

Level: bachelor					
Course title: Distribution and control of food and beverages in the hospitality industry (T322)					
Status: obligatory for module of Gastronomy; elective for module of Hotel Management					
ECTS: 7					
Requirements: None					
Learning objectives Acquiring knowledge about different patterns of distribution and control of food and beverages in the hospitality industry. Informing students about legal and other regulations and international experience in this field.					
Learning outcomes At the end of the module, students should be able to demonstrate the knowledge of distribution and control processes of food and beverages in the hospitality industry.					
Syllabus <i>Theoretical instruction</i> Historical development and distribution of types of food and drink. Phase transformation concept, the largest restaurant chains in the world. The role of chains in the globalization of tourism, national and regional copies of international chains. Business philosophy and principles of operation, cleanliness, hygienic storage and serving food and beverages. Staff training and distribution of food and beverages, selection of the optimum distribution method (to reduce costs, based on different market segments etc.) of advertising, product image, the use of mass media, public relations and the local community; Appropriate labour organization; Different evaluation criteria in the distribution system and control of food and beverages, good and lasting co-operation with manufacturers and suppliers of food and beverages, mutual cooperation, combining global and local suppliers of raw materials, packing in a practical, functional, hygienic and visually attractive packaging that does not pollute the environment and can be recycled. Perspectives and future trends in the market; Application of foreign experience in the domestic business.					
Weekly teaching load				5(75)	Other:
Lectures: 3	Exercises: 2	Other forms of teaching:	Student research:		
Teaching methods - Lectures, exercises, discussions, consultations					
Grades					
Activity	points				
Practice presence	0-5				
Practice activity	0-5				
Practical work	50-90				