

Документ подписан простой электронной подписью

Информация о владельце:

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Дата подписания: 19.09.2023 19:57:43

Уникальный идентификатор:

d74ce93cd40ec9375e3ba2f58486412a1c8ef98f

(ЭЛЕКТРОННЫЙ ДОКУМЕНТ)

## Abstract of Discipline

Наименование дисциплины	Organization of Hotel activities
Содержание	Current state and prospects of development of the market of hotel services. Characteristics of services of the hotel complex. The operational process of service. Schemes of interaction of hotel enterprises with travel agencies. Hotel activity as a means of capital placement. Tariffs and tariff policy. The concept and specific features of hotel services. Types of services, their characteristics. The life cycle of a hotel service (product). Qualification requirements for employees of the hotel service sector. Customer service culture in hotel enterprises.
Реализуемые компетенции	PC-1 is able to organize the work of performers, make decisions about the organization of tourist activities; PC-3 is able to develop and apply tourist service technologies using technology and information and communication technologies; PC-6 is able to calculate and analyze the costs of the organization of the tourist industry, tourist product in accordance with the requirements of the consumer and (or) tourist, justifying effective management decisions.
Результаты освоения дисциплины (модуля)	Competence of PC-1 To know: - current state and prospects of development of the hotel market; - theoretical bases of development and realization of hotel product; - know the content of key concepts and categories of hotel activities. To be able: - apply, adapt and develop modern service technologies; - to provide effective interpersonal relations with the consumer taking into account social, cultural and psychological features, to carry out interaction in collective; - apply theoretical knowledge and work skills in solving practical problems in professional hotel activities; To master: - the main communicative techniques of communication with the consumer and in the team; - skills of organization of functional processes in hotels; - practical skills and abilities to organize enterprises of various types and organizational and legal forms; - skills of the organization of work in functional services of hotel. The competence of the PC-3 To know: - basic concepts and terminology in the field of hotel business the basis for the development of the hotel business; - rules of conduct and communication in the hotel business; - specifics of management of hotels of different types; - technology of providing hotel services. To be able: - to work in a team, manage people and to obey; - apply a variety of tactical and psychological methods of interaction with customers of the hotel company; - to build business relationships with partners within the framework of ethical standards; - use information technology tools to solve professional problems. To master:

	<ul style="list-style-type: none"> <li>- high motivation for professional activity in the hotel industry;</li> <li>- basic skills of working with information in global computer networks;</li> <li>- technology of development of the hotel product satisfying needs of the consumer at high level;</li> <li>- skills of conflict-free professional activity in interaction with business partners, colleagues and clients;</li> <li>- the methodology of planning the working day and the time required to solve specific tasks in peak load conditions.</li> </ul> <p>Competence of PC-6</p> <p>To know:</p> <ul style="list-style-type: none"> <li>- pricing procedure in hotel enterprises;</li> <li>- cost items of the hotel company;</li> <li>- standards of invoice preparation and payment acceptance;</li> <li>- types of payment documents;</li> <li>- features of pricing in the hotel business: types of tariff plans and tariff policy of the hotel company.</li> </ul> <p>To be able:</p> <ul style="list-style-type: none"> <li>- organize settlements with clients;</li> <li>- choose a pricing method;</li> <li>- calculate the cost of the hotel product;</li> <li>- manage the tariff policy of the hotel company.</li> </ul> <p>To master:</p> <ul style="list-style-type: none"> <li>- methodology of the analysis of expenses of activity of the enterprises of the hospitality industry.</li> </ul>
Трудоемкость, з.е.	<b>4 c.u.</b>
Форма отчетности	Credit with assessment - 7 semester
<b>The list of basic and additional literature necessary for the development of the discipline</b>	
Основная литература	<ol style="list-style-type: none"> <li>1. Ovcharenko N. P. Organization of hotel business [Electronic resource]: textbook for bachelors / N. p. Ovcharenko, L. L. Rudenko, I. V. Barashok. — Electron. text data. - M.: Dashkov and K, AI PI er Media, 2018. — 204 c. - 978-5-394-02514-3. — Mode of access: <a href="http://www.iprbookshop.ru/75213.html">http://www.iprbookshop.ru/75213.html</a></li> <li>2. Medlik S. Hotel business [Electronic resource]: textbook for University students studying in service specialties (230000) / S. Medlik, H. Ingram. — Electron.text data. - Moscow: UNITY-DANA, 2017. - 240 c. — 5-238-00792-2. — Mode of access: <a href="http://www.iprbookshop.ru/71186.html">http://www.iprbookshop.ru/71186.html</a></li> </ol>
Дополнительная литература	<ol style="list-style-type: none"> <li>1. Rudenko L. L. Technologies of hotel activity [Electronic resource]: textbook for bachelors / L. L. Rudenko, N. p. Ovcharenko, A. B. Kosolapov. — Electron.text data. - M.: Dashkov and K, AI PI er Media, 2017. — 176 c. - 978-5-394-02315-6. — Mode of access: <a href="http://www.iprbookshop.ru/57230.html">http://www.iprbookshop.ru/57230.html</a></li> </ol>