

HOSPITALITY AND RESTAURANT MANAGEMENT

The aim of the work to view the content of study and career perspectives for the graduates in othe sphere of "Hospitality and restaurant management". This specialty is one of the most popular fields in tourism industry. It provides students with the knowledge and skills necessary for a successful career in the hotel and restaurant business. Students who are pursuing this specialty will gain knowledge of the following basic concepts: - Hotel management: Students will study the organization of hotel and restaurant business, hotel management, guest services, room reservations, hotel management systems (Property Management System) and much more; - Restaurant management: Students learn the principles of restaurant management, kitchen management, guest service, restaurant financial management, wine and spirits, professional culinary skills and plenty of other things; - Management and Marketing: Students learn the principles of management in the hotel and restaurant business, including personnel management, financial analysis, marketing and sales strategies, cost control, international management, etc.; -Tourism and guests managementt: Students will obtain information on the tourism sector, including the organization of tours, travel market research, development of tourism programs, cultural management, hotel and restaurant services for tourists, local history and geography of tourism. After completing the course in this specialty, graduates can take up important positions in hotels, restaurants, travel companies, resort hotels, casinos, conference centers, cruise ships and other hospitality venues. The advantages of work in this field are as follows: - The hospitality industry is rapidly growing, providing many job opportunities for those specializing in hotel and restaurant management; - Hotel and restaurant management encourages to build a diverse set of professional skills, including excellence in customer service, skills of communication, leadership, and problem-solving; - The hotel and restaurant industry plays a crucial role in promoting tourism and boosting the economy of a country; - Studying hotel and restaurant management provides students with practical knowledge and hands-on experience in various areas such as front office operations, food and beverage management, and event planning; -The hospitality industry offers a dynamic and fast-paced work environment, allowing individuals to develop valuable skills and gain international exposure; - Hospitality and restaurant management graduates have the opportunity to work in a variety of settings, including luxury hotels, resorts, cruise ships, and fine dining establishments; - The skills acquired in hotel and restaurant management can be applied to other industries, such as event management, hospitality consulting, and entrepreneurship; - The demand for qualified hotel and restaurant management professionals is high, making it a promising career choice with potential for growth and advancement; - Hospitality and restaurant management programs often include internships and 95 industry placements, providing students with real-world experience and networking opportunities; - The satisfaction of providing exceptional service and creating memorable experiences for guests is a rewarding aspect of a career in hotel and restaurant management. To sum up, the content of the speciality "Hospitality and restaurant management" has been described, some advantages of being employed in this field have been listed. The information might be of interest for potential students of UEPA. References: 1. Томаля Т.С. Особливості управління персоналом на підприємствах готельно-ресторанного бізнесу // Вісник Хмельницького національного університету. Економічні науки. 2017. №2. Т.2. С.271-274. URL: [http://nbuv.gov.ua/UJRN/Vchnu_ekon_2017_2\(2\)__58](http://nbuv.gov.ua/UJRN/Vchnu_ekon_2017_2(2)__58) 2. Рябенька М.О., Мазуркевич І.О. Тенденції розвитку зеленого туризму в світі. Scientific Letters of Academic Society of Michal Baludansky. 2020. С. 156-160. 3. Фальченко О. О., Юр'єва І. А., Мардус Н. Ю. Методи управління персоналом у закладах готельно-ресторанного господарства. Економіка та управління підприємствами. // Інфраструктура ринку. Електронний науково практичний журнал. Вип. 25: ПУ «Причорноморський науково-дослідний інститут економіки та інновацій», 2018. С. 493. URL: [Yprawliny tovaopotokami.pdf \(udpu.edu.ua\)](http://udpu.edu.ua)

_Під керівництвом: доц. каф. ІПЄтаМС, О.В. Шапаренко