

kitchen and Food&Beverage

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Learning Log Template



Level 6 Learning Log

Operational Issue

(1250 Words)

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Kitchen and Food & Beverage

Introduction

The food and beverage department comprises the services provided in the hotel industry (Davis *et al.*, 2018). Kitchen forms the central part of the hotel where the whole sequence of preparation of food is performed. In this discussion, a detailed analysis will be performed on the various experiences of an individual in both the departments along with the overview of a management flaw present in the organisation.

Main Body

A brief general overview of the overall placement

Being a student of hotel management, I was very excited when I was escorted to the food and beverage department of the hotel. On the very first day, I was introduced to the F&B rooms and names of the restaurants on the property. After induction, I was taken on a property tour by my manager. I was introduced to storage and still areas of the hotel. A brief explanation was provided about the conduction of conferences, weddings. Next, a brief explanation was given on the tea and coffee services provided by the department along with the introduction of a proper AM and PM checklist.  Then I was taken to the conference room that was arranged in a layout compromising for the boardroom, cabaret, classroom and theatre. The brand standard of greeting a guest was explained in a process of greeting and serving a table properly followed by the presentation of a bill and cleaning the setup. I was introduced to the various connectivity systems and MSA App. There was a brief explanation of the various plated, buffet, host service standards of the hotel.

Then a training session was conducted where I was said to set up a table properly and provide necessary amenities to the same. I was also provided training on the menu and set up of breakfast and dinner, Then I was introduced to the tips system and sales and marketing of the hotel. After the various training, I have trained the method of upselling and proper telephonic communication handling. Then a detailed analysis was given on the services provided at weddings, dinner, restaurant bookings, and coffee and morning bar set up. Various demonstrations were provided on wine knowledge and room standards. I was then given a demonstration of how to take an order from a guest and set up a service breakfast tray. Lastly, I was trained to provide service dinner trays and perform room service efficiently. However, I did not get any chance to be introduced to the various procedures conducted by the hotel in social events. I faced various issues initially in the training as I could not properly follow the table setting rules and faced a moment of fear to ask my superiors for further explanation. Time managing with multitasking became quite difficult in the initial phases of training. 

Management Issue faced

On the course of my training, I noticed a problem been faced by the management which was concerned with poor customer support provided by the hotel. Customer services can be broadly discussed as the support and guidance provided by an organisation for smooth and long-lasting customer relationships (Shodiq *et al.*, 2018). It helps a hotel to convey its premium services properly and provide an area for its growth. It is very important for the hotel because it makes customers loyal to the property and they look forward to revisiting the same with a mindset to achieve top-notch services and hospitality. During my training, I noticed there was a lack of staff in comparison to the guest checking in the hotel. This created a sense of unrest and disgust among the guests, as they could not often get a response of their queries,

Often guests were found reporting no service in their rooms thus creating a bad impression of the hotel in the customer's minds. Customers were often kept on waiting in the lobby for a long time and no proper communication was carried on with the guests. There was a lack of initiative among the staff to address guests properly, which sometimes caused a sense of rage among them. This demeaned the goodwill of the hotel and its staff. The hotel significantly will lose the number of customers that visit the property in a view of getting premium services. This will result in the loss of revenue of the hotel and ultimately become bankrupt.

Various customer service models can be implemented to increase the quality of the customer services provided by the hotel. However, I think the application of *in-depth personalised services* by the hotel will improve the customer-hotel dynamics (indeed, 2021). Customers prefer hotels that provide an in-depth personalised service for them with premium values. It lets the guest understand the basic principles of hospitality followed by the hotel. The care and affection shown by the hotel staff to a guest will help them value the service. The application of an able employee per guest who looks after the needs and necessities of the customer will lead them to trust the management with their loyalty and trust. This service model demands employee engagement towards the guests and can need the recruitment of specialised staff to look into the matter. It might get a bit expensive for the hotel but this investment will be fruitful in future.

The presence of an adequate amount of staff will encourage guests to revisit the property and suggest the same to their friends and family. This will bring more customer engagement to the hotel

and increase the overall revenue of the company. A larger amount of guests will flock to the hotel if they provide premium quality services. The presence of an adamant amount of staff at weddings and parties will promote the business effectively and drive companies and families to trust the brand with their important occasions. Providing a sense of responsibility and hospitality towards the guest should be the main concern of the hotel. Well-trained staff should be appointed by the property to ensure every guest gets optimum care and support from the company. Application of the same will delicately let the hotel achieve all the milestones of success and claim itself as a prestigious brand.



Conclusion

It can be concluded that the training provided a detailed insight into the functioning of the food and beverage department of the hotel. This included the detailed analysis of various training conducted and necessary arrangements to be taken for customer satisfaction. A detailed analysis is provided in the learning log filled by the experiences in the hotel. Highlights are made of the underlying management issue in the hotel with a proper solution to it.

Reference List

- Davis, B., Lockwood, A., Alcott, P. and Pantelidis, I.S., 2018. *Food and beverage management*. Routledge.
- indeed, 2021. *Customer Service Models: Definition, Types and How To Implement*[online] Available at: <https://www.indeed.com/career-advice/career-development/customer-service-models> [Accessed 09 December 2021]
- Shodiq, A.F., Hidayatullah, S. and Ardianto, Y.T., 2018. Influence Of Design, Information Quality And Customer Services Website On Customer Satisfaction. *International Journal of Scientific & Engineering Research*, 9(12), pp.746-750.

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- Kukreti, R. and Dani, R., 2020. NEED AND IMPORTANCE OF INDUSTRIAL TRAINING FOR HOTEL MANAGEMENT CURRICULAM. *International Journal of Management*, 11(08).
- Lestari, D., 2017. Developing a method of learning English speaking skills based on the language functions used in the food and beverage service. *E-Journal of Linguistics*.

Mahafzah, A.G., Aljawarneh, N.M., Alomari, K.A.K., Altahat, S. and Alomari, Z.S., 2020. Impact of customer relationship management on food and beverage service quality: The mediating role of employees satisfaction. *Humanities & Social Sciences Reviews*, 8(2), pp.222-230.

Olimovich, D.I., Bakhtiyorovich, T.M. and Salimovna, N.G., 2020. Improving of personnel training in hotel bussines. *Academy*, (2 (53)).

Wood, R.C., 2018. Strategic questions in food and beverage management. Routledge.

FINAL GRADE

20/100

GENERAL COMMENTS

Instructor

Larisa, whilst you noted the tasks you completed or were shown on placement, you then discussed an operational issue but this was not part of the task. This should have been a reflective piece of work, discussing your experience in placement. What did you learn, Why was it important, anything you could do better, how can you apply this in future. Please ensure you read the brief and ask for guidance. If you had met with me, as scheduled 3 times, this would have been clarified. You need to improve on this moving forward in level 6 and ensure you communicate with lectures and seek support with your work.

1. Research-informed Literature : *Students need to be aware of the models of reflection, for example Kolb and Schon, and use this to demonstrate their understanding of the placement experience. 1/5*

2. Knowledge and Understanding of Subject : *Students are required to show knowledge and understanding through reflection of their practical placement, demonstrating key learnings from the hotel departments. 5/30*

3. Analysis

Students are to analyse their placement in means of not just describing tasks, but demonstrating the why? how? what? when? Through practical tasks, reflective writing and discussions with hotel employees. 3/20

4. Practical Application and Deployment

Students need to consider how they would apply solutions within the workplace of their placement property, highlighting what they have learnt on

placement and how they could deploy this in future careers. 2/25

5. Skills for Professional Practice: *You should write the report in a recognised format within the assignment word count. All writing should be academic style, formal, focused, concise and subject specific. It should use a font of Arial 11 point or Times New Roman 12 point and be 1.5 or double spaced.*
5/20

PAGE 1

PAGE 2



Comment 1

What is the checklist - what did you learn from this, why is this important?



Comment 2

This is all just a description of what you did - what did you learn? How can you apply this to future learnings? What is important, what could you improve on?

PAGE 3

PAGE 4



Comment 3

You were not required to do this for this module - it should be a reflective piece on your own experience of placement - what did you learn from it?

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