



UNIVERSITY OF NATIONAL AND WORLD ECONOMY

COURSE TITLE:
SEMESTER: 5 (WINTER)

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1. ANNOTATION
Give a brief summary of the course content and how it will help students.
<p>The course “Hospitality and Restaurant Management” is read to the students in “Economics of Tourism taught in English”, Bachelor program from the beginning of the academic year 2015/2016.</p> <p>The Curriculum of the course “Hospitality and Restaurant Management” aims to form fundamental knowledge and key skills for working in a contemporary tourist company. It is understood that hospitality and restaurant industry is a dynamic sector, anticipating the tourists’ needs. Technology and consumer attitudes towards hotel and restaurant product are constantly changing. These trends require dedication, warmth and hospitality in the organization and management of hotels and restaurants.</p> <p>The content of the course “Hospitality and Restaurant Management” includes 15 topics delivered in lectures and specifying seminars. When selecting them stand out the questions about the types of establishments for residence and the premises in them. The attention is focused on the organization of hotel services, the service technology in the hotel, the Food and Beverage department, the security systems in the hotel and the organization of the repair work.</p> <p>The course includes topics about the trends in the restaurant business, the structure of the business, the preparation of business and financial plans. Special attention is paid to the process of selecting the name of the restaurant, the restaurant's location, the design and renovation, equipment and furniture. Included are topics related to the personnel of the restaurant, the menu and the art of serving. There is an emphasis on restaurant marketing, price control, bars and pubs.</p>

2. LANGUAGE OF TEACHING
ENGLISH

3. COURSE CONTENT (TOPICS)
The units or topics of study.



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1. TYPES OF COLLECTIVE TOURIST ACCOMMODATION
2. PREMISES IN THE COLLECTIVE TOURIST ACCOMMODATION
3. ORGANIZATION OF THE HOTEL SERVICE
4. SERVICE TECHNOLOGY IN THE HOTEL
5. FOOD AND BEVERAGE DEPARTMENT (F & B) IN A HOTEL
6. SAFETY SYSTEMS IN THE HOTEL
7. ORGANIZATION OF REPAIR AND MAINTENANCE
8. TRENDS IN THE RESTAURANT BUSINESS. STRUCTURE OF THE BUSINESS.
9. BUSINESS AND FINANCIAL PLAN
10. SELECTING NAME AND LOCATION OF THE RESTAURANT
11. DESIGN AND RENOVATING
12. EQUIPMENT AND FURNITURE
13. RESTAURANT PERSONNEL. MENU. SERVING.
14. MARKETING. PRICE CONTROL.
15. BARS AND PUBS

4. METHODS OF TEACHING

Describe the different teaching methods that will be used, such as lectures, seminars, group discussions, team works and other teaching methods.

- Two (2) hours of lectures and 2 (two) hours of seminars weekly. Lectures are prepared as multimedia presentations. Students spend 65 hours overall in extracurricular activities to perform the given tasks.
 - Training is done through a combination of lectures, discussions, case studies, presentations of assignments, business games and problem situations from real business. Applied are the case studies, gaming and problem-situational methods.
 - Each student is given an assignment in the form of course work according to individual preferences and opportunities for specific tourist site. The work is assessed separately and is taken into account in the formation of the final grade.
 - The necessary technical resources are multimedia, laptop and Internet connection.

5. LEARNING OUTCOMES

Describe the skills and knowledge that students will acquire.

The course provides basic knowledge of the following:

- organization of hotel services;
- service technology in the hotel;
- Food and Beverage department (F & B) in the hotel;
- trends in the restaurant management;
- launching the restaurant business;
- managing the restaurant business.

The course provides the following skills in:

- differentiation of the types of hotel rooms;
- preparation of job descriptions of staff in the Front Office department and Hotel Housekeeping department;
- main activities in the different stages of the hotel management process;
- preparation of a business and financial plan;
- finding suitable location of the restaurant and menu preparation;
- increasing sales with the help of the most important marketing tools.



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The knowledges and the skills in Hotels and Restaurants are necessary for the formation of key personal qualities, teamwork skills, personal responsibility and self-initiative. They contribute to the adoption of specific competences in hospitality management and to the preparation of students as highly skilled workers for the global tourism industry.

6. ASSESTMENT METHODS

Give information about the type of exam and how students will be evaluated.

- **The final grade** (FG) is complex and consists of the marks of midterm tests - (T), the course work (CW) and the semester examination (SE).

- Each component has a different significance (weight) and the final mark is calculated as follows:

$$FG = 0,2 T + 0,2 CW + 0,6 SE$$

- The acquired knowledge of the students, assessed in percentages, are measured by grades 2-6 according to the following standards:

Table 1.

Acquired knowledge and grades

Acquired knowledge, in percentages	Grades
Up to 55%	Poor (2)
56 – 65%	Sufficient (3)
66 – 75%	Good (4)
76 – 85%	Very good (5)
Over 85%	Excellent (6)

- In the student's record book along with the 2-6 grade is entered its corresponding grade on the ECTS scale, as follows:

Table 2.

Harmonization of 2-6 scale to ECTS scale

Excellent /6/	Very good /5/	Good /4/	Sufficient /3/	Poor /2/
A	B	C	D	E
Credits are given as per the Curriculum.				FX
				F
				No credits

7. REFERENCES (MANDATORY AND RECOMMENDED)

Name of texts required and authors.

A. MAIN LITERATURE

1. Parusheva, T., *Hospitality and Restaurant Management*, Publishing House "Avangard Prima", Sofia, 2015.

2. Парушева, Т. и колектив, *Основи на туризма*, Трета глава „Хотелиерство и ресторантьорство“, Издателство „Авангард Прима“, С., 2011.

3. Купър, Бр., Бр., Флуди, Дж., Ниил, *Ресторантът – организиране и управление*, Издателство „Дионис“, С., 2012.

4. Василева, В., *Хотелиерство*, Издателство „Химера“, Шумен, 2012.

5. Дъбева, Т., Г. Луканова, *Ресторантьорство*, Издателство „Наука и икономика“, Икономически университет – Варна, 2011.

6. Тодоров, Д., *Ресторантьорство*, Издателство „Матком“, 2010.

7. Рибов, М. и колектив, *Ресторантьорство и хотелиерство*, Издателство „Тракия-М“, С., 2007.



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8. Дачева, С. и колектив, *Хотелиерство (организиране, обслужване и функциониране на хотела)*, Издателство „Дионис“, С., 2007.

9. Стамов, Ст. и Й. Алексиева, *Хотелиерство – технология, организация, мениджмънт*, Пловдив, 2006.

B. ADDITIONAL LITERATURE

10. Parusheva, T., *New Strategies for Hotel Management*, Journal for Economics and Management science of Faculty of Economics – South-Western University – Blagoevgrad, Volume VI, No 3, 2010, pp. 75-82.

11. Парушева, Т., *Глобални промени в хотелиерската индустрия*, сп. „Икономически алтернативи“, Издание на УНСС, София, бр. 3, 2010, с.53-62.;

12. Парушева, Т., *Концепция за успешен хотелиерски бизнес*, сп. „Икономика и управление“, Издание на Стопански факултет на ЮЗУ „Неофит Рилски“, Благоевград, год. V, № 4, 2009, с. 70-76.