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THE SIGNIFICANCE OF VITAMINS IN RATIONAL NUTRITION

Vitamins are organic low molecular weight compounds necessary for the life of the human organism. However, vitamins are not formed in sufficient quantities in the organism, so they must be supplied with food [1]. Every modern human has faced the problem of lack of vitamins in the organism (avitaminosis), temporary deficiency (hypovitaminosis) or their excess (hypervitaminosis).

Well-known Ukrainian scientists and specialists are engaged in determining the role of vitamins and the problem of rational nutrition in Ukraine: I. Romanchuk, T. Rudakova, L. Moiseeva, T. Gruzeva. Proper nutrition involves the intake of all necessary nutrients and vitamins in sufficient quantities, which meets the physiological needs of the human organism. But in the active rhythm of life, a person sometimes does not have enough time for good nutrition, as a result of which the diet is disturbed, which subsequently has certain consequences.

With this in mind, the purpose of my work was to consider the role of vitamins in rational human nutrition. According to the goal in the work, it is necessary to determine how to eat right and develop a mode of eating, as well as what the reasons for the violation of the human diet are. Presentation of the main material of the study. Proper nutrition is the foundation of human health. Thanks to the intake of nutrients with food – proteins, fats, carbohydrates, minerals and vitamins, the normal activity

of the human organism, as well as its growth, development and performance, is ensured.

If nutrition fully compensates for the organism's energy costs, supplies the organism with useful substances, contains all the vitamins, dietary fibers and trace elements necessary for life, then such nutrition is considered rational. Only a variety of foods in the diet provide its nutritional value, because different foods complement each other with the missing components. The quality of the diet depends not only on the content of the necessary substances, but also on their correct ratio [2].

One of the problems due to which a person violates his diet is lack of time. Therefore, a person sometimes replaces a healthy and complete lunch with fast food (this is especially common among young people). Subsequently, such malnutrition becomes the cause of excess weight and a malfunction of the digestive organs. Office workers who eat unbalanced meals have a 20% decrease in labor productivity. This problem is relevant in many countries. Another reason for eating disorders is a variety of diets. Many for weight loss refuse to eat foods containing fat. This can lead to metabolic disorders. Mono-diets are also common, such as buckwheat, rice or kefir. Yes, they help you lose weight quickly. However, it is not recommended to use one type of product in large quantities for more than 5 days. The body requires a certain amount of nutrients every day, so limiting them is harmful to health. It is better to eat small meals throughout the day and drink enough water (1.5 - 2 liters).

Vitamins play an important role in nutrition. The human need for vitamins is satisfied through a normal diet and a healthy lifestyle. However, in winter and spring, you need to additionally consume vitamin C. If the diet becomes monotonous, depleted in natural plant products, there is a lack of vitamins. A person's daily need for vitamins largely depends on age, occupation, body weight, gender, general health, etc.

It is important to follow the rules for the preparation, storage and preparation of products in order to preserve as many vitamins and nutrients as possible. Vegetables and fruits should be consumed fresh. You should include raw foods in your diet, as cooking vegetables can reduce their vitamin C content. It is best to cut vegetables into

large pieces because they retain more nutrients when cooked. You can not fry meat for a long time, thiamine is destroyed. It is also best to steam if possible. When preparing salads, you need to add vegetable oil to vegetables, because fat-soluble vitamins (A, E, K and D) are better absorbed. It is better to store food in a cool place, away from direct sunlight.

In order to strengthen your body, get rid of many diseases, you need to learn how to eat right and develop a culture of eating. You should not immediately sharply limit yourself in taking this or that dish (sweet cakes, sausages, chips, etc.), because this will cause stress and nervous breakdowns. It should be gradually eliminated from the diet. You should change your preferences in the direction of healthy products. For example, instead of tasting a cake with coffee, make a delicious fruit salad. Drink water and other drinks shortly before meals. Thorough chewing of food is of great importance in proper nutrition.

Doctors do not advise to give up breakfast, lunch, noon and dinner. However, it should be remembered that before each meal you need to take a break, because the stomach needs to rest. It is also not advised to have dinner less than 2 hours before bedtime. Do not consume too hot or very hot foods and drinks. It is good for health when a person knows how to combine products. The combination of starch with fruits and proteins, starch with proteins and sugar, different types of proteins will lead to digestive problems [2].

Conclusions and prospects for further developments. Therefore, we can draw the following conclusions and give such proposals for a healthy and rational diet. Rational nutrition contributes to good health and maintaining appetite, while improperly organized nutrition weakens the human body, thereby reducing its resistance to diseases and environmental influences. Vitamins are necessary for the activity of enzymes responsible for the course of physiological and biochemical processes in the human organism. They come with food. Therefore, in the human diet, dishes should be varied and healthy.

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ОСОБЛИВОСТІ УПРАВЛІННЯ ПІДПРИЄМСТВАМИ РЕСТОРАННОГО ГОСПОДАРСТВА

Ресторанний бізнес є однією з найбільш динамічно зростаючих галузей у світі, включаючи Україну. З кожним роком він зазнає значних змін та розвивається, надаючи нові можливості для інвестування та підприємницької діяльності. Ресторанне господарство стає все більш прибутковим і привабливим для інвесторів, що робить його однією з найбільш перспективних галузей. Це пов'язано з постійним розширенням сфери діяльності, яка охоплює не тільки стандартні ресторани, а й кафе, бари, фаст-фуди, ресторани швидкого харчування та інші заклади. Окрім цього, ресторанне господарство вдосконалює методи управління та обслуговування клієнтів, пропонуючи нові технології та інноваційні підходи. Застосування інформаційних технологій, розробка онлайн-сервісів та додатків для зручності клієнтів - це лише кілька прикладів сучасних рішень у ресторанному господарстві.