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**DISCIPLINE «TECHNOLOGY OF HOTEL AND CATERING TRADE» IN THE SYSTEM
OF PROFESSIONAL TRAINING OF FUTURE SPECIALISTS IN THE HOSPITALITY INDUSTRY**

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Abstract

The experience of international tourism has been analyzed in the article, it allows us to say: the domestic tourism is inferior to the world standards, because there is an unsatisfactory quality of educational services, little use of innovative forms of organization of the sphere of hotel - catering trade and tourism, there are a lot of acute questions to the quality and culture of public service. That is why there is a need to make changes in the content of educational training programs and to introduce new directions, forms and methods of work. Technical and industrial tourism is rapidly developing in the city of Kryvyi Rih (Ukraine), so the market of services should be provided by the qualified specialists of the hospitality industry. Kryvyi Rih State Pedagogical University provides training for the specialists in the specialties 015 “Professional education (service sector)” and 242 “Tourism”. The leading discipline of professional training is the study of the technology of hotel and restaurant business, based on the principles of a competence-based approach and the development of professional skills of students based on such forms of work as: master classes, trainings, case methods, excursions, and so on.

Keywords

Hotel – Catering – Modern technologies – World tourism

Discipline «Technology of hotel and catering trade» in the system of professional training of future specialists... pág. 68

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Formulation of the problem

The modern development of the hospitality industry in Ukraine requires the availability of highly qualified service and tourism professionals, who face new requirements.

Today, the hospitality industry is expanding and occupies one of the first positions in forming the country's economy. For years, this industry has mainly been a state-owned structure, but now the biggest part belongs to the private business.

The analysis of international tourism activity shows that domestic tourism is inferior to world standards. In particular, it is an unsatisfactory quality of educational services, little usage of innovative forms of organization of the hotel and restaurant industry and tourism, there are questions about the culture of the society service. Therefore, it is necessary to make changes to the content of educational training programs, to introduce new directions, forms and methods of work.

Technical and industrial tourism is developing extensively in Kryvyi Rih, so qualified hospitality industry professionals must provide the service market. Kryvyi Rih State Pedagogical University provides training for the specialists in the specialties 015 Professional Education (Service) and 242 Tourism.

The study of technology of hotel and restaurant management organization is one of the leading disciplines of professional training, which is based on the competence approach and the development of professional skills of students on the basis of such forms of work as workshops, trainings, case-methods, excursions and others.

Analysis of recent researches and publications

The number of researches of psychological and pedagogical components of training of future specialists of hospitality industry has increased recently, including the sphere of service and tourism: L. Knodel, V. Oboznyi, T. Sokol, V. Fedorchenko, N. Fomenko, etc. have paid much attention to the study of theoretical and methodological aspects of educational process organization; M. Halytska, G. Loik, I. Saukh, O. Fastovets, etc. have investigated various tasks of professional training; N. Bondar, L. Hrybova, V. Lozovetska and others have learnt the peculiarities of forming the professional competence of hospitality industry specialists. S. Kobzova, V. Oboznyi, G. Sorokina and others have analyzed some issues of future specialists' professional training in the field of service and tourism. However, there is a contradiction between the urgent need to ensure the development of the hotel and restaurant business and tourism in Ukraine by highly professional staff and the lack of competence of graduates of higher education institutions, there is an objective need for modern theoretical and didactic training and the inconsistency of the main components of this provision. Therefore, the problem of the research is a comprehensive study of the main tasks of future specialists' professional training in the hospitality industry and making adjustments to the educational program of training specialists in the study of technology organization of hotel and restaurant industry.

The purpose of the article is to highlight the role and place of the discipline «Technology of hotel and restaurant management» in the process of training future professionals of the hospitality industry in the specialties 015 Professional Education (Service) and 242 Tourism.

The tasks of the article. 1. To determine the essence of the concepts «hospitality», «hospitality industry», «tourism» and «hotel and catering trade», to justify their content. 2. To present the services and subsystems of the hospitality industry for professional training of future specialists. 3. To substantiate the possibilities of the discipline «Technology of hotel and catering trade» in the professional training of students in the specialties 015 Professional education (service sector) and 242 Tourism. 4. To diagnose the hotel and catering trade technologies implementation for training students and check experimentally the level of formation of their professional competencies.

The research methods

To solve the tasks of the study we have used the methods of theoretical analysis (retrospective, comparative), psychological-pedagogical and special literature, generalization and classification of scientific data in philosophical, psychological-pedagogical, educational-methodical sources to ascertain the welfare and the theoretical basis of key concepts and categories research of hospitality industry and development of hotel and catering trade. To diagnose the implementation of hotel and catering trade technologies for training, an experimental study has been conducted among students of 2-4 courses in the specialties 015 Professional education (service sector) and 242 Tourism control (26 students) and experimental (29 students) groups, a total amount of 55 students of Kryvyi Rih State Pedagogical University. The diagnostics of the level of students' professional competencies formation in the course «Technology of hotel and catering trade organization» has been carried out based on the analysis of students' responses during tutorials, performing tasks of independent work and answers to the exam.

The obtained results

The concept «hospitality» (*hospice* in French) means «travelers' shelter», «charity house», but as a scientific category, it is a system of events and a procedure for their implementation in order to meet the various household, economic and cultural needs of clients of tourism enterprises, provided by the provision of relevant services¹. This category was introduced by the experts of the HOTREC – the Confederation of National Hotel and Restaurant Associations in the European Economic Community (EEC), which was founded in 1982.

Hospitality is one of the concepts of civilization, which has become a powerful industry thanks to the progress and time, that employs millions of professionals, creating the best for consumers (tourists).

The hospitality industry includes various fields of activity – tourism, recreation, entertainment, hotel and restaurant business, catering, sightseeing, organizing exhibitions, holding scientific conferences, etc². Foreign experts interpret the concept of «hospitality industry» in different ways. For example, L. Wagen believes that the hospitality industry is a sector of the tourism industry that is responsible for the accommodation of tourists, as well as the industries whose activities are aimed at providing them with housing, food, entertainment, and the sale of alcoholic beverages.

¹ Yu. S. Kulinka, Tekhnolohiia orhanizatsii hotelnoho i restorannoho hospodarstva. Discipline program for specialty 015.16 Professional education (Service sphere) (Kryvyi Rih: KDPU, 2019).

² V. V. Abramov y M. V. Tonkoshkur, Istoriia turizmu. Textbook (Kharkiv: Khark. nat. acad. of city hosp, 2010).

According to J.R. Walker³, the hospitality industry combines tourism, hotel and restaurant business, catering, leisure and entertainment, conferences and meetings. For R.A. Braimmer⁴, the hospitality industry is a complex concept for the different and numerous forms of business that specialize in the guests' reception and service.

The main areas of the hospitality industry are catering, accommodation, transportation and recreation. We can summarize from the following definitions that the hospitality industry covers the accommodation, catering, transportation, and entertainment sectors.

Many scientists, who study the hospitality industry, agree that hotels and restaurants are the principle of the hospitality industry. It is no coincidence that the term «HoReCa» is often used in professional speech, which refers to the sphere of the hospitality industry (hotel, restaurant, catering). The acronym «HoReCa» comes from the first two letters of English words – Hotel, Restaurant, Cafe / Catering. In modern Russian literature, the phrase «hotel business» («hotel and restaurant business») and «hospitality industry» are often used as synonyms, which indicates a significant share of hotel services and catering services in the total volume of services provided by enterprises of the hospitality industry.

The hospitality industry is inextricably linked to the tourism industry. Currently, there are two approaches to the definition of their combination or mutual substitution. The supporters of the first approach believe that the hospitality industry combines tourism, hotel and restaurant business, catering, recreation and entertainment, conferences and meetings organization⁵. The authors of the second approach believe that the hospitality industry itself is a part of tourism and is responsible for the tourists' accommodation and nutrition, it also includes industries whose activities are related to entertainment events⁶. The organization of development, promotion and implementation of a tourist product, in their opinion, together with the hospitality industry constitutes the tourist industry⁷.

In our opinion, the concept of «hospitality» is much wider than the concept of «tourism»: tourism is primarily associated with the organization of tourist trips. Within the framework of the «hospitality» concept, all branches of the economy connected with the service of people through specialized enterprises are united, and the principle of hospitality unites all these areas into a single whole, being their common determinant. In addition, hospitality services are used not only by tourists, but also by other categories of travelers, which, according to the world tourism organization statistics, are united in the concept of "visitors", as well as local residents.

It is possible to agree with the opinion of professor S. Skobkin that «hospitality is more capacious and general concept than tourism, as its task is to meet the needs of not

³ J. R. Walker, Introduction to Hospitality (New Jersey: University of South Florida, 1996).

⁴ R. A. Braymer, Osnovy upravleniya v industrii gostepriimstva (Moscow: Aspekt Press, 1995).

⁵ I. Bailik, Hostynychnoe khoziaistvo. Problemy, perspektivy, sertifikatsiia. Monograph (Kyiv: VYRA-R, 2005); Yu. S. Kulinka, Orhanizatsiia restorannoho hospodarstva. Educational-methodical complex of discipline for applicants of higher education specialty 242 Tourism (Kryvyi Rih: KDPU, 2018); S. S. Skobkin, "Industriya gostepriimstva ili turizma? Kto prav?", Russian entrepreneurship Vol: 13 num 21 (2012): 130-135 y V. K. Fedorchenko y I. M. Minich, Turystskiy slovnyk-dovidnyk (Kyiv: Dnipro, 2000).

⁶ M. H. Boiko, L.M. Hopkalo. Orhanizatsiia hotelnoho hospodarstva. Textbook (Kyiv: Kyiv. nats. trade-econ. un-ty, 2010), 5-7.

⁷ V. V. Abramov y M. V. Tonkoshkur, Istoriia turyzmu Textbook (Kharkiv: Khark. nat. acad. of city hosp, 2010).

only tourists in a narrow sense, not only travelers in a wide sense, but also consumers in general, who are located on the territory of hospitality facilities»⁸. Thus, the tourism industry is a part of the hospitality industry and is considered as a whole because of the inseparability of their goals and objectives.

It should be noted that the Ukrainian economic science uses the term «hotel industry» or «hotel and restaurant industry» to determine the sphere of activity related to the provision of accommodation and catering services⁹.

The author believes that the term «hospitality industry» is wider than «hospitality», because it is more aligned with its content and requirements of the present. Modern domestic economic science treats the hospitality industry as a collection of hotels and other accommodation facilities, means of transport, catering facilities, objects and means of entertainment, objects of cognitive, business, health, sports and other purposes¹⁰.

The variety of services in the hospitality industry and the particularities of their provision have led to the development of various types of business entities, as well as governmental and non-profit organizations providing business in this industry. The types of entities providing hospitality services are presented in table. 1.

Types of entity	Kinds of entities
1. Enterprises, which belong to the hospitality industry	<ul style="list-style-type: none"> – hotels, campsites, hostels and other types of lodging and accommodation – catering establishments: restaurants, cafes, bars, etc.; – entertainment: exhibition complexes, attractions, entertainment centers, sports facilities and concert complexes, etc.; – providers of events: cultural, wellness, sports, scientific, business (congresses, exhibitions, etc.), concerts, festivals.
2. Enterprises, which are dependent on the hospitality industry based on the value chain of technology	<ul style="list-style-type: none"> – transport organizations; – travel agencies and travel operators, excursions firms; – places of attraction: museums, exhibitions, natural parks, entertaining centers, etc.; – producers and providers of souvenirs, reminder and other tourist things.
3. Enterprises related to the hospitality industry through the side chains of value creation	<ul style="list-style-type: none"> – stadiums, sports complexes, shopping malls, entertainment centers, theaters, museums, circuses, zoos, etc.; – transport services (taxis, city and suburban transport, etc.).
4. Enterprises which provide the hospitality industry with products, goods, services	<ul style="list-style-type: none"> – manufacturers and suppliers of special goods and products, construction, engineering and other services, IT solutions, equipment and supplies, etc.; – consulting, marketing, logistics, personnel management etc service.
5. Enterprises that form their own cluster	<ul style="list-style-type: none"> – information sources; – research institutions and organizations;

⁸ S. S. Skobkin, "Industriya gostepriimstva ili turizma? Kto prav?", Russian entrepreneurship Vol: 13 num 21 (2012): 130-135.

⁹ I. Bailik, Hostynychnoe khoziaistvo. Problemy, perspektivy, sertifikatsiia. Monograph. (Kyiv: VYRA-R, 2005); R. A. Braimmer, Osnovy upravleniya v industrii gostepriimstva (Moscow: Aspekt Press, 1995) y K. A. Halasiuk, Otsinka innovatsiinoho potentsialu pidpriemstv hotelnoho hospodarstva (Odesa: Odesa nat. econ. un-ty, 2016).

¹⁰ L. V. D. Vagen, Gostinichnyy biznes (Rostov on Don: Feniks, 2001).

infrastructure in the hospitality industry	– educational institutions; – industry associations, associations and clubs of interest.
6. Government organizations and local self-government bodies	– central executive authority; – sectoral public services, agencies and establishments; – local governments.

Table 1
Entities providing services in the hospitality industry

The main hospitality subsystems are:

- 1) material and technical base;
- 2) natural-resource state of the country;
- 3) amenities support: the quality of the staying conditions on the “host” territory, connections with external destinations (connection of Ukraine and its individual territories, regions or regions with world destinations), Ukrainian intraconnections (air services, rail and sea communication, urban and long-distance transport, road conditions, etc.);
- 4) cultural and historical heritage of the country;
- 5) recreation and health infrastructure;
- 6) a culture of service delivery (defined standards of activity of staff in a specific industry);
- 7) system and mechanism for ensuring and guaranteeing the security and protection of the guests and their rights;
- 8) ensuring the availability of information for guests (indicators of routes and directions, entertainment and attractions, language of communication with guests, full information support of foreign and domestic guests, etc.).

As we take into the consideration the fact that the concept of «hospitality» means the provision of complex services, which are characterized by a special character, which creates a positive image of the enterprise and causes "secondary demand" for these services, it can be argued that a powerful hospitality industry has developed today.

It occupies a prominent place in the economy of the country, as it covers almost all the services sector: hotel and restaurant, tourism and transport business, entertainment industry and more.

Thus, it becomes clear that the basis of the hospitality industry is the technology of hotel and restaurant management. The program of the normative discipline study «Technology of the hotel and restaurant management organization»¹¹ is made according to the place, value of the discipline and according to the structural and logical scheme provided by the educational program of the bachelor preparation in specialty 015 Professional education (Sphere of service). The program covers all the content blocks on the main modern problems of the hospitality industry organization

¹¹ Yu. S. Kulinka, Tekhnolohiia orhanizatsii hotelnoho i restorannoho hospodarstva. Discipline program for specialty 015.16 Professional education (Service sphere) (Kryvyi Rih: KDPU, 2019).

The normative professional discipline «Technology of the hotel and restaurant management organization» in the course of professional and practical training occupies an important place in the system of the future specialists training of the service and tourism sphere. The basic strategies of the discipline are determined by the modern requirements for the formation of theoretical and practical knowledge, which are advanced to the organization of hotel and restaurant management, the content and quality of which influences the further development of the tourism industry in general. After all, the hotel and restaurant industry is not just a component of this field, but is directly at the heart of the tourism industry.

The basis for studying the course is the principle of seeing, under the conditions of organization of a particular hotel and restaurant service, the level of the entire infrastructure development of the hotel and restaurant industry.

The discipline «Technologies of hotel and restaurant management organization» is based on the knowledge of disciplines «Technology of restaurant economy production», «Commodity science basis in the industry», «Technological equipment of hotel and restaurant establishments». It provides the following subjects: «Hotel and Restaurant Production Training», «Cuisines of the World», «Service in the Restaurant and Hotel Facilities».

The purpose of the discipline «Technology of hotel and restaurant management» studying is to form the basic competencies in the organization of hotel enterprises, regulation of activity in the market of hotel services; basics of structure, content, functions of technological process of restaurant services; analysis and evaluation of hotel and restaurant business in the hospitality industry.

In addition, the acquired knowledge and skills should be the basis for further improvement of students' professional skills in the field of hotel and restaurant business.

The tasks of studying the discipline «Technologies of hotel and restaurant management» are: mastering theoretical knowledge and mastering practical skills of providing hotel and restaurant services, as well as forming a complex of theoretical knowledge and skills in the development and implementation of modern policies in hotels and the organization of restaurant business; monitoring of compliance with the rules of customer service; analysis and evaluation of hotel security arrangements; formation of students complex knowledge in the sphere of organization of service in restaurants of different types, classes, capacities.

While studying the discipline «Technology of hotel and restaurant management», the following subject competencies are formed:

Integral competence – the ability to solve complex specialized tasks and practical problems in the field of hotel and restaurant business or in the course of training, which involves the application of certain theories and methods of the relevant science and is characterized by complexity and uncertainty of conditions.

Professional competence – the ability to organize and control technological processes of production and provision of hotel and restaurant products (services); the readiness to use modern scientific principles and methods of research of the market of hotel and restaurant services, the use of innovative technologies for organizing the activities of

institutions and the formation of a client-oriented hotel and restaurant product (services); the possession of knowledge and ability to analyze the level of service to consumers of hotel and restaurant services, expenses and results of the functional divisions of the institution of hotel and restaurant management, make appropriate conclusions.

Technical and technological competence – the readiness to use modern technologies for the formation and provision of hotel and restaurant products in accordance with the requirements of consumers; the readiness to use optimal technological processes in the production of hotel and restaurant products (services), including in accordance with the requirements of consumers; the readiness to use innovative technologies in hotel and restaurant activities and new forms and methods of service.

Service – the readiness to the service activities in accordance with the ethnic-cultural, historical and religious traditions; a willingness to identify user needs, creation and provision of hotel and restaurant product and services which are customer-oriented; the ability to use modern service technologies in the hospitality industry, to work with the consumer.

Information competence – the ability to search effectively, to structure information, to adapt it to the peculiarities of the educational process and didactic requirements, to formulate the educational problem in various information and communication ways; to possess the basic methods, methods and means of obtaining, storing, processing information, computer skills as a means of information management and regular independent cognitive activity; the ability to work with information in global computer networks and corporate information systems, to follow the basic requirements of information security.

According to the educational and qualification requirements for the discipline of the hotel and restaurant management technology students should be ready for activities in the social and industrial sphere, while performing a number of functions - design, organizational and control, which they professionally perform after learning the discipline.

The design function includes the collection, processing, analysis and systematization of information on hospitality services, summarizing domestic and international experience in the production of hospitality services, using modern research methods. This function is important for the formation of the next function - organizational, which occupies a large part in the training of future professionals and is able to use modern computer technologies as a tool for document preparation and movement, mastering methods of gathering information, maintaining the ethics of management, ensuring a culture of management processes and working conditions; assistance in raising the qualification level of employees, mastering progressive means of customer service; promoting the development of employees' creativity, encouraging innovative ideas; creating conditions for enhancing the culture of subordinates, for their continuous learning, and more. The control function summarizes the previous steps and draws some conclusions. In the course of studying students gain the necessary knowledge during the classroom: lectures, tutorials (seminar). An individual work of students plays an important role in the process of learning and consolidation of knowledge. These types of classes are developed in accordance with the statements of the Bologna Declaration¹².

¹² I. Bailik, Hostynychnoe khoziaistvo. Problemy, perspektivy, sertifikatsiia. Monograph (Kyiv: VYRA-R, 2005), 25-31.

The following forms of organizing and conducting students' independent work are traditionally used: semester tasks for independent and individual work; consultations; individual lessons; graphic-design and control works, etc. However, in recent years, forms of such work have varied in the search for information on the Internet, the completion of tasks using a computer. The offered forms of carrying out allow to increase the level of carrying out of independent work of students in the course «Technology of the hotel and restaurant management organization».

Each practical work of the blocks course, providing the study of technology of organization of the restaurant industry contains a number of tasks.

Practical work. Topic: Basic types and methods of service in restaurants. Purpose: to get acquainted with the concepts of service process and conditions of service; classification of types and methods of service. Requirements for the organization of customer service.

Content of the topic: Classification of consumer self-service method. Classification of the method of serving customers by waiters. Characteristics of mixed forms of customer service in restaurants. Services for consumption of products outside the restaurant industry.

Tasks for individual work: 1. To develop a technological scheme of customer service in a restaurant establishment in the following order: receiving an order, meeting guests, submitting a menu, placing an order, serving customers. 2. To provide guidance on successful negotiation of order acceptance. 3. To conduct a business game (in groups) to receive different categories of visitors. For example: business people, senior citizens, disabled guests, gourmets, foreign guests, pets visitors, guests in need of a special diet. 4. To develop a presentation on «Basic rules for quality customer service in restaurants».

In this order, all the practical work is structured prior to the study of this course.

It is also suggested to perform situational tasks (both individually in the audience with subsequent group discussion and for extracurricular time). The first type of task is the task of drawing up a menu for serving customers in restaurants (Develop a weekly and seasonal dining menu with 150 seats. Spring and summer season. Make an outfit-order for a vegetable dining room). The second type is the customer service task (you work as a bartender at the pool bar. You have to characterize the mocktails. Pick up the dishes for serving mocktails and cocktails).

Writing an abstract is an important area of student's individual work. By working on the abstract, the student has the opportunity to explore more deeply one or another aspect of the course that the student is studying. Performing an abstract research involves working with a large number of literary sources, so the abstract helps the student to learn to work independently with the last. The topics of the abstracts are presented in the methodological materials to the course «Organization of the restaurant industry»¹³. In the form of abstracts, students perform individual tasks.

We pay a big attention to the individual work during extra-curricular time in addition to lectures and tutorials. Among its main types, there are the study of additional literature;

¹³ O. M. Holovko, Orhanizatsiia hotelnoho hospodarstva. Vyrobnycha sanitariia i hihiena pratsi. Textbook (Kyiv: Kondor, 2011).

working with legislative, regulatory and guidance materials; preparation for practical classes; preparation for intermediate and final control. Recommended tasks for students to work independently are listed in table 3.

Name of the course theme	Amount, hours	Forms of individual work	Control methods
Restaurant services, their classification and modeling of conditions for their provision	4	Development of lecture material, individual study of questions: <ul style="list-style-type: none"> – a description of the services provided to consumers in restaurants of different types and classes; – studying of normative documentation - GOST, SNIIP, MBT, SanPin - the services of restaurants must meet their requirements 	Interviews at practical classes
Catering as a component of the restaurant business	4	Development of lecture material, individual study of the questions: <ul style="list-style-type: none"> – requirements for service personnel providing catering services in restaurant establishments; – use the network planning and management method when providing catering services 	Quiz, test

Table 3
Tasks for individual work of students

The educational material of the discipline «Technology of the hotel and restaurant management organization» is provided by a syllabus for assimilation by the student in the process of individual work; it is presented for final control together with the educational material, which has been perfected during the practical classes. The system of current and final students' knowledge of the course is presented in methodological materials¹⁴.

Thus, an individual work is organized in accordance with a number of requirements: justification of the need for tasks in general and specific tasks in particular; providing specific methodological recommendations; giving the opportunity to perform not standard tasks, but those that correspond to the conditionally professional level of mastering knowledge; maintaining continuous feedback from students in the process of independent work, which is a factor in the effectiveness of the educational environment. The purpose of the block studying «Organization of technological processes in the hotel» is to consider the peculiarities of using the simulation of the hotel service «Guest accommodation and continental breakfast» in practical classes in the study of the discipline «Organization of hotel and restaurant management». One of the most important parts of the hotel's guest service process is the accommodation, which consists of meeting, registering, handing over the key and escorting to the room. In small hotels, the guest comes to the reception desk and the receptionist welcomes him. If the client does not come to the hotel for the first time, it is advisable to contact him by name. It will make a positive impression on him. In addition, in many hotels, the administrator is behind the desk, not sitting. In this, he emphasizes his respect for the guest¹⁵.

¹⁴ O. M. Holovko, Orhanizatsiia hotelnoho hospodarstva. Vyrobnycha sanitariia i hihiena pratsi. Textbook (Kyiv: Kondor, 2011).

¹⁵ L. V. D. Vagen, Gostinichnyi biznes (Rostov on Don: Feniks, 2001).

The check-in process is different for different categories of hotels in terms of time and quality of service, but guest information is the same everywhere. In hotels with an automated system, registration is very fast.

There are two types of clients arriving for registration. Some of them have booked a hotel in advance others have not. It takes a few minutes for the clients to arrive at the hotel by reservation in the automated hotels. If you have pre-ordered, your customer details are already known from your booking request. The administrator specifies the application number, selects the required module in the computer system and performs registration. All you have to do is sign the registration card. The process of registering guests without prior booking takes longer, sometimes up to 5 minutes. In this case, the administrator takes into account the nature of the accommodation required by the guest.

In addition, in the process of communicating with the guest should discuss such issues as the cost of the room, terms of placement, payment procedure. During this discussion, the hotel worker should ask questions that will help to understand the solvency of the guest. It is normal for most hotels to request a guest to show him a credit card, which is a kind of guarantee of his solvency.

The hotel is obliged to enter into a contract with the guest for the provision of services. The contract for the provision of services is concluded when the guest presents a passport, or other document confirming his identity.

If a confirmation for the assignment is received, the guest fills in the registration card (questionnaire), which is the contract between the Provider and the Consumer. In the questionnaire, the guest indicates the address of their permanent residence, the address of the paying organization (if it is paid by a third person), and the type of payment (cash, credit card or check). The application form, which gives the right to occupy a room or a place in a room, for example granting a settlement permit, must be filled in in duplicate (for the cashier and the receptionist or the duty man on the floor and in the file cabinet for check-out). By filling in the card, the guest signs it, thus concluding a contract with the hotel confirming the type of accommodation, length of stay and room rate. After the guest has filled out the questionnaire, the administrator verifies the guest's questionnaires and passports, records the room number in which the guest will live, date and time of arrival and signs it. The administrator then issues a settlement permit. After payment, the guest receives a second copy of the account. Upon check-in, the guest is billed for the accommodation. It includes room rate (or room) multiplied by the number of days, payment for the reservation, payment for additional services that the guest orders at check-in and various hotel fees.

The administrator fills in a business card (guest card) - a document for the right to enter the hotel and receive a key from the room. The guest card is always issued in one copy and must contain the following information: guest's name, room number and date of staying. A business card contains the details of where luggage holders should bring their belongings. For identification of luggage it is convenient to use the coupons on which the owner's last name is recorded and after registration the room number is entered. Such a coupon is issued by a doorman or a luggage carrier at the guest's entrance to the hotel. This simplifies the work of luggage holders. If no coupon is available, the guest indicates his or her luggage, shows the settlement permit where the room number is recorded, and the tray carries the luggage to the room. In the room, he shows the guest how to use the equipment and informs about the safety rules.

Next, you need to understand the difference between a continental breakfast and an English breakfast. In the first half of the nineteenth century, most Europeans were engaged in hard physical labor, so they needed a lot of energy and nutritious food. The traditional breakfast at that time included fried meat, fish dishes, mushrooms, potatoes and other cholesterol delights. By the middle of the XIX century in Europe the state of people who did not work physically (traders, doctors, teachers) was formed. They did not need as many calories, but they were the "trendsetters", in particular, for food. Little by little, they eliminated heavy dishes from the menu, leaving only pastries, boiled eggs, ham and drinks: tea, coffee or milk. The only conservative Englishmen to whom such innovations did not taste. They replaced the pork roast and steaks for breakfast with sausages and bacon, but could not give up the hot meat menu completely. In 1855, two concepts emerged from the filing of an unknown hotelier's story: a continental breakfast (some still call it French) and English.

Little has changed since then. The main difference between a continental breakfast and its English counterpart and other types of food is the lack of hot dishes. Another feature - the number of "grocery kits" in hotels is often equal to the number of guests. A more satisfying variety is the extended continental breakfast. It may include extra meals, but it means that you can safely take the supplement without fear of being hungry.

In most hotels, the continental breakfast is self-catering. This means that you are making yourself a treat you like. Some high-end hotels may have waiters who serve you a table and bring you food and drinks. However, the menu does not become more diverse. The choice of products, in many respects, is determined by the hotel itself and can be dramatically different in different establishments. There are required drinks - tea, coffee and milk, however, you can often find cocoa, chocolate and juice. An example of a classic continental breakfast is flour products: bread, toast, pastries; jam, butter, honey; muesli or cornflakes with milk; cheese, ham or sausage.

Students practice all stages of guest placement, model certain situations, and offer their own continental breakfast menu. At the end of the class, the results are summarized, contradictory situations are discussed in the modeling of the hotel service and the way out of them, students together with the teacher carry out self-and mutual evaluation.

Thus, the use of simulations of specific hotel services in practical classes, create the conditions for the effective formation and consolidation of students' professional knowledge, skills and skills; promote the development of skills to navigate a new situation, find their approaches to solving problems, establish business contacts with the team; positively influence the preparation of students for future professional activity.

We have conducted an experimentative research in order to identify the appropriate level of future specialists' training in the hospitality industry for the course «Technology of hotel and catering trade». For this purpose, a control group (26 students) and an experimental group (29 students) have been selected, with a total amount of 55 students of 2-4 courses in the specialties 015 Professional education (service sector) and 242 Tourism.

In the course of experimental work, the students of the experimental group have had positive changes, which we see, first of all, in increasing their knowledge of the theory of hotel and restaurant management, students' searching activity, the formation of cognitive needs and the desire to implement them, personal interest in the manifestation of activity and creativity during educational activities.

The forms of intermediate and final control of knowledge assessment in the discipline «Technology of hotel and restaurant management» were students' answers during tutorials, performing tasks of independent work during the exam. The diagnostic results revealed a qualitative improvement in students' academic performance at the end of the formative experiment (Fig. 1 – 4).

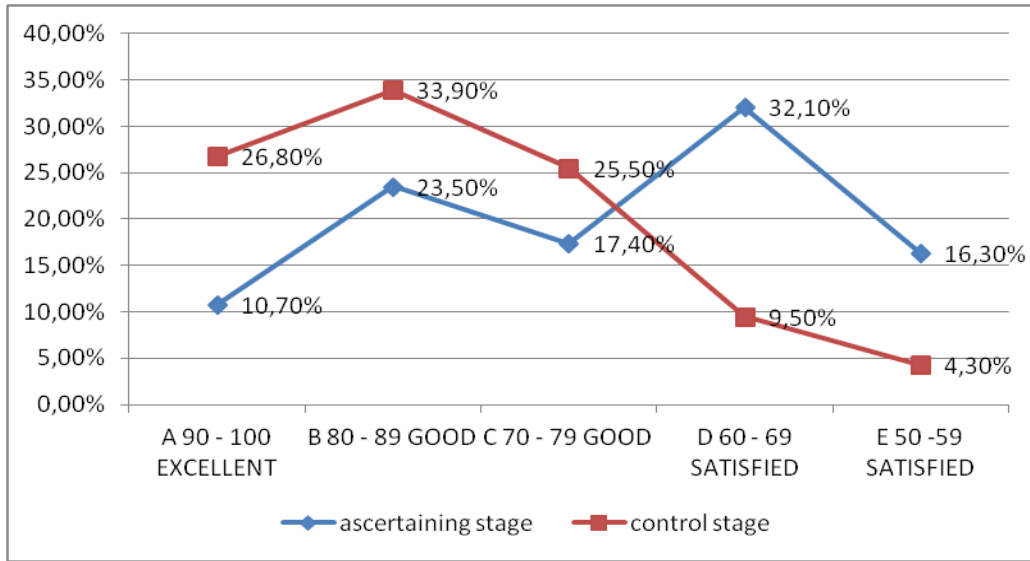


Figure 1

The dynamics of the students' success while studying the discipline «Technology of hotel and restaurant management» by blocks from the organization of restaurant management specialty 015 Professional education (service sector)

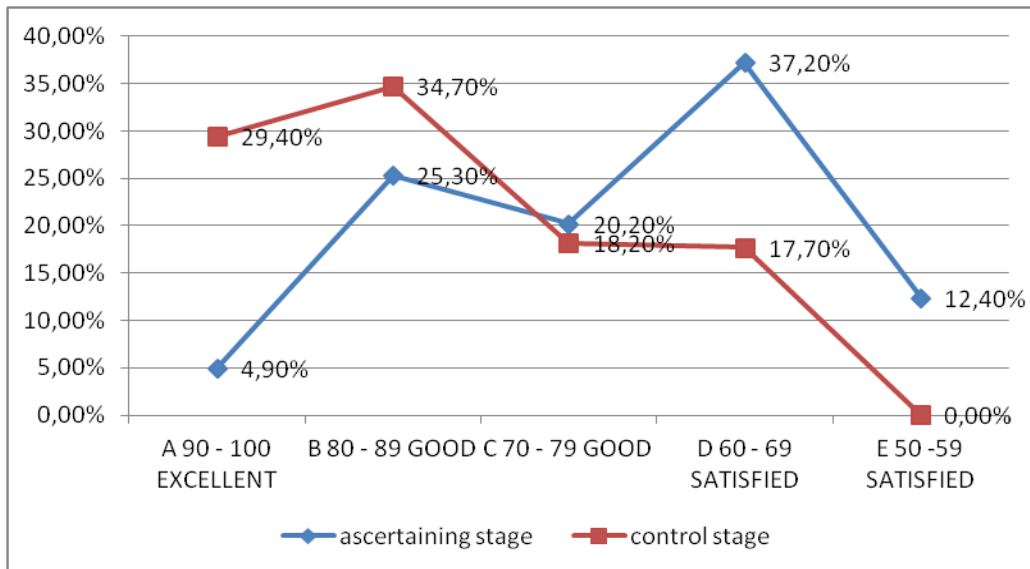


Figure 2

The dynamics of the students' success while studying the discipline «Technology of hotel and restaurant management» by blocks from the organization of hotel management specialty 015 Professional education (service sector)

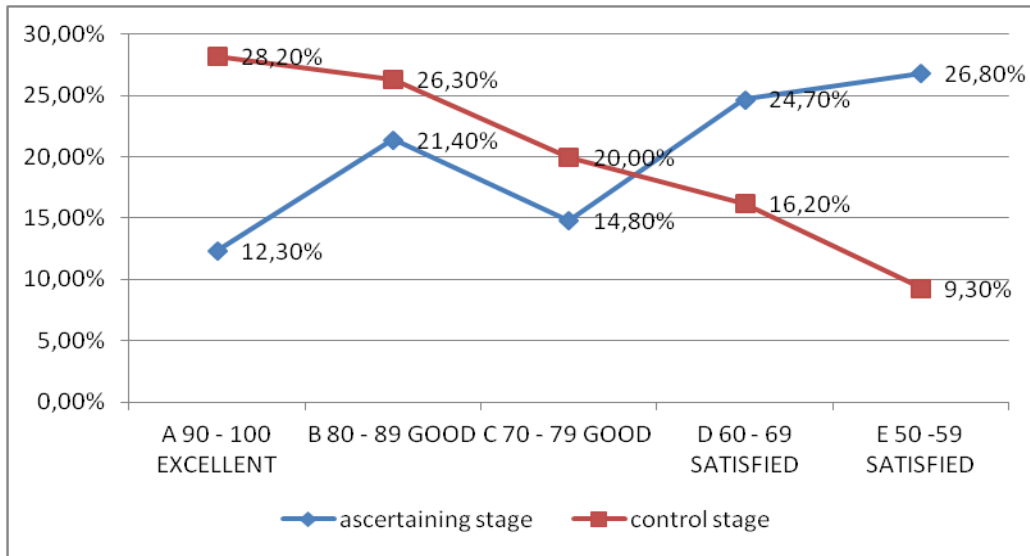


Figure 3

The dynamics of the students' success while studying the discipline «Technology of hotel and restaurant management» by blocks from the organization of restaurant management specialty Tourism 242

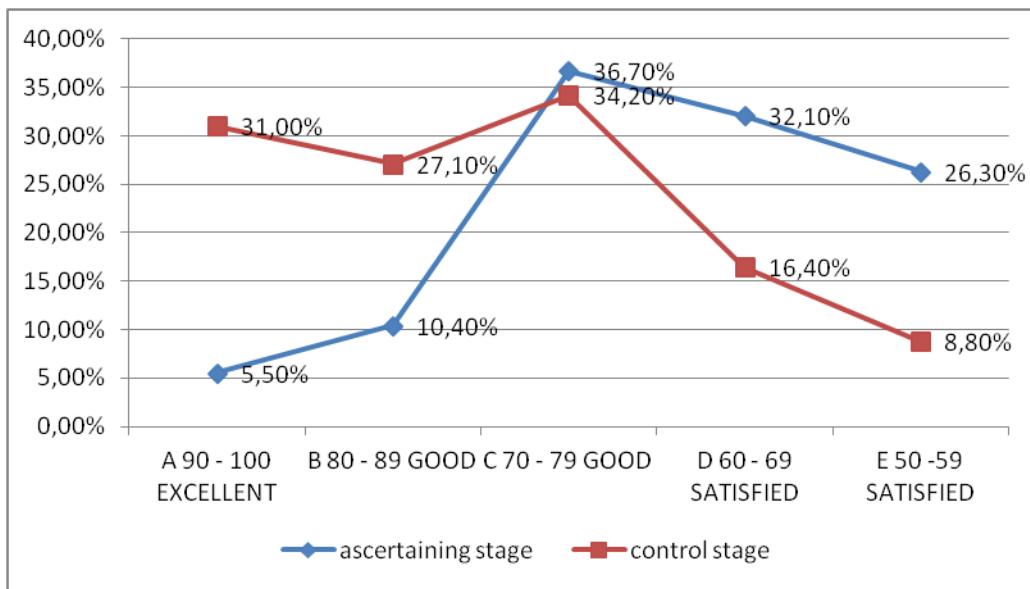


Figure 4

The dynamics of the students' success while studying the discipline «Technology of hotel and restaurant management» by blocks from the organization of hotel management specialty Tourism 242

This proves a significant fact that characterizes both the positive changes that have occurred in the cognitive sphere of future specialists' training in the hospitality industry, and the signs of formation of such types of competencies as: integrated, professional, technical and technological, service and information. This increase students' personal direction for creative expression and self-determination in the conditions of educational activities in studying disciplines: «Technology of hotel and restaurant economy organization» and students' preparation for the implementation of services in the hospitality industry, proving a

heightened interest and personal participation of future professionals in the academic and extracurricular forms of educational process organization.

Comparison of quantitative data on personal participation of future specialists in the hospitality industry in various forms of educational and cognitive activities is given in table 3.

Forms and kinds of educational-cognitive activity	at the beginning		at the end	
	CG	EG	CG	EG
Reading of special and additional literature of professional assignment	20,5	21,4	22,8	33,3
Discussing of important and interesting themes in the academic group	11,5	12,9	13,7	21,6
Performing of some creative project tasks, analytic writing work	35,6	34,8	35,6	37,1
Using the knowledge and skills from the course «Technology of hotel and restaurant economy organization» in practice	40,6	42,2	41,4	55,6
Attendance of the providing services objects, watching the professional video material	7,8	6,3	9,6	18,8
Research work, analysis of material for providing services in the hospitality industry	6,4	7,7	7,9	24,9

Table 3

The dynamics of future specialists' participation in the hospitality industry in forms of educational and cognitive activities

Based on the obtaining data, we can state that students have acquired the skills of self-organization of cognitive activity on the basis of the organization of hotel and restaurant management and the existing personal need to deepen professional skills and professional orientation.

It is important that this desire and ability of future specialists of the hospitality industry to work independently indicates their personal self-assertion in professionally-directed activities based on the development of self-organization abilities of the individual, as well as awareness of the importance of forming such types of competencies as: integral, professional, technical and technological, service and information.

Conclusions

Thus, having studied the specifics of the activity, features of the formation and development of the hospitality industry, as well as various approaches to its definition, it becomes possible to provide a refined concept of this term. The hospitality industry is a service sector that is closely linked to the tourism industry, which unites numerous enterprises of various directions, based on the principle of hospitality, serving people and organizing their recreation and leisure.

The discipline «Technology of hotel and catering trade» is a compulsory, professionally oriented discipline in the training of service and tourism professionals, covers a large amount of material and is studied over three years of bachelor training. Its study is aimed at developing competencies in the organization of hotel and restaurant enterprises, technological process of servicing tourists at the hotel and restaurant guests, organization of hotel and restaurant services, etc.

Educational subject «Technology of hotel and catering trade» helps students become better acquainted with their future specialty, accelerates the process of adapting to specific conditions of professional activity in the field of hospitality, expands knowledge of the role, importance and organization of customer service in accommodation facilities.

After studying the proposed course, students have shown positive changes in the formation of professional competence, in particular: the level of knowledge on the theory of hotel and restaurant management has increased, the search activity of students has improved, cognitive needs have been formed and there is a desire to implement them, personal interest and activity has increased, and so on.

The prospects for further research are to deepen the information component of the course and to strengthen the educational and methodological complex of teaching of this discipline.

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