

Student Journal

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FOOD AND BEVERAGE OPERATIONS

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Learning log

Student Journal: Restaurant Management and Types of Service

Introduction

A complete understanding of the business, including restaurant management and the many service options, is necessary for employment in the restaurant industry (O'Fallon & Rutherford, 2010). These significant issues, as well as the types of services offered in the setting of Wetherspoon's Pub, were covered in this lecture, and we learnt how important they are to a restaurant's success.

Restaurant Management: The process of monitoring and directing the numerous operations that take place in a restaurant is known as restaurant management (Tan, 2012). This covers handling the budget, providing food and beverages, hiring staff, and marketing. For the restaurant to run effectively and to give clients a pleasant eating experience, effective restaurant management is essential.

Types of Service: Restaurants can offer a variety of service styles, each with its own distinctive qualities. The degree of formality, the way food is presented, and the amount of interaction between the staff and the patrons differ according to these styles (Rieck, 2015).

English, French, and Russian service are the most prevalent service options. French service, which is frequently used in fine dining establishments, is thought to be the most formal and traditional kind of service. Russian service is frequently utilised in bigger, more formal dining situations and entails a group of waiters working together to serve numerous tables simultaneously. English service is a less formal style of service where one waiter normally attends to each table individually.

Table Service: The crew provides food and beverages to customers at their tables during a table service style of service (Benson, 2015). Compared to self-service, this form of service necessitates a greater degree of training and experience from servers who must be familiar with the menu, food preparation techniques, and wine and beverage selections.

Strong communication skills are also needed for table service because waiters must engage with clients to accept orders, serve food and beverages, and respond to any inquiries they may have. Additionally, waiters need to be highly skilled at providing good customer service because their interactions with patrons can greatly influence how enjoyable a meal will be.

Buffet Service: Customers can serve themselves food and beverages from a buffet table in a buffet service (Chon & Kuo, 2015). Compared to table service, this sort of service is less formal and necessitates less interaction between the personnel and the patrons.

In contrast to table service, buffet service is frequently utilised in more informal dining environments and calls for a different set of skills and experience. Staff members must be able to manage the buffet table, for instance, and maintain it well-stocked and organised. They also need to be familiar with the available foods and how to prepare them.

Room Service: Customers who use room service can place meal and drink orders from the comfort of their hotel room. As opposed to other types of service, this type is typically provided by hotels and resorts and calls for a unique set of abilities.

The workers that provide room service must be well-versed in the menu and meal preparation, as well as in providing excellent customer service (Manikas, 2017)). The ability to properly manage orders and deliveries is also required of room service workers, as is making sure that food is brought on time and at the right temperature.

Conclusion: In conclusion, a restaurant's success is greatly influenced by the management concepts and the many types of service. I've learned a lot about these crucial issues from this talk.

Personal reflection

How I will be able to apply the theoretical knowledge

By comprehending the fundamentals of restaurant management, the many kinds of service, and the significance of customer service, one may put the theoretical knowledge acquired from working in the food and beverage sector to use (Huang, 2018). This information can be applied to better the restaurant's operations, the patrons' dining experience, and overall customer happiness while also raising sales. Additionally, this information can be applied to successfully plan and carry out marketing efforts, as well as to better comprehend and satisfy customer wants.

Discussing why the topic is important

The hospitality sector places a high value on the discussion of restaurant management and service options because these factors are very critical to a restaurant's performance (Moon, 2019). The operations of the restaurant may be improved, the dining experience for guests can be improved, and overall customer happiness and income can be increased with effective management and a strong understanding of various forms of service. Understanding client wants and creating effective marketing efforts both benefit from having this knowledge. Anyone working in the food and beverage industry has to understand these subjects in order to succeed and expand the hospitality sector.

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