

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ
УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"



Проректор

з навчально-методичної роботи

Карина ПЕМАШКАЛО

Інноваційні технології у сфері готельно-ресторанних послуг

робоча програма навчальної дисципліни

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	Бакалавр
Освітня програма	Усі

Статус дисципліни	Вибіркова
Мова викладання, навчання та оцінювання	Англійська

Завідувач кафедри
технологій і безпеки життєдіяльності

Юрій БУЦ

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVE"
Vice-rector for educational and
methodical work

Karina NEMASHKALO



Innovative technologies in the field of hotel and restaurant services

Program of academic discipline

Field of knowledge	all	
Specialty	all	
Educational level	first (bachelor)	
Educational program	all	
Type of discipline		selective
Language of teaching, training and evaluation		english

Head of Department of
technologies and life safety

Yuriy BUTS

Kharkiv
2021

APPROVED

at the meeting of *department of technologies and life safety*

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Developers:

Litvinova Irina Mikhailovna, assoc. prof., of department of technologies and life safety.

**Update and re-approval letter
working program of the discipline**

Academic year	Date of the meeting of the department of RPTC developer	Protocol number	Signature of the head of the department

Abstract of the discipline

In a market economy, modern specialists need special knowledge of the types of technological innovations needed for production technology and customer service, a clear understanding of the innovation process to achieve higher economic performance and profits to form a competitive advantage in the field of services. Discipline "Innovative technologies in the field of hotel and restaurant services" explores the general principles and patterns of use of innovative technologies in the hotel and restaurant industry, considers laws and regulations governing the technology of trade services in the field of hotel and restaurant services, service quality requirements, studies the characteristics of the use of multimedia technologies, as well as highlights the features of information resources and customer service, considers innovative technologies for food research and production of semi-finished products, as well as prospects for innovative technologies in hotel and restaurant services. In teaching the discipline much attention is paid to mastering the basic concepts, terms used in the provision of services, as well as the essence of technological innovations. On the basis of FabLab KhNEU. S. Kuznets uses a combination of innovative methods of modeling and designing design and interior in the hotel and restaurant industry. It is shown that the competitiveness and strategic advantages of providing services in the field of hotel and restaurant services are impossible without the use of technological innovations.

The purpose of the discipline: formation of general and professional competencies for successful professional activity in the field of hotel and restaurant business, formation of future specialists' basic knowledge of service technology and mastering the basics of modern innovative technologies for organizing work in hotel and restaurant services, definition features of functioning and directions of development of innovative technological systems, and also acquisition of skills of independent work of the expert concerning technological substantiation of administrative decisions or rendering of consulting services concerning technology of manufacture and service of consumers.

Characteristics of the discipline

Course	2
Semester	4
Number of ECTS credits	5
Form of final control	credit

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
"Technology and organization of hotel services"	"International quality standards of hotel and restaurant services"
"Innovative technologies for production and services"	"Strategic Management of International Hotel Business"
"Innovative technologies for production and services"	"IT technologies in international business"
"Innovative technologies for production and services"	"Technology and organization of restaurant business"

Competences and learning outcomes in the discipline

Competences	Learning outcomes
Understanding of theories and methods of the system of sciences that form the theoretical basis of hotel and restaurant activities	Identify theories and methods of science systems that form the theoretical basis of hotel and restaurant activities
Understanding of the main directions of modern innovative technologies in the field of hotel and restaurant services	Identify the main directions of modern innovative technologies in the field of hotel and restaurant services
Understanding of quality, competitive and safe hospitality services for the needs of the national market and foreign consumers	Create quality, competitive and secure services in hospitality industry for the needs of the national market and foreign consumers
Understanding the choice of technological innovations, technological equipment by product types, drawings and regulations	Carry out a reasonable choice of technological innovations, technological equipment by product types, drawings and regulations
Understanding of technical information for innovation in technological development	Identify the necessary technical information for innovation in technological development
Understanding of information technologies in the process of creation and realization of production of hotel and restaurant complexes, to plan coordinated activity of various functional divisions	To determine information technologies in the process of creating and selling products of hotel and restaurant complexes, to plan coordinated activities of different functional units
Understanding the methodology of creating and motivating technological innovations	To determine a rational methodology for creating and motivating technological innovations
Understanding the trends in the functioning of national and global markets for services, to establish the relationship between the development of the hospitality industry and socio-economic processes in the country	Identify trends in the functioning of national and world markets for services, to establish the relationship between the development of the hospitality industry and socio-economic processes in the country
Ability to identify and increase economic efficiency by technological components in the hotel and restaurant business	Identify and be able to increase economic efficiency by technological components in the hotel and restaurant business

Curriculum

Content module 1. Theoretical and methodological principles of innovative technologies in the field of hotel and restaurant services

Topic 1. Theoretical and methodological principles of innovative technologies in the hotel and restaurant industry.

- 1.1. Systematization of modern technologies. Definition of "innovative technological system".*
- 1.2. The role and importance of technology in the hotel and restaurant industry in Ukraine.*
- 1.3. Revolutionary technological breakthroughs in the modern world. Mastering the production of new products, technologies and services. World ranking of innovations and trends.*

Topic 2. Legislative and regulatory documents governing the technology of providing trade services in the hotel and restaurant industry.

2.1. The main normative documents on which the standards of service provision in the hotel and restaurant industry are based.

2.2. Standardization, certification and metrology.

2.3. Regulatory regulation of safety of consumers of hotel and restaurant services.

Topic 3. Quality as a criterion for assessing the innovative novelty of products and services.

3.1. Definition of "product quality". Requirements for service quality.

3.2. Introduction of blockchain technology for the hotel business (optimization of the processing of hotel commissions in a distributed database) from the standpoint of continuous improvement of productivity and quality of services.

3.3. International quality standards of hotel and restaurant services.

Topic 4. The use of modern IT technology to organize the work of hotels and restaurants.

4.1. Characteristic features of the information resource. Development and updating of the website of the complex.

4.2. Innovative technologies used in hotels: online booking and accommodation, use of interactive maps and so on).

4.3. Dynamics of development of interactive technologies - "Digital Signage" (digital signs, ads, video advertising on monitors, video stelaes).

Topic 5. Theoretical principles of business process management in the hotel and restaurant industry.

5.1. Principles and main stages of business process reengineering. Technological aspect of reengineering.

5.2. Restructuring of business processes in the hotel and restaurant industry. Level of service. Business processes management (BPM) to ensure competitive advantage.

5.3. Use of multimedia technologies.

Content module 2. General characteristics and features of innovative technologies in the field of hotel and restaurant services

Topic 6. On the basis of FabLab KhNEU. S. Kuznets combination of innovative methods of modeling and designing design and interior in the hotel and restaurant industry.

6.1. Basic principles of operation of equipment with numerical software (CNC). Features of using software to create 3D models on the examples of FabLab equipment.

6.2. Basic concepts, principle and features of working with a 3D printer. Innovative methods of using 3D printers in the hotel and restaurant industry.

6.3. Features of using a laser machine. Engraving and cutting of materials. Features of technology and advantages of laser processing.

Topic 7. Technologies of production and customer service. Networking as a tool for business expansion.

7.1. Features of fast and effective solution of complex problems. Collection of information for analysis.

7.2. The essence of networking. Principles and rules of networking. Role in business expansion.

7.3. World development trends.

Topic 8. Innovative technologies of food research.*8.1. Classification of technological processes.**8.2. Technological processing of food products.**8.3. Application of Vitalok technology. Preservation in all products of more nutrients, the aroma and taste of which remain more saturated.***Topic 9. Technology of production of semi-finished products produced in restaurants (dishes and culinary products from vegetables, fruits, meat, fish).***9.1. Basic concepts and characteristics of typical elements of technological systems in restaurants.**9.2. Development and production of technological processes and components for the food industry.**9.3 Modern directions of innovative technologies of production of semi-finished products in the world industry. Consideration of innovative technologies of GEA Group AG.***Topic 10. Imageology and PR-technologies in the hotel and restaurant industry.***10.1. Forming the image of hotel and restaurant services. Eliminate negative rumors. Image geology in the field of mass media. Acquaintance with services on communication channels.**10.2. Basic approaches to the interpretation of the concept of Public relation. Methods of PR-technology. Innovative approaches to the use of PR-technology in the hotel and restaurant business.**10.3. World experience. Status and prospects of development.*

The list of practical classes, as well as questions and tasks for independent work is given in the table: "rating plan of the discipline".

Teaching and learning methods**Distribution of teaching and learning methods on the topics of the discipline**

In the process of teaching the discipline to enhance the educational and cognitive activities of students provides for the use of both active and interactive learning technologies, including: competency-oriented tasks, work in small groups, seminars, reports, creative tasks, surveys, testing, presentations, illustrations.

Topic	Practical application of educational technologies
Topic 1. Theoretical and methodological principles of innovative technologies in the hotel and restaurant industry.	Competence-oriented tasks. Discussions, surveys, testing, presentations, illustrations
Topic 2. Legislative and regulatory documents governing the technology of providing trade services in the hotel and restaurant industry.	Competence-oriented tasks. Discussions, surveys, testing, presentations, illustrations
Topic 3. Quality as a criterion for assessing the innovative novelty of products and services.	Competence-oriented tasks. Discussions, surveys, testing, presentations, illustrations
Topic 4. The use of modern IT technology to organize the work of hotels and restaurants.	Competence-oriented tasks. Discussions, surveys, testing, presentations, illustrations
Topic 5. Theoretical principles of business process management in the hotel and restaurant industry.	Work in small groups on certain issues of the essay: "Theoretical and methodological principles of modern innovative technologies in the field of hotel and restaurant services." Creative task, illustrations

Topic 6. On the basis of FabLab KhNEU. S. Kuznets combination of innovative methods of modeling and designing design and interior in the hotel and restaurant industry.	Competence-oriented tasks. Work in small groups with a 3D printer, milling and engraving and laser machine, surveys, testing Discussions, surveys, testing, presentations, illustrations
Topic 7. Technologies of production and customer service. Networking as a tool for business expansion.	Competence-oriented tasks. Discussions, surveys, testing, presentations, illustrations
Topic 8. Innovative technologies of food research.	Competence-oriented tasks. Discussions, surveys, testing, presentations, illustrations
Topic 9. Technology of production of semi-finished products produced in restaurants (dishes and culinary products from vegetables, fruits, meat, fish).	Work in small groups on the issue: "General characteristics and features of modern innovative technologies in the field of hotel and restaurant services." Report. Presentations, illustrations
Topic 10. Imageology and PR-technologies in the hotel and restaurant industry.	Competence-oriented tasks. Discussions, testing, illustrations. Execution of semester test work

The procedure for evaluating learning outcomes

KhNEU them. S. Kuznets uses a cumulative (100-point) evaluation system.

The system of assessment of the formed competencies of students takes into account the types of classes, which according to the curriculum of the discipline include lectures, practical classes, as well as independent work. Control measures include: current control, which is carried out during the semester during lectures, practical classes and is assessed by the amount of points scored; modular control, which is carried out taking into account the current control over the relevant content module and aims at integrated assessment of student learning outcomes after studying the material from the logically completed part of the discipline - the content module.

During the semester the student can receive for work:

Competence-oriented tasks maximum - 60 points;

Report maximum - 12 points;

Creative task maximum - 12 points;

Written test is a maximum of 16 points.

When performing a practical task, the student must take into account the factor of timeliness, ie the work must not only be performed qualitatively and in full, but also to pass it for testing within the time limit set by the teacher. If a student delays the assignment without good reason (such as illness), the grade will be reduced. To complete the course, a student must receive a total of at least 60 points in all types of work during the semester.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Assessment scale: national and ECTS

The sum of points for all types of educational activities	Assessment ECTS	Score on a national scale	
		for exam, course project (work), practice	for offset
90 – 100	A	perfectly	credited
82 – 89	B	fine	
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E		
35 – 59	FX	unsatisfactorily	not credited
1 – 34	F		

Rating plan of the discipline

Topic	Forms and types of education		Forms evaluation	Max mark
Topic 1.	<i>Classroom work</i>			
	Lecture	Topic 1. Theoretical and methodological principles of innovative technologies in the hotel and restaurant industry.		
	Practice session	Theoretical and methodological principles of innovative technologies in the hotel and restaurant industry.	Competence-oriented tasks	7
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
Topic 2.	<i>Classroom work</i>			
	Lecture	Topic 2. Legislative and regulatory documents governing the technology of providing trade services in the hotel and restaurant industry.		
	Practice session	Legislative and regulatory documents governing the technology of providing trade services in the hotel and restaurant industry.	Competence-oriented tasks	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
Topic 3.	<i>Classroom work</i>			
	Lecture	Topic 3. Quality as a criterion for assessing the innovative novelty of products and services.		

	Practice session	Quality as a criterion for assessing the innovative novelty of products and services.	Competence-oriented tasks	5
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
	Classroom work			
Topic 4.	Lecture	Topic 4. The use of modern IT technology to organize the work of hotels and restaurants.		
	Practice session	The use of modern IT technology to organize the work of hotels and restaurants.	Competence-oriented tasks	7
			Creative task	12
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
	Classroom work			
Topic 5.	Lecture	Topic 5. Theoretical principles of business process management in the hotel and restaurant industry.		
	Practice session	Theoretical principles of business process management in the hotel and restaurant industry.	Competence-oriented tasks	7
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
	Classroom work			
Topic 6.	Lecture	Topic 6. On the basis of FabLab KhNEU. S. Kuznets combination of innovative methods of modeling and designing design and interior in the hotel and restaurant industry.		
	Practice session	On the basis of FabLab KhNEU. S. Kuznets combination of innovative methods of modeling and designing design and interior in the hotel and restaurant industry.	Competence-oriented tasks	5
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
	Classroom work			
Topic 7.	Lecture	Topic 7. Technologies of production and customer service. Networking as a tool for business expansion. Competence-oriented tasks.		

	Practice session	Technologies of production and customer service. Networking as a tool for business expansion. Competence-oriented tasks.	Competence-oriented tasks	5
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
	Classroom work			
Topic 8.	Lecture	Topic 8. Innovative technologies of food research. Competence-oriented tasks.		
	Practice session	Innovative technologies of food research. Competence-oriented tasks.	Competence-oriented tasks	5
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
	Classroom work			
Topic 9.	Lecture	Topic 9. Technology of production of semi-finished products produced in restaurants (dishes and culinary products from vegetables, fruits, meat, fish).		
	Practice session	Technology of production of semi-finished products produced in restaurants (dishes and culinary products from vegetables, fruits, meat, fish).	Competence-oriented tasks	7
			Report	12
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	
	Classroom work			
Topic 10.	Lecture	Topic 10. Imageology and PR-technologies in the hotel and restaurant industry.		
	Practice session	Imageology and PR-technologies in the hotel and restaurant industry.	Competence-oriented tasks	7
			Final test work	16
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	DZ check	

Recommended Books

Basic

1. Архіпов В. В. Організація ресторанного господарства / В. В. Архіпов. – К.: Центр учбової літератури, 2016. – 279 с.
2. Beck, D., 2018. 1Inventory of policies related to sustainable tourism. Vienna: University of Natural Resources and Life Sciences. 2. Інноваційний розвиток підприємств сфери торгівлі: світові тенденції та практика в Україні : навч. посіб. / С. А. Давимука, Л. І. Федулова, Н. М. Попадинець та ін. – Львів : [б. в.], 2016. – 431 с.
3. Brian Halligan, Dharmesh Shah. Inbound Marketing: Get Found Using Google, Social Media, and Blogs (The New Rules of Social Media), 2018.
4. Інноваційні технології виробництва продукції та надання послуг [Електронний ресурс] : конспект лекцій / С. М. Логвінков, І. М. Літвінова. – Харків : ХНЕУ ім. С. Кузнеця, 2021. – 95 с.
5. Jeffrey L. Gluten-free baked products/ L.C. Jeffrey, W.A. Atwell // AACCC International, Inc. – 2014. – 88 p
6. Мальська М. П. Готельний бізнес: теорія та практика : підручник / М. П. Мальська, І. Г. Пандяк. – 2-ге вид., переробл. та допов. – К. : Центр учбової літератури, 2012. – 472 с.
7. Моїсеєнко Т. Є. Ресурсне забезпечення інноваційної діяльності підприємств : навч. посіб. / Т. Є. Моїсеєнко, С. В. Войтко. – Київ : Альфа Реклама, 2014. – 159 с.
8. Urbančič, J., Kuralt, V., Ratkajec, H., Straus, M., Vavroš, A., Mokorel, S., Stare Poceny, U. & Ilijaš, T., 2020. Expansion of technology utilization through tourism 4.0 in Slovenia. In: Celtek, E., ed. Handbook of Research on Smart Technology Applications in the Tourism Industry. Hershey PA: IGI Global, P. 229–53.
9. Яковлев А. І. Методика визначення ефективності інвестицій, інновацій, господарських рішень в сучасних умовах : навч. посіб. / А. І. Яковлев. – 2-ге вид., переробл., допов. – Харків : Підручник НТУ «ХПІ», 2017. – 99 с.
10. Ястремська О. М. Активізація інноваційної діяльності підприємств : навч. посіб. / О. М. Ястремська, Г. В. Демченко. – Харків : ФОП Лібуркіна Л. М., 2018. – 229 с.

Additionally

11. Angela Ya-Ping Chang. A Study on the Effects of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry. EURASIA Journal of Mathematics, Science and Technology Education, 2017. – №13 (12). – P. 1–8
12. Гриньова В. М. Оцінка результативності інноваційної діяльності підприємства : навч. посіб. / В. М. Гриньова, Д. С. Бутенко. – Харків : ХНЕУ ім. С. Кузнеця, 2013. – 227 с.
13. Збожна О. М. Основи технології : навч. посіб. / О. М. Збожна. – 2-ге вид. – Тернопіль : Карт-бланш, 2002. – 486 с.
14. Інноваційний розвиток підприємства : навч. посіб. / А. М. Пугач, Н. І. Демчук, О. В. Довгаль та ін. – Миколаїв : ФОП Швець В.М., 2018. – 348 с.
15. Інноваційний розвиток підприємства : навч. посіб. / П. П. Микитюк, Ж. Л. Крисько, О. Ф. Овсянюк-Бердадіна, С. М. Скочиляс. – Тернопіль : ПП «Принтер Інформ», 2015. – 224 с.
16. International Journal of Contemporary Hospitality Management 12(2):114-118
17. «Marketing Communication Mix: Promote Effectively». Inevitable Steps. June 12, 2015. Retrieved February 4, 2016.
18. Остапчук М. В. Система технологій (за видами діяльності) : навч. посіб. / М. В. Остапчук, А. І. Рибак. – Київ : ЦУЛ, 2003. – 888 с.
19. Phristopher M., Payne A., Ballantyne D. Relationship Marketing: Creating Stakeholder Value. – New York: Butterworth-Heinemann, 2010. – 264 p.

20. Cigale, D., 2019. Some changes in the spatial characteristics of tourism in Slovenia since its independence. *Journal of Geography, Politics and Society*, 9(3), 4-13.

21. Системи технологій : навч. посіб. / З. Б. Живко, Р. З. Берлінг, М. Є. Стадник, М. О. Живко. – Київ: Алерта, 2009. – 199 с.

22. Скопень М.М. Інформаційні системи і технології в готельно-ресторанному та туристичному бізнесі : підручник. Київ : Ліра-К, 2017. 764 с.

Information resources and the Internet

23. Головний тренд у здоровому харчуванні в 2017 році : [Електронний ресурс] : – 2017. - Режим доступу: [phttp://vermiculite.com.ua/vermikulitspuchenyi/54-golovnij-trend-v-zdorovomu-kharchuvanni-v-2017-rotsi](http://vermiculite.com.ua/vermikulitspuchenyi/54-golovnij-trend-v-zdorovomu-kharchuvanni-v-2017-rotsi).

24. Essential Hotel Marketing Strategies [Електронний ресурс]. – Режим доступу : <https://www.revfine.com/hotel-marketing-strategies/>

25. Інновації в ресторанному бізнесі : [Електронний ресурс] : туристична бібліотека. – 2015. - Режим доступу: http://tourlib.net/statti_tourism/innovaciirestoran.htm

26. JohnPersico «Strategy development process» <https://www.slideshare.net/JohnPersico1/strategy-development-process>

27. Course «Innovative technologies in the field of hotel and restaurant services for students of all specialties of the first (bachelor) level [Electron. resource]: Site PNS KhNEU them. S. Kuznets. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=8341>

28. Навчальна дисципліна «Інноваційні технології виробництва продукції та надання послуг» для студентів усіх спеціальностей першого (бакалаврського) рівня [Електрон. ресурс]: Сайт ПНС ХНЕУ ім. С. Кузнеця. – Режим доступу: <https://pns.hneu.edu.ua/enrol/index.php?id=3843>

29. Strategy development «Step-by-Step Strategy Development» <https://sswm.info/humanitarian-crises/rural-settings/planning-processtools/decision-making-tools/strategy-development>

30. Тренди ресторанного бізнесу в 2018 [Електронний ресурс] // Expert Solution. – 2018. – Режим доступу до ресурсу: <http://servio.com.ua/trendi-vrestorannom-biznese--v-2018>.