INTRODUCTION

Hospitality and restaurant management has become nowadays a broad and complex field in which a network of factors provide a final product in form of guest satisfaction. In every specific form of restaurant it is possible to appreciate different approaches to business, different key resources, different profit architectures, and different managing strategies and procedures.

This part of the master, named professional concentration, provides a panoramic overview on the hospitality business, emphasizing on 5 paradigmatic cases in which some of these approaches can be observed and analized.

By visiting different kinds of restaurant business, from a fine 3 Michelin star gastronomic restaurant to a fast food chain, students will experience and check the theoretical concepts they have studied so far in their master studies.

AIMS

- Be aware of the broadness and complexity of the hospitality & restaurant business
- Know and understand the main business approaches to hospitality and restaurants
- Identify, analyze and understand the main key factors to business success in every kind of restaurant proposed:
- Check the previous concepts with the reality of the restaurants proposed.

METHODOLOGY

1. The teacher will provide an introductory overview on main aspects of operations and restaurant business (presential)
2. As a previous work to every visit, students will carry on a personal research on the restaurants visited. They will read the bibliographic documents provided by the teacher, if any, and will prepare a minimum of 2 questions to be asked during the visit. (self study)

3. In every session, students will visit one or two restaurants (presential) Professional look and business attire is required for the visits.

4. After every visit, students will answer a questionnaire on some important concepts related to the visit or kind of restaurant. They will also participate in a debate about the contents of the visit and the topics suggested by the teacher (e-learning)

5. In groups, students will work on one of the concepts of their choice and deliver a dossier with the results of their work (work group)

6. Students will make a presentation of the results of their research (presential)

EVALUATION

The final qualification of the students will be the result of the sum of three factors:

1. E-learning questionnaires (30%)
2. Group work and presentation (50%)
3. Interest and good quality participation in classes and debates (20%)
BIBLIOGRAPHY