

## HOW TO BECOME A CAREER MANAGER IN HOSPITALITY (ЯК СТАТИ ПРОФЕСІЙНИМ МЕНЕДЖЕРОМ В ІНДУСТРІЇ ГОСТИННОСТІ)

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*Роль менеджера є особливо важливою в такій соціальній сфері, як готельна справа. Успішні менеджери – обов'язково люди, які встановлюють високі норми ефективності виконання завдань організації. Доповідь містить відповіді на запитання, як стають кар'єрними менеджерами в індустрії гостинності.*

There are lots and lots of opportunities for the advancement in Hospitality industry. Work is available in hotels and restaurants, catering organizations, hospital catering, welfare catering, clubs, industrial catering, residential catering, transport catering and outdoor catering. It all depends on the individual and on the type of catering in which one is most interested. Also there are many chances to see the world and travel around the countries of one's choice by land, sea or air, in such capacities as area or group manager, air steward, first class steward traveling on liners, public transport and so on. In this way a wealth of experience may be gathered by seeing the methods of food and beverage service in other countries.

Management has many responsibilities. These include the economics of menu costing, portion control, wastage of food, customer-staff relations, labour relations, labour shortages and staff training. If good relations exist between management and staff, then problems should be few and the atmosphere should be pleasing to the customer. The food service staff and the front office personnel of a hotel play an important part in the achievement of such good relations. Since they are in contact with the customer and with the management, their conduct influences the running of the establishment and the atmosphere created for the customer.

The product of a hotel is not just the room and bed as much as the product of a food and beverage operation is not just the food and drink itself. Any member of staff coming into contact with the customer is also part of the product. No matter how good the quality of the food, beverage, décor and equipment, poorly-trained, scruffy or unhelpful staff can destroy the customer's potential satisfaction with the product. It is also true that well-trained, smart and helpful staff can sometimes make up for aspects which are lacking elsewhere in the operation.