

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Management prehrabnenih obratov
<b>Course title:</b>	Management of food and beverage operations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih podjetij, dodiplomski visokošolski strokovni, 1.stopnja	/	3	1
Tourism Enterprise Management, Undergraduate professional study programme, 1st level	/	3	1

**Vrsta predmeta / Course type** modularni / modular

**Univerzitetna koda predmeta / University course code:**  

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	15	15	/	120	6

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovenski / Slovene
	<b>Vaje / Tutorial:</b>	slovenski / Slovene

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

/

**Prerequisites:**

/

**Vsebina:**

Načrtovanje PGO (prehrabnenega gostinskega obrata)

- faze, študija izvedljivosti; Analiza trga (neposredna in posredna konkurenca, zaledje, rezidenčni in nerezidenčni gosti, koncept, lokacija...)
- ekonomski vidiki – finančne projekcije (projekcija poslovanja - povprečna potrošnja po obiskovalcu, obrat sedežev, ...)
- prostorski vidiki (mikrolokacija, makrolokacija)
- projektni tim in projektni pristop
- strateški vidik trženja (kakovost, izbira ciljev, politike podjetja, strategij in taktik, oblikovanje ponudbe, "atmosfera", izbira tipa strežbe, ...)

Marketing v PGO

- segmentacija trga in pozicioniranje gostinskega obrata
- uporaba prodajnih orodij v konkretnem okolju
- najprimernejše oblike tržnega komuniciranja
- trendi v prehrabnem gostinstvu
- življenjski cikel gostinskega proizvoda
- cenovna politika PGO

**Content (Syllabus outline):**

Planning PGO (F&B establishment):

- Phase, feasibility studies, market analysis (direct and indirect competition, hinterland, residential and non-resident guests, concept, location ...)
- Economic aspects - financial projections (the projection of the business - the average consumption by the visitor, facility seats ...)
- Spatial aspects (microlocation, Macrolocation)
- strategic aspect of marketing (quality, choice of targets, the company policy, strategies and tactics, offer design, "atmosphere", the choice of type of service ...)

Marketing in the PGO:

- Market segmentation and positioning of the catering facility
- Use of sales tools
- The most appropriate forms of marketing communication
- Trends in the catering industry

<p>- promocija, sugestivna prodaja - konkurenčna prednost in USP</p> <p><b>Strateški vidiki upravljanja PGO</b></p> <p>- celovit proizvod PGO - diferenciacija gostinskega proizvoda - analiza poslovnega okolja PGO - sociološki vidiki obedovanja v PGO - avtentičnost ponudbe - mreženje - yield management</p> <p><b>Prehrambeno gostinstvo in turizem</b></p> <p>- pomen - posebnosti (prednost in slabosti) - kompatibilnost z rezidenčnimi gosti</p> <p><b>Spremljanje uspešnosti:</b> Uporaba statističnih in raziskovalnih metod v prehranbenem gostinstvu</p> <p>- pri načrtovanju in analizi poslovanja - pri analizi implicitnih preferenc gostov - pri raziskavi tržnega deleža - pri ugotavljanju trendov - pri spremljanju kakovosti (ankete...) - pri analizi cen</p> <p><b>Tehnični vidiki načrtovanja PGO</b></p>	<p>- Life cycle of a catering product - Pricing policies - Promotion, suggestive selling, merchandising - Competitive advantage and USP</p> <p><b>Strategic management aspects of PGO:</b></p> <p>- A comprehensive product - Catering product differentiation - Business Analysis - Sociological aspects of dining - The authenticity of offer - Networking - Yield Management</p> <p><b>The food industry and Tourism:</b></p> <p>- the importance - Specifics - Compatibility with residential guests</p> <p><b>Performance monitoring:</b> Using statistics and research methods in the food catering industry</p> <p>- Planning and business analysis - The analysis of guest's preferences - The study of marketshare - To identify trends - In monitoring the quality (surveys) - The price analysis</p>
---	---

### Temeljni literatura in viri / Readings:

Osnovna:

- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). *Food and beverage management*. Routledge.
- Sedmak, G. (2011). *Management prehranbenih obratov – strateški pogled*. Portorož: UP FTŠ Turistica.
- Gradiva (navodila) za vaje.
- Kamenšek, J., Pertoci, P., Koklič, S. (2006). *Strežba z organizacijo dela*. Linz: Trauner Verlag.

Dopolnilna:

- Avelini Holjevac, I. (1998). *Kontroling*. Rijeka: Hotelijerski fakultet Opatija.
- Buttle Francis: *Marketing and merchandising*. Davis Bernard, Lockwood Andrew, ed.: *Food and Beverage Management*. Oxford: Butterworth-Heinemann Ltd., 1995, str. 204-216.
- Brown, M. (1998). *Successful Project Management*. London: Hodder & Stoughton
- Capstick, D.: *Location analysis and market feasibility*, Davis B., Lockwood A. eds.: *Food & Beverage Management*. Oxford: Butterworth-Heinemann, 1995, str. 107-119.
- Cerović, Z. (2003). *Hotelski Menadžment*. Rijeka: Fakultet za turistični i hotelski menadžment Opatija.
- Hall Michael C., Mitchell Richard: *Wine and food tourism*. Douglas Norman, Douglas Ngaire, Derret Ros eds.: *Special interest tourism*. Brisbane: John Wiley & Sons Australia, Ltd., 2001, str. 307-329.
- Hrovatin, A. (1998). *Tehnologija velikih kuhinj*. Ljubljana: Državna založba Slovenije.
- Ingram Haydn: *Towards a theoretically based, but practicably workable model of strategic decision-making*, Davis B., Lockwood A. eds.: *Food & Beverage Management*. Oxford: Butterworth-Heinemann, 1995, str. 27-38
- Mazzeti, P, Bessenay, J. (1998). *Le restaurant theorie et pratique*. France. Jacques Lanore.
- Ninemeier D. Jack: *Management of Food and Beverage Operations*. East Lansing: Educational Institute, American Hotel & Motel Asociation, 1995.
- Barrows, C. W., & Powers, T. (2003). *Introduction to Management in the Hospitality Industry*. John Wiley & Sons.

Bateson, J. E. G. (1995). *Managing services marketing: text and readings*. Fort Worth: Dryden Press.

Bowie, D., & Buttle, F. (2004). *Hospitality Marketing: an introduction*. Oxford: Elsevier Butterworth-Heinemann.

Cetron, M. J., DeMicco, F., & Davies, O. L. (2010). *Hospitality 2015: The Future of Hospitality and Travel*. Orlando (Florida): American Hotel & Lodging Educational Institute.

Chon, K. S., & Maier, T. A. (2010). *Welcome to hospitality: an introduction, 3<sup>rd</sup> edition*. Clifton Park, NY: Delmar/CENGAGE Learning.

Del Balzo, A. (1998). *La qualità totale: nell'industria alberghiera*. Milano: Franco Angeli.

Doyle, P. (2002). *Marketing Management and Strategy*. Harlow: Financial Times/Prentice Hall.

Johnston, R., & Clark, G. (2008). *Service Operations Management*. Pearson Education Limited: Essex.

Martin, W. B. (2002). *Quality service: what every hospitality manager needs to know*. Upper Saddle River: Prentice Hall.

Wright, J. N., & Race, P. (2004). *The Management of Service Operations*. London: Cengage Learning - EMEA

Zeithaml, V. A., & Bitner, M. J. (2003). *Services Marketing: Integrating customer focus across the firm*. 3rd edition. New York: McGraw-Hill

#### **Cilji in kompetence:**

##### *Namen in cilji predmeta:*

Namen predmeta je podati študentu specifična ekonomska in trženjska znanja, ki jih potrebuje za načrtovanje, spremljanje in zagotavljanje ekonomske uspešnosti prehrabnega gostinskega obrata. Študent nadalje pri predmetu spozna pomen in uporabo sodobnih informacijskih sistemov v prehrabnem gostinstvu in strateške vidike upravljanja in trženja gostinskih storitev. V posebnem poglavju so predstavljene osnove projektne zasnove prehrabnega gostinskega obrata.

##### *Kompetence, ki jih razvija predmet:*

Razumevanje koncepta celovitega gostinskega proizvoda in njegova uporaba pri oblikovanju konsistentnega trženjskega spleta. Poznavanje osnovnih načel pri oblikovanju poslovnega načrta za nov prehrabeni gostinski obrat oz. njegovo prenavo. Študent zna uporabljati orodja strateškega vodenja in merjenja uspešnosti prehrabnega gostinskega obrata.

#### **Objectives and competences:**

##### The purpose and objectives of the course:

This course is designed to provide students with specific economic and marketing expertise needed to plan, monitor and ensure the economic success of a food catering facility. Students continue to learn about the importance of the subject and the use of modern information systems in the food catering and strategic aspects of management and marketing of catering services. A separate chapter presents the basics of the design of a food catering facility.

##### Competencies developed by subject-course:

Understanding the concept of the comprehensive catering product and its use in creating a consistent marketing mix; knowledge of basic principles in designing a business plan for a new food establishment or its renovation. Student can use the tools of strategic management and performance measurement of a food catering facility.

**Predvideni študijski rezultati:**

Znanje in razumevanje:

Študent zna razviti, pripraviti in vpeljati:

Celostno načrtovati pgo in pripraviti kompleksno študijo izvedljivosti za izbrani prehrambeni gostinski obrat (PGO).

Celostni gostinski proizvod in usmerjati njegov dolgoročni strateški razvoj - strateško tržiti PGO.

Strateške vidike poslovanja PGO.

Sistematično in kritično spremljati uspešnost poslovanja PGO z uporabo nekaterih (delno prirejenih) tehnik za potrebe prehrabnega gostinstva.

**Intended learning outcomes:**

Knowledge and understanding:

Student is able to:

Prepare a complex feasibility study for a selected F&B facility.

Create and develop an integrated F&B product, and guide its long-term strategic development.

Develop and implement strategic aspects of f&b management.

Systematically and critically monitor the performance of f&b facilities using some specific techniques of f&b management.

**Metode poučevanja in učenja:**

*Načini dela pri predmetu:*  
Predavanja, seminarske naloge, debate, študija primera. Pri seminarskih vajah se lahko do 30% vsebin izvede v e-učilnici.

*Povezanost z drugimi predmeti:*  
Organizacija in procesi v prehrabnih obratih, ETP, pravo, HIS, sociologija, marketing, UPS, gastronomija, finance, statistika, psihologija, kulturna dediščina, management kakovosti v turizmu, računovodstvo, Management nastanitvenih obratov.

*Posebnosti predmeta:* /

**Learning and teaching methods:**

Coursework:  
Lectures, seminars, debates, case study. Up to 30% of seminar work can be done in e-environment.

Links:  
Organization and processes in food establishments, ETP, right, , sociology, marketing, UPS, gastronomy, finance, statistics, psychology, cultural heritage, quality management in tourism, accounting, management accommodation.

**Načini ocenjevanja:**

*Obveznosti študentov:*  
Študent mora obiskovati seminarske in laboratorijske vaje. Pogoji za pristop k izpitu je priznana inškrpcija in frekvenca. Za pristop k izpitu mora študent oddati seminarsko nalogo. Seminarska naloga je sestavni del končne ocene pri predmetu (20% delež).

*Oblike preverjanja in ocenjevanja znanja:*  
Seminarsko delo (20%) in izpit (80%). Izpit je lahko pisni, ustni ali pisni in ustni, pri čemer mora študent obvladati vsaj 60% zahtevanih vsebin.

Delež (v %) /  
Weight (in %)

**Assessment:**

Type (examination, oral, coursework, project):

Students must attend class lectures and coursework. Prerequisite for taking the final exam exam is recognized frequency. For the exam, they must submit a written coursework paper. The work is part of the final evaluation of the course (20%).

Forms of knowledge assessment:  
Course work (20%) and examination (80%). The exam can be written, oral or written and oral. The student must master at least 60% of the required content.

**20%****80%**