

Name: Huzaira Shafqat

Student ID: 2128180

Module name: Hotel Placement-Food & Beverage
Operations

Course Code: BMIH4002

Module Tutor: Steve Jones

Submission Date: 28th October 2022

STUDENT JOURNAL (LEARNING LOG)

RESTAURANT ROLES AND RESPONSIBILITIES

Hospitality implies greeting and entertaining guests in a way that makes them feel well taken care of. It uses setting, service, and products or facilities to give customers the greatest possible service.

The most essential element of going out to eat is having your stomach filled, and any restaurant can do that. Restaurants vary significantly in look and services, with cuisines and service methods ranging from low-cost fast-food meals and coffee shops to mid-priced, fancy restaurants to high-priced luxury environment. (Nobis)

Restaurant management:

Restaurant management presents several difficulties, including those related to client care, staffing, stock, and media affairs. Sometimes the manager will also be the business owner. This article will discuss all the information you need to understand what restaurant management is, how it may be defined, why it is so essential, and the traits and credentials necessary to operate in such a capacity (Hashibe, 2012).

Importance of restaurant management.

Management is an essential component of a company's performance, and every firm, regardless of industry, may benefit from a skilled business manager who is knowledgeable about best practices and applicable processes. Proper management propels any firm to success, whilst poor management leads to failure.

The following are the most crucial items the restaurant owner and management team should keep in mind, including some of those everyday responsibilities as well as broader picture components. They may be able to operate their firm more successfully.

- **Making a customer happy is vital:**

The maxim "the customer is always right" is one you have heard. It is crucial to keep in mind that this must be correct even when the client is mistaken. Making sure that the

personnel and management pay attention to and take seriously client complaints and issues will help you keep your visitors as pleased as possible (Williams, 2015).

Leaders must listen to consumers, comprehend what they want, and meet or exceed their expectations to provide a pleasant customer experience. To supervise the reaction to complaints or criticism, try to fix any issues, and learn lessons for the future, managers must have excellent communication skills. (Maguire and Pitceathly, 2002)

- **Making a restaurant appealing via marketing:**

To draw in consumers, restaurant management must also promote their establishment, develop its USP, and implement the appropriate marketing methods. This implies that people in managerial positions at restaurants must work closely with their marketing division.

- **Role Definition and Expectations:**

Restaurant businesses may be quite busy, and staff may have a wide range of duties. For illustration, chefs oversee creating menus and cooking the food while clients wait, or customer service personnel are in charge of receiving orders from them and delivering the meal to them when it is ready (Muñoz, 2007).

Additionally, restaurants could employ personnel in banking, promotion, human resources, and other areas. To combat this, those in management positions in restaurants must clearly define duties and responsibilities, set expectations, monitor operations, manage changes in approach, and make sure everyone is consistently moving in the same direction (Williams and Simmonds, 2010).

Understand job expectations and restaurant policies.

Making ensuring that all job descriptions and restaurant regulations are made plain to employees from the start is another crucial component of excellent restaurant management, in addition to treating them properly. A substantial portion of material will be addressed during new hire orientation (Tromp, 2010).

Employees ought to be aware of their responsibilities within the organization and who to contact with inquiries or concerns. Even for a tiny restaurant, having an employee

handbook is an excellent idea. The regulations in the restaurant should all be outlined in this handbook, including those pertaining to handwashing, conversing with customers, handling complaints, where and when employees may take breaks, and more.

Qualities to be a good manager:

- 1. Service zeal**
- 2. Excellent communication**
- 3. Organizing abilities**
- 4. Leadership**
- 5. Strategic thinking**

Latest trends and technology in restaurant:

Professionals in restaurant management must always have their finger on the pulse of emerging technologies. After all, digital solutions may help restaurants improve the customer experience, gain a competitive edge, make life simpler for staff, and fulfil goals (Law et al., 2013).

Conclusion:

Some restaurants really made the nicest impressions! Hosts are kind, the food is good, the presentation is gorgeous, the wine list is extensive, and the dessert is delicious. I would suggest it to everyone to visit different restaurant! I really love to visit the place again which attracted me. My own experience says that if a management have excellent skills, then any business can reach the heights of success.

Reference

- Cracknell, H.L., Nobis, G. 1990. Restaurant Personnel. In: The New Catering Repertoire. Palgrave, London. https://doi.org/10.1007/978-1-349-21007-7_9
- Hashibe, Y. 2012. The Role of Business Sector to Achieve Sustainable Society -The Example of a Restaurant Company-. In: Matsumoto, M., Umeda, Y., Masui, K., Fukushige, S. (eds) Design for Innovative Value Towards a Sustainable Society. Springer, Dordrecht. https://doi.org/10.1007/978-94-007-3010-6_90
- Wood, N. T., & Muñoz, C. L. 2007. “No rules, just right” or is it? The role of themed restaurants as cultural ambassadors. *Tourism and Hospitality Research*, 7(3/4), 242–255. <http://www.jstor.org/stable/23745437>
- Carter, D., & Baghurst, T. 2014. The Influence of Servant Leadership on Restaurant Employee Engagement. *Journal of Business Ethics*, 124(3), 453–464. <http://www.jstor.org/stable/24033282>
- Eisenberg, S. N., & T. Williams, J. 2015. Evolution of Wage Issues in the Restaurant Industry. *ABA Journal of Labor & Employment Law*, 30(3), 389–408. <https://www.jstor.org/stable/26410775>
- Quintana, T. A., Park, S., & Cabrera, Y. A. 2015. Assessing the Effects of Leadership Styles on Employees’ Outcomes in International Luxury Hotels. *Journal of Business Ethics*, 129(2), 469–489. <http://www.jstor.org/stable/24702925>
- Blomme, R. J., Van Rheede, A., & Tromp, D. M. 2010. Work-family conflict as a cause for turnover intentions in the hospitality industry. *Tourism and Hospitality Research*, 10(4), 269–285. <http://www.jstor.org/stable/23745399>
- LAW, R., LEUNG, D., AU, N. & LEE, H. A. 2013. *Progress and development of information technology in the hospitality industry: Evidence from Cornell Hospitality Quarterly*. Cornell Hospitality Quarterly, 54, 10-24.
- MAGUIRE, P. & PITCEATHLY, C. 2002. *Key communication skills and how to acquire them*. Bmj, 325, 697-700.
- WILLIAMS, W. & SIMMONDS, D. *A Case Study in the Design of a Restaurant Management System*. FECS, 2010. 187-193.