

University of Wales Trinity Saint David

Assignment 1: Student Journal

“Skill Requirements for Service Improvement in Restaurants”

Course Name: Food and Beverage Operation (BMIH4002)

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I have realized that service quality emerges as a critical differentiator in the restaurant sector (King et al., 2019). Apart from the advantages, it is an essential determinant shaping a restaurant's reputation and viability. Service quality extends beyond basic hospitality, encompassing the entire dining experience, ensuring customer needs are met with excellence. This quality assurance not only enhances immediate customer satisfaction but also fosters loyalty (Al-Adwan, Al-Debei and Dwivedi, 2022). In my view, prioritizing service grade is both a tactical and strategic move, pivotal for sustained success and enhanced customer loyalty.

Firstly, I will spot the key skills for restaurant service and then link to similar roles in several types of restaurants. Proper communication within the restaurant is essential because it ensures patron satisfaction, reduces negative online reviews, and prevents potentially fatal allergic reactions resulting from misinformation (Petty, 2023). Equally pivotal is Empathy. Beyond cursory interactions, empathy delves into discerning and echoing a diner's emotions, spawning a uniquely tailored experience (Yin, Jiang, and Chen, 2023). Time Management emerges as non-negotiable, especially during heightened business periods. A well-timed service not only meets immediate needs but solidifies the restaurant's reputation for efficiency. Not all interactions, however, sail smoothly. Herein lies the worth of Conflict Resolution. Adeptly navigating disagreements transforms potential pitfalls into trust-building moments, ensuring a disgruntled visitor might become a brand advocate. Rounding off this skill set is Product Knowledge. It is not simply about menu recitation but delving into its depths. A server's ability to make informed suggestions, understand dietary nuances, and share a dish's backstory elevates a diner's experience from mere consumption to an immersive gastronomic journey (Fain and Zachary, 2020).

Cultivating the pivotal skills identified for restaurant service necessitates a structured approach, blending both theory and practice. Initially, Formal Education plays an instrumental role. Specialist courses in hospitality impart foundational principles, elucidating the intricacies of best practices (Ley, 2020). However, mastering these skills requires more than theoretical comprehension. It demands immersion in the actual service environment. Thus, Internships in varied restaurant atmospheres become a goldmine, offering direct interactions with customers and real-time problem-solving (Dwivedi et al., 2022). Equally enriching is the practice of Mentorship. Aligning budding professionals with industry veterans enables nuanced learning, be it in perfecting the art of up-selling or gracefully navigating a service hiccup (Dwivedi et al., 2022). Workshops, tailored to focus areas like product knowledge or conflict handling, serve as concentrated capsules of expertise, often providing hands-on simulations (Azevedo and Almeida, 2021). Also, the journey of skill refinement is perpetual. Instituting Feedback Loops, whether through colleague insights or customer reviews, ensures that service professionals are not operating in a gap but are constantly aligned with evolving expectations and standards (Sjödin et al., 2021). I can certainly say that, by integrating these strategies, restaurants can ensure that their staff are not just equipped but are continually evolving, setting the stage for unparalleled service delivery.

If I work as a waiter in the luxury Ritz Carlton, for example, I will go through their intense training programmes on a regular basis, with a particular emphasis on fostering empathy and sharpening communication skills (Dimanche and Lo, 2022). This systematic training will help me improve my skills and learn new things. In contrast, from my personal experience working as a waiter in a local restaurant Haveli, there was no such structured learning procedure. Once I joined as a waiter in Haveli, the senior waiters showed me how to do things and asked me to learn from seeing how they are doing it, but no formal training was available. I practically gained the product knowledge, so I became able to suggest customers if they asked for particulate taste. Compared to my hypothetical job as a waiter in Ritz Carlton, there was truly little scope for skills advancement in the local restaurant Haveli. I believe that navigating the complexities of skill development in the

restaurant industry, disparities in cultural and educational backgrounds among staff members can create uneven foundational competencies (Criscuolo *et al*, 2021). I have understood that a potential solution is to design training programmes tailored specifically to bridge these knowledge and experience gaps.

Based on the above discussion I want to conclude that, in the dynamic realm of the restaurant industry, service quality stands as both a beacon and a benchmark. However, challenges persist, necessitating adaptive strategies. For a restaurant to thrive and flourish in an ever-evolving marketplace, a relentless commitment to skill development and service augmentation is indispensable.

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