

Learning log Food, Beverage and Kitchen

Hotel Placement LV 4

Moodle no BMIH4002

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The TWR Y FELIN Hotel in Pembroke shire is the foremost quality and guest focus driven hotel for excellence we strive is the motto and every staff member knows it and lives it throughout every day of employment, what I remember so vividly is the feeling that I got when I started my very first shift as a waiter in the Blast restaurant when I served my first Guest there was nothing that was going to stop giving the best service if it possible to say throughout my whole time there it was almost like the staff fed off teamwork and generated motivation no matter how busy we were or how tired the result was finishing a shift feeling completely drained but overwhelmingly satisfied with what we had achieved.

According to Carroll managing the technical and scientific complexity and communicating this complex of information to decision makers in the food chain are not always easy, a particular difficulty lies in communicating with food handlers / caterers in the food service industry who have low level of education background or with a general public in a convincing yet this knowledge is fundamental to the decision making process and a prerequisite to good practices, this communication becomes an intricate task when food safety measures are intertwined with economic factors, ingrained culture habits and beliefs, or simply food preferences an example is the consumption raw milk or cheese made with raw milk versus the pasteurization of milk for health reasons in the food industry even in the most resourceful companies where there is access to technical expertise the complexity food safety is an issue in designing food safety control systems (Carroll 2009) food safety management a practical guide for the food industry (Yasmine Motarjeremi, Huub Lalieveld 2014-01-10)

Johnston Robert mentions the management of service operations is extremely demanding however their require a close guest relationship is its immediacy dealing with the needs of making many decisions that are needed to ensure guest have the wow factor, clearly service operations of the emphasis behind the marketing approach adopted by the organization, not only does it target marketing effort on guest likely to dine but marketing segmentation also help operations to design their facilities appropriately and provide an excellent service experience for example a restaurant provides sample if the restaurant is targeting couples for romantic dinner for two the design of ambience will be rather different from a restaurant that considers families as it is prime source of revenue, the type of food served and the way in which it is served (Johnston Robert 2012 19-4)

Solomon et al stated a need is aroused when a Guest feels tension determines the urgency or motivation a person feels to act to eliminate or reduce the tension marketers try to create products and services that will arouse needs and thus generate such tensions between the current desired states felt by customers, in guest behavior it is usual to distinguish by guest to fulfil social or aesthetic requirements, and are mostly learned utilitarian needs involve desire by guest to solve basic problems and are mostly related to innate needs such as the need the need for food or shelter (Solomon et al., 2006) Key concepts in hospitality management.

Mooney states recognizing the relationship of the menu to the successful management of a restaurant simultaneously requires a primary attention to menu development and monitoring , effective food beverage and restaurant management relies on the recognition that constant monitoring of the menu and its performance will allow change to be made that will increase the profit either through an increase in the volume of sales or a decrease in over food cost (Mooney 1994) Key concept in hospitality management.

According to Pratten, food preparation employees, namely Chefs represent less of a challenge than those employees at the guest interface due to the fact that their skills are often acquired through a formal education prior to commencing work in the industry and are developed as a result of subsequent experience the roll of the foodservice staff can be more problematic and training waiting staff is minimal yet the need technical skills product knowledge and interpersonal skills allow staff to pick up skills and knowledge necessary to perform effectively in their jobs (patten, 2003). Pratten (2003:832)

Conclusion the food and beverage sector is a vibrant and multifaceted part of society

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