



**School of Hospitality
& Tourism Management**

BA International Hotel Management

Module Handbook Spring Term 2023

Student name: Marian Iulian Ciobanu

Student ID:2207886

Food and Beverage Operations

BMIH4002

LEVEL 4

Module Lead:

Tristan Hawkins BSc PGDip PGCHE

t.hawkins@uwtsd.ac.uk

Food and Beverage Operations

Spring Term 2023

Introduction

This reflection report shows the experience which is collected from previous and present working experience from food and beverage companies. I worked in a restaurant which provided the service of food and beverage. I have accumulated some experiences from there which will aid me to do better in the next job sector. I have learnt a lot of things from the classes which are providing the services based on the restaurant service providing (Coles, 2011). The food and beverage company's service manager should have some soft skills which are mandatory for providing the services. This assessment will depict the information about the consumer's needs, roles and responsibilities of serving (WEBBER, 2008). The restaurant contains several kinds of services, steps of services and crisis management. Some examples of food and beverage companies within the UK are Unilever, KFC and Noble Foods.

The food and beverage company requires some skilled managers to operate a restaurant successfully. There should have some essentials of a manager of a restaurant business. These skill sets are customer services, wine, POS, guest satisfaction, food services, guest services, payroll, banquet events, room services, cleanliness, customer satisfaction, professional work, beverage operations and food handling (Tarr, 2014). A manager of a food and beverage company should focus on customer service. A manager should motivate his team members to provide the best quality services. A manager has to maintain the key relationship which is playing a significant role in improving sales as well as attracting customers. A manager should motivate the customers by providing better services to suggest others to grab these food and beverage services (Kang, 2020). A manager should enhance the service quality to the customer of his team members by arranging training programs. Guest satisfaction depicts getting the better services that the guest wants as well as deserves. So a manager should monitor the overall performance of the employees so that the employees will be satisfied (Kornblith, 2012). This monitoring array focuses on values, satisfaction and profitability. Guest satisfaction will increase food and beverage sales as well as it will aid to increase the prices. The performance of employees and service quality should be monitored every day to satisfy the customers.

So I will monitor the employees' performance which is needed to satisfy the customers and improve the employee performance through training. Now food services prefer to provide food to the customers. A manager should supervise the kitchen properly so that the customers cannot raise any complaints to others. A manager should supervise the food servicing activities as well as food operation properly (Cousins et al., 2019). If I will be a manager of the food and beverage sector, I will maintain a relationship with the kitchen executive and the employees who are related to food servicing. In beverage services, I will manage the beverage operations in a lucrative way so that the customers will be attracted to grab some beverage items from here. If the customers face any issues grabbing the items, I will try to solve issues as fast as possible just to satisfy the customers.

It is straightforward to grasp and adopts a fairly specific process, in that order. As I started the module, I was glad because it was part of the curriculum since it would support me with my struggles with academic papers. Although at first, I thought the module could still be intended to provide educational resources, soon I understood that by finishing this program I can improve my abilities (Williams et al., 2012). I reflect on the lesson in this paper with the aid of Gibbs's reflective model. Gibbs's reflective model refers to a feedback framework of something which can be anything. Gibbs's reflective model contains six phases which are description, feelings, evaluation, analysis, conclusion and action plan. The food and beverage management sector is playing a significant role in hospitality. Firstly I have learnt the description of food and beverage sectors activities like how they serve the customers as well as how they behave with customers and how they satisfy the customers. Then I have learnt to perceive the feelings of customers regarding food and beverage consumption. I have also known from this module to evaluate employee performance as well as their analysis of them. I can apprise myself from this module to make some action plans regarding the food and beverage sector.

References

Coles, R. (2011) "Introduction," Food and Beverage Packaging Technology, pp. 1–29. Available at: <https://doi.org/10.1002/9781444392180.ch1>.

Williams, K., Woolliams, M. and Spiro, J. (2012) "Using a framework for Reflection: Gibbs' reflective cycle," Reflective Writing, pp. 90–102. Available at: https://doi.org/10.1007/978-0-230-37724-0_16.

Tarr, G. (2014) "The Communication Barrier," The Management Barrier, pp. 55–74. Available at: https://doi.org/10.1007/978-1-349-06794-7_5.

WEBBER, S. (2008) "Set building skills," DJ Skills, pp. 240–244. Available at: <https://doi.org/10.1016/b978-0-240-52069-8.50021-3>.

Kornblith, H. (2012) "Reflection demystified," On Reflection, pp. 135–164. Available at: <https://doi.org/10.1093/acprof:oso/9780199563005.003.0006>.

Kang, H.R. (2020) "Light-reflection model," Computational Color Technology [Preprint]. Available at: <https://doi.org/10.1117/3.660835.ch17>.

Milas, C. (2021) "Covid-19 restrictions and UK GDP growth," SSRN Electronic Journal [Preprint]. Available at: <https://doi.org/10.2139/ssrn.3867485>.

Tucker, G.S. (2011) "Food Biodeterioration and methods of preservation," Food and Beverage Packaging Technology, pp. 31–57. Available at: <https://doi.org/10.1002/9781444392180.ch2>.

Tarr, G. (2015) "The Communication Barrier," The Management Barrier, pp. 55–74. Available at: https://doi.org/10.1007/978-1-349-06794-7_5.

Tarr, G. (2017) "The Communication Barrier," The Management Barrier, pp. 55–74. Available at: https://doi.org/10.1007/978-1-349-06794-7_5.

Cousins, J. et al. (2019) "Food and beverage service," Food and Beverage Management 5e [Preprint]. Available at: <https://doi.org/10.23912/9781911635109-4144>.