the process of training specialists of the tourism sphere.

Theme 2. The history of the restaurant industry development in Ukraine and in the world. A brief history of the restaurant industry development. Development of scientific and practical approaches under the modern conditions. The restaurant industry in Ukraine.

Theme 3. The legal and normative regulation of the restaurant industry. The restaurant industry standards. National and international jurisdictions outside the local area.

Theme 4. The types and characteristics of restaurants. Classification of restaurants according to DSTU 4281:2004. Classification of restaurants according to main characteristics. Regional peculiarities and rationale of the restaurant establishments' placement.

Theme 5. The organisational structure of the restaurant. Kitchen organization. The classic kitchen brigade. The modern kitchen brigade.

Theme 6. The technology of food production in restaurants. The basic principles of the technology of production in the restaurant industry. The principles of rational production (specialisation, proportion, continuity, rhythm, automation, flexibility). The types and characteristics of production. Terms and conditions of increasing productivity.

Theme 7. The types of menus. Menu planning, pricing, evaluation Nutrients, types of food. Meals and menu planning. Different types of menus – table d'hote, a la carte, state banquets, buffet, event banquets, old/hot spreads, for various types of function. Methods of menu pricing and evaluation. Rational nutrition of tourists.

Theme 8. Forms, types and methods of restaurant services. Preparation of the restaurant – mis-en-place & mis-en-scene, rules for laying the table and waiting. Different forms of service – Russian, American, French, Indian and English. Useful tips for food/beverage service. 8.4. Restaurant vocabulary – English and French.

Theme 9. Types of restaurant services provided to tourists according to the resort and recreational specifications. Characteristics of the restaurant establishments in hotels. Children and old people nourishment. Room service. Recreational and sport camps. Differences and peculiarities.

Theme 10. Contemporary methods of catering in tourism. New trends in the restaurant and catering industries. Coordination and correspondence of the type of catering to the level of the placement and lodgings of tourists. Servicing the participants of the conferences, presentations, meetings, festivals, exhibitions, competitions etc. Demands to the assortment and range of food. National traditions of cuisines in the countries of the world.

Theme 11. Types of catering in tourism. Catering on board, on trains, etc. Catering during the flight. Catering on a train. Voyage catering.

Module 2. Organisation of functioning of the restaurant industry establishments.

Theme 12. Personnel management in the restaurant. Staff organisation of F&B departments. Inter- and intradepartmental coordination. The importance of rational organisation of work.

Theme 13. Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees. Job opportunities in the restaurant industry. The importance of networking. Principles of formation of the norms of time.

Theme 14. Evaluation of competition strategies and price planning of restaurants according to the market changes. Operations, budgeting, and control. Restaurant operations. Control and controllable expenses. Labour costs and guest check control. Productivity analysis and cost control.

Theme 15. Safety in the restaurant industry. Sanitation and safety laws and norms. Food production and sanitation. Food protection as a system.

Theme 16. Organisation of supply in the restaurant industry establishments. Effective supply of the raw food. Supply of the convenience food. Supply of furniture, equipment, cutlery, crockery and accessories.

Theme 17. Marketing and advertising activities. Marketing in the restaurant business. Marketing planning and strategy. Marketing mix – the four Ps. Planning and decision making. Advertising and promotion.

Theme 18. The quality of the restaurant services. The quality of the restaurant services. Sanitation and safety laws and norms. Food production and sanitation. Food protection as a system.

Theme 19. Functional organisation of the restaurants premises. Organisation of the premises for guests and customers. Kitchen equipment and kitchen organisation. Service premises.

Theme 20. Architecture and design in the restaurant industry. Congruity of all the elements of the restaurant (design, architecture, menu, crockery and cutlery, uniforms, etc.). Contemporary trends and fashion. The ambience, front and back of the restaurants.

The structure of practical lessons:

Theme 1. The basic notions and definitions of restaurant services. A general overview of the hospitality industry and restaurant establishments. The main definitions of the restaurant industry. The main directions and perspectives of development.

Theme 2. The history of the restaurant industry development in Ukraine and in the world. The development of the restaurant and catering industry. The early history of eating out. The French culinary history. The birth of restaurants in America. Peculiarities of the Ukrainian catering and restaurant market.

Theme 3. The legal and normative regulation of the restaurant industry. Restaurant industry standards. National and international jurisdictions outside the local area.

Theme 4. The types and characteristics of restaurants. Quick-service restaurants. Casual restaurants. Family restaurants. Casual restaurants. Fine dining restaurants. Steakhouses. Seafood restaurants. Ethnic restaurants. Theme restaurants. Coffee shops. Chef-owned restaurants.

Theme 5. The organisational structure of the restaurant. Planning and equipping the kitchen. Kitchen equipment. Receiving, storage, production.

Theme 6. The technology of food production in restaurants. Various forms of meal courses: hors d'oeuvres, potage, poisson, entrée, relevé (main), sorbet, roti, legumen, entremet, savoury, desserts and coffee.

Theme 7. The types of menus. Menu planning, pricing, evaluation. Nutrients, types of food. Types of menus – table d'hôte, à la carte, state banquets, buffet, event banquets, old/hot spreads, for various types of function. Methods of menu pricing and evaluation.

Theme 8. Forms, types and methods of restaurant services. Preparation of the restaurant – mis-en-place and mis-en-scène, rules for laying the table and waiting. Different forms of service – Russian, American, French, Indian and English.

Theme 9. Types of restaurant services provided to tourists according to the resort and recreational specifications. Useful tips for food/beverage service. Restaurant vocabulary – English and French.

Theme 10. Contemporary methods of catering in tourism. Servicing at the conferences, presentations, meetings, festivals, exhibitions, competitions, etc. National traditions of cuisines of the countries of the world.

Theme 11. Types of catering in tourism. Catering on board. Catering during the flight. Catering on trains. Voyage catering.

Theme 12. Personnel management in the restaurant. Job prospects and careers in the catering industry. Relationship of the waiter with the customer, kitchen, and management. Organization, recruiting, and staffing. Task and job analysis. Job descriptions.

Theme 13. Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees. Organizing people and jobs. Staffing the restaurant. Employee training and development. Training methods.

Theme 14. Evaluation of competition strategies and price planning of restaurants according to the market changes. Analyses of the contemporary strategies of price planning in the restaurant business. The features of price planning according to the type of tourist travels.

Theme 15. Safety in the restaurant industry. Job safety rules. Food sanitation norms. Business plans, financing, legal and tax matters. Challenges of restaurant operation

Theme 16. Organisation of supply in the restaurant industry establishments. Effective supply of raw food. Supply of convenience food. Supply of furniture, equipment, cutlery, crockery and accessories.

Theme 17. Marketing and advertising activities. Marketing planning and strategy. Marketing mix – the four Ps. Planning and decision-making. Advertising and promotion.

Theme 18. The quality of the restaurant services. The quality of food production. The quality of restaurant services. The features of tourist services in different types of travels.

Theme 19. Functional organisation of the restaurant premises. Operational systems. Functional systems. Organisational systems.

Theme 20. Architecture and design in the restaurant industry. Criteria for locating a restaurant. Implementation of the restaurant idea – from concept to operation.

Evaluation criteria:

The lowest possible number of points for the current and module control during the semester is 35 (of 60 possible) and the lowest possible number of points for an exam is 25 (of 40 possible). The evaluation of the examination paper is conducted on a 40-point scale according to the qualification standards. The final mark for the academic discipline "Organization of the Restaurant Industry" calculated on a 100-point scale according to the qualification requirements (Table 1).

Table 1

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale
90-100	A	excellent
82-89	B	good
74-81	C	
64-73	D	satisfactory
60-63	E	
35-59	FX	unsatisfactory
1-34	F	

Scores for this scale are fixed in the progress report and other academic documentation.

Form of control. Exam

Literature

1. Dahmer J. Restaurant Services Basics / J. Dahmer, W. Kahl. – 2nd ed. – New Jersey : JohnWiley & Sons, Inc., Hoboken, 2010. – 210 p.
2. Dann G. The Sociology of Tourism. European Origins and Develop-ments / G. Dann, G. L. Parrinello. – New Jersey : Emerald Group Publishing Limited, 2009. – 489 p.
3. DeFranco A. L. Hospitality Financial Management / A. L. DeFranco, Th. W. Lattin. – Hoboken, New Jersey : John Wiley & Sons, Inc, 2007. – 381 p.
4. Dominguez A. L. Global Management: Strategy, Challenges and Uncertainties. – S. l. : Nova Science Publishers, Inc., 2008. – 246 p.
5. Jackman H. Just Six Guests / H. Jackman. – London : How To Books Ltd, 2008. – 192 p.
6. Food & Beverage Industry: Basic Principles of Legal Regulation in Ukraine. Regulatory Authorities in the Food Industry. – Kyiv : Arzinger, 2014. – 222 p.
7. Ninemeier D. Planning and Control for Food and Beverage Opera-tions. Educational Institute of the American Hotel and Lodging Association / J. D. Ninemeier. – 7th edition. – S. l. : s. n., 2015. – 484 p.
8. Prideaux B. Managing Tourism and Hospitality Services / B. Prideaux, G. Moscardo, E. Laws. – Cambridge : CAB International, 2006. – 337 p.

9. Schmidgull R. Restaurant Financial Basics. Educational Institute of the American Hotel and Lodging Association / R. Schmidgull. – 9th Edition. – Oxford : Butterworth-Heinemann, 2015. – 338 p.
10. . Walker R. The restaurant: from concept to operation / J. Walker. – 6th ed. – S. 1. : John Willy and Sons Publishing House, 2009. – 508 p.
11. Williams A. Understanding the Hospitality Consumer / A. Williams. – Oxford : Butterworth-Heinemann, 2002. – 279 p.