

Program: CertHE/BA International Hotel Management

Module: Food & Beverage Operations

Module code: BMIH4002

Topic: Restaurant Roles and Responsibilities

The restaurant industry is a particular sector of the marketplace that prepares food items for the customers onsite, pick-up services, banquets or catering. It is basically referred to as the industry that emphasises on supply of effective food services not only to individuals to cafes, bars and other similar settings (Martínez-Martínez *et al.*, 2019). The restaurant industry is referred to as the largest part of the overall hospitality industry and with that is focused on providing efficient food services to customers (Sharma, Arora and Kharub 2021). The brands within the restaurant industry can take different forms that could be a standalone restaurants, chain restaurants or fast food restaurants alongside many others. Fundamentally, any kind of business that offer its customers to enter the premises and order food and eat it is considered a component of the industry despite the fact that the brand offers other services as well (Dube, Nhamo and Chikodzi 2021). The restaurant industry is among the fastest-growing industry in the world. It has been projected that the sales for the entire food service industry will reach \$898 billion by the end of 2022 (Brill, 2022).

For every industry, there are certain roles and responsibilities that need to be followed in order to ensure the quality of services provided to the customers. In terms of the restaurant industry, which falls under the umbrella of the hospitality industry, the primary role is to ensure that the guests should be satisfied not only with the food but with the overall services provided to them (Quang *et al.*, 2018). It is essential that customer service should be top-notch and, with that, should have a dining experience that would make you want to return to the place. Some of the core elements of the dining experience include the customer service provider, ambience and even cleanliness. With that, it is also necessary that the restaurant should ensure the quality and production of the food that is presented to the customers. There are people assigned that had the responsibility related to the food, such as the chefs and kitchen managers that had the responsibility of handling and creating the food items (Kim and Jang, 2019). With that, the restaurant manager had the responsibility of overseeing all the related tasks and, with that making sure that the customers should be satisfied with the overall services. Alongside ensuring high-quality services, one of the other major responsibilities of the business is to make sure that it is profitable and solvent. Therefore, it is necessary that proper financial documentation should be done that would be helpful in assessing the performance of the business. Furthermore, it is also

essential to ensure that adequate policies and strategies should be implemented in order to ensure that the business should work as per the market, which would eventually lead to higher profitability (Dube, Nhamo and Chikodzi 2021).

In addition, to this, one of the core responsibilities of a restaurant business is to ensure sustainability. With sustainability, the core focus is on making sure that actions and processes should be adopted that would not have a negative impact on the people, planet and overall economy (Chen, Riantama and Chen 2020). In addition to this, Yoon, Chung and Jun (2020) mentioned that restaurant sustainability means that the business should minimise the overall impact on the planet, especially by highlighting the issues such as carbon footprint, sustainable farming, reducing food waste, sustainable packaging, recycling and energy consumption. For businesses within the restaurant industry, sustainable practices will be most likely to have a significant impact on the bottom line of the business as it would lead to reducing operation costs (Wellton and Lainpelto 2021).

With that, the learning gained throughout the module was helpful in exploring my knowledge related to the restaurant industry and overall hospitality industry. Some of the primary learning gained through the experience was related to the management of the restaurant in week 3. I was able to learn about the primary roles and responsibilities of a restaurant manager. I believe the knowledge extracted from the week would be helpful for me in building a strong career within the industry. Furthermore, it would also be beneficial in building my own venture, which is one of my long-term goals. Previously I thought restaurant management was majorly related to food items, but through the learning gained, I learned that it is much more than that, such as recruitment, training and retention of the staff, ensuring laws and regulations should be followed and making sure effective customer service and experience should be provided.

In a nutshell, it is concluded that there are specific roles and responsibilities for the business within the restaurant industry which need to be followed. This would be helpful in providing high-quality services to the customers, which will eventually lead to ensuring high profitability.

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