Student Name; Richard Antal Karai
Student number; 2128170
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Module Tutor; Tristan Hawkins
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Introduction

Food and beverage establishments make up part of our everyday life. It does not matter if we are talking about big chains or smaller establishments the fundamental of the management and services are the same. The best example is “the customer is always right”. Food and beverage operations are present in every business, not just hotels and restaurants but also in Tourism businesses on yachts or trains, aeroplanes, business meetings or other entertainment facilities such as cinemas, operas, theatres and the list can go on and on. While the fundamentals are the same, the services and quality are hugely different from each other. The best example of it is the ritz motto “We are ladies and gentlemen who serve ladies and gentlemen. Before we discuss what makes the difference between good service and excellent service let`s see the basics of food and beverage establishments.

Types of Food and Beverage operations:

- Commercial businesses: Commercial restaurants are typically privately owned by an independent operator or franchise owner or by the chain itself**.**
- Non-Commercial businesses: cafeteria or any public organization

Commercial Business establishment: Restaurant Types

1. Midscale
2. Casual Dining
3. Fine Dining

Types of Services:

- Table services
- Assisted services

- Self-Services
- Single Point services
- Specialised services

Restaurant Management and Services

The most common meaning is that restaurant management is overseeing the daily operations task by task. Most people think the manager's most important task is finances and all the time looking Profit per available seat hour or the Profit per available square meter. (Heo. (2017). New performance indicators for restaurant revenue management: ProPASH and ProPASM. International Journal of Hospitality Management, 61, 1–3.) But one of the most important duties of the manager is service quality. I had an experience in Taco Bell the manager was helping take orders it would be a perfect example of helping staff on busy times, but the hygiene of her uniform was disgusting not to mention it she scratched her armpits while taking the order from the customer. I do not have to discuss how look liked the meal. The Restaurant Manager is the head of the establishment. Not just an example, but the hall environment depends on it. Of course, the quality of service depends on restaurant management and the quality of training. The manager has to be able to recognize the new staff's strengths and weaknesses and take the time for training. . For instance, in regions with a high share of high-skilled workers, the training market might be booming because of the well-documented complementary relationship (Jaworski, Ravichandran, S., Karpinski, A. C., & Singh, S. (2018). International Journal of Hospitality Management, 74, 1–12). The manager also has to find time and method of training a new and already staff member of the restaurants. After the covid 19, fast food restaurants changed their service method and introduced the KIOSK system (self-order) which made the service faster and more profitable. Is better for the restaurants financially, and later on if customers just use this alternative method of ordering the restaurant does not have to take the time to teach their employees to proper communication. While in a fine dining restaurant there are table services and waiters, or waitresses take our orders. The restaurant

management’s interest is the proper communication etiquette in every situation The quality of service very often depends on the restaurant’s customer preferences. While luxury restaurants’ prices are mainly higher, the employees will be more qualified and experienced with customer service and communication skills will also be more professional. In the budget-friendly establishment often the waitress does not know the menu and the tables are also dirty or sticky. This can cause a loss of customers and later close the restaurant. The management of restaurants makes a difference in good services and excellent services. Professional services require professional employees. To achieve this goal restaurant management has to be able to use the resources that they have, and attain the object.

Conclusion

Next term I will be able to see differences in restaurant types inside hotels. Without any experience in the restaurant industry, I already know how important to know the menu and learn the ingredients of the meal. I have a basic knowledge of the service sequence will help me to give better service to our guests. In the future I will be able to recognize customer needs and what are they expecting from the establishment. During the next term of placement, I will experience the fundamental of management and how to use them in real life.

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