

Chapter 9 Attitude and Personality Requirements



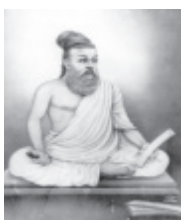
Learning Objectives



- Gain knowledge about the attributes of a food service personnel.
- Obtain the skill of grooming oneself into professional food and beverage personnel.
- Understand the competencies of a food service professional.

The ancient Tamil scripture, Tirukural, says,

“The whole purpose of earning wealth and maintaining a home is to provide hospitality to guests.”



As the above verse talks about the importance of hospitality, it can be seen how important it is to be a hospitable person in the food service industry. A positive attitude is important for any person doing work in a food service. Hospitality sector comes under the service industry and hence customer satisfaction is important to run a successful food service. The food service personnel are those who come in direct contact with the customers and their attitude and personality are of utmost importance.

Personality is a way of expressing ourselves in a better way to others. It is the self-developed quality within us which

shows our inner character. Having a good pleasing personality will give confidence to face the customers and it helps to create a good rapport with them.

9.1 Office and Administration

A commercial food service has a front office and back office sections.

Front office is one of the many departments of the hotel business which directly interacts with the customers when they first arrive at the hotel. The staff of this department are very visible to the guests.

The staff receives the guests, handles their requests, and strikes the first impression about the hotel into their minds. Front line workers become more important in providing customer satisfaction because they are the ones who represent the organization or departments.



▲ Plate 9.1 Front Office



▲ Plate 9.3 Attitude



▲ Plate 9.2 Back Office



DO YOU KNOW?

Tips for negative body language

- Checking the time
- Looking at the ground
- Touching face
- Picking at something. Like clothes, notebooks, or fingernails,!

The back office is the portion of a food service made up of administration and support personnel who are not facing the customers. In a non-commercial food service also, a pleasant attitude is needed for all those who prepare and serve food.

9.2 Attitude of Food Service Personnel

Attitude is everything. Without a right attitude the food service industry cannot function properly. A positive attitude must remain steady, in good and bad times. The attitudes needed to work in a food service are:

- Punctuality
- Local Knowledge

- Attitude to customers
- Memory
- Honesty
- Loyalty
- Conduct
- Sales ability
- Sense of urgency
- Handling complaints
- Pride in work
- Body language

1. Punctuality: Punctuality is an important quality which should be possessed by food service personnel. If staff are late for duty it shows a lack of interest in their work and a lack of respect for the management and customers. Use time wisely. If the staff are



DO YOU KNOW?

Tips for positive body language

- Leaning in slightly when someone is speaking demonstrates that you are actively listening.
- Practice hanging your arms comfortably at your side. The handshake is one of the most important nonverbal communication cues.
- A firm handshake will give you instant credibility while a weak handshake will make you appear fragile.
- Good eye contact lets others know that you are interested in the conversation.

not punctual with the work it will affect the costing time and profits. Punctuality will bring in more customers and will generate revenue.

2. Local Knowledge: In order to have human relation with customers, the staff should have knowledge on different languages, locality, the various types of food offered, the best means of transport, places of interest and so on to facilitate the customers.

3. Attitude towards customers: A correct approach to the customers is essential. The staff must provide service and should be able to judge the customer's needs and wishes. A careful observation should be kept on customers during the service (but without staring) to check the progress of the meal. Always be excited and passionate about the service.

4. Memory: A good memory is an asset to food and beverage service staff. It will help them in various ways in their work.

For example if they know the likes and dislikes of the customers, where they like to sit in the food service area, what are their favourite food and so on so that the customers get welcomed and taken care of.

5. Honesty: Trust and respect of staff, customers and management relationships leads to an atmosphere at work that encourages efficiency and a good team spirit among the food and beverage service operations.

6. Loyalty: The staff loyalty is of primary importance to the establishment in which they are employed and its management. The customers will trust the food service establishment where the staffs are loyal in what they do. This also helps in building customer loyalty in the food service sector.

7. Conduct: The staff should conduct themselves in high standards at all times, especially in front of customers. The rules and regulations of an establishment must be followed. Respect must be shown to all senior members of staff.



DO YOU KNOW?

Vanakkam is Namaste in yoga

Vanakkam is usually spoken with a slight bow and hands pressed together, palms touching and fingers pointing upwards, thumbs close to the chest. This gesture is called AñjaliMudrā or Pranamasana.

8. Sales Ability: All the members of staff reflect the image of the establishment and therefore, it is a must to have a complete knowledge of all forms of food offered in



the establishment, their correct price and service. Hence, each and every member will be able to contribute to personal selling and merchandising.

9. Sense of Urgency: Staff must develop a sense of urgency in their work so as to enable quick and speedy service and attention to the customers. They should be able to handle stress and motivate each other in times of emergencies.

10. Handling Complaints: All the staff should have a pleasant mannerism and show courtesy at all times. An even temper and good humor is expected in each and every member as they go about doing every job that is expected. They should never show their displeasure even during a difficult situation. Staff should never argue with a customer and if they are unable to resolve a situation, it should be referred immediately to a senior member of the team who will be able to reassure the customer and put right any fault.

11. Pride in Work: The workers working in food service establishment should have pride in their work. They must feel proud of the work they do. Since the work of the food service personnel is to make customers happy by making and serving good food, they should do everything in a very systematic way to avoid any errors.

12. Body Language: Personnel working in food service should possess great body language. Open body language will make the customers feel much warmer and invited. The smile is a universal signal.

9.3 Personal grooming

Personal grooming (also called preening) is the art of cleaning, grooming, and maintaining parts of the body. In food service, personal grooming is essential to maintain hygiene.



Grooming in Food and Beverage Department:

Table 9.1 Grooming		
Criteria	Gentlemen	Ladies
		
	▲ Plate 9.4 Grooming	
Hair	<ul style="list-style-type: none"> Hair should be combed back, short, well-trimmed and should not cover the forehead. It should not be grown below the nape of the neck. 	<ul style="list-style-type: none"> Hair should be combed back, well-trimmed and should not cover the forehead. Hair should be made into a bun and covered with a net.

Table 9.1 Grooming (Continued)

Criteria	Gentlemen	Ladies
	<ul style="list-style-type: none"> Natural color of hair to be maintained and not be excessively gelled or frizzy. 	<ul style="list-style-type: none"> Hair length should be upto the nape of the neck could be made into a pony tail. Hair should not fall below the nape of the neck. Natural colour of hair to be maintained and not be excessively gelled or frizzy.
Face	<ul style="list-style-type: none"> Moustache should be well trimmed. Should be clean shaven on duty. 	<ul style="list-style-type: none"> Heavy or brightly colored make up to be avoided.
Breath	<ul style="list-style-type: none"> Breath must be fresh (no smell of foodstuff, cigarette smoke or alcohol). 	<ul style="list-style-type: none"> Breath must be fresh (no smell of foodstuff, tobacco or betel nuts).
Nails	<ul style="list-style-type: none"> Hand and toe nails be clean and well trimmed. No colour is permitted. 	<ul style="list-style-type: none"> Hand and toe nails be clean and well trimmed. If nails are long they should be shaped. Nail polish is not permitted.
Body odour	<ul style="list-style-type: none"> Ensure that deodorants and/or anti perspirants are used daily to ensure that no body odour is present. 	<ul style="list-style-type: none"> Ensure that deodorants and /or antiperspirants are used daily to ensure that no body odour is present.
Footwear	<ul style="list-style-type: none"> Clean Black socks and shoes to be worn daily. 	<ul style="list-style-type: none"> Black shoes with a small heel to be worn. Pencil or high heels are not permitted.
Jewellery	<ul style="list-style-type: none"> Jewellery like chains, bracelets must be avoided. Heavy watches must be avoided. 	<ul style="list-style-type: none"> Jewellery must be limited to a minimum. No large or hanging or noisy jewellery to be worn. Minimal simple jewellery can be worn Metal watches of reasonable size with leather or metal strap should be avoided.

9.4 Food and Beverage Personnel

A person working in the food service industry must recognize the roles and duties because it helps to achieve the goals and aims of the establishment. The goals of most of the establishments are to satisfy customer needs and make profit.

1. Knowledge of food and beverage and technical ability of personnel: The staff must have sufficient knowledge of all

the items on the menu in order to advise and offer suggestions to customers. In addition, they must know how to serve correctly each dish on the menu, what its accompaniments are, the correct cover, and the make-up of the dish and its garnish.

2. Healthy working relations: Healthy working relations build up over time, and depend largely on faith and trust between managers and employees. Employees

should be able to communicate their thoughts, feelings and ideas to managers without fear. Healthy relations develop only in an environment of give and take, and where ideas are generated. Organizations therefore need to redevelop this unity in their internal group culture in order to maximize outputs.

3. Customer-oriented: The views and demands of customers affect their choices and have a tremendous influence on the food service organizations. No matter how tasty the menu, customers would not come back if they have bad experiences with customer service. To determine customer wants and needs, a keen interest must be shown by the food service personnel. Added services intended to increase satisfaction eventually to ensure customer satisfaction. This phenomenon encourages the philosophies of continuous quality improvement and total quality management.

4. Manager: A catering manager takes care of all food and beverages at a facility's event. It includes assisting with the menu, scheduling the staff, and meeting the customer's needs. Food service managers

are the leaders in the kitchen and the front of house in restaurants. They are responsible for overall operation of the restaurant.

Food service managers lead their team to make sure the food looks good and is cooked properly, the proportions are correct, and it is cooked and served quickly by friendly and courteous staff and meets health standards. The manager should also have good communication skills, enthusiasm, empathy, competence, ability to delegate tasks, cool under pressure, team-building skills, problem solving skills, hardy attitude and vision.



▲ Figure 9.1 Qualities of a Catering Manager



▲ Plate 9.5 Manager with Food Service Personnel

5. Waiters: Waiters work with the customer needs. Waiters must have good knowledge of food and beverage and its appropriate service. They ensure that all guests are served in appropriate manner and also display highest standards of hospitality. Their main duty is to take orders, serve (where applicable, prepares) food and beverages to guests as per the hotels standards in a friendly, timely and efficient manner. Their role in performing

the food service organizations is extremely essential for successful functioning.



▲ Plate 9.6 Waitress Service

6. Chefs and cooks: Attitude is more essential than skills . A good attitude will help a food service personal to not only learn skills but also persevere and overcome the many difficulties faced at work . Some of the professional attitudes needed for the chef are optimistic approach toward the job, determination, capability to work with people enthusiasm to learn, know how,



▲ Plate 9.7 Chef and Cooks



▲ Plate 9.8 Chefs in Work Station

commitment quality, good perceptive of the basics, willing to work late hours, team spirit, obedience and interest to learn new things.

The cooks set up workstations with all needed ingredients and cooking equipment. They prepare ingredients for use in cooking (chopping, peeling, cutting). They should have a knowledge of various cooking methods. A cook should check the food while cooking and ensure great presentation by dressing them before they are served. Monitoring the stock and placing the orders when there are shortages is also the duty of a cook.

The hospitality industry looks for people with good communication skills, positive attitude and managerial skills these are essential qualities. Therefore a person aspiring in this sector has to be one who imbibes these qualities so that they reach great heights in their career prospects.



Key Words

Hospitality : The act of kindness in welcoming and looking after the basic needs of guests mainly in relation to food, drink and accommodation.

Beverage : A drink other than water.

Banquet : An elaborate and formal evening meal for many people.

Courtesy : The showing of politeness in one's attitude and behaviour towards others.

Chef : A professional cook, typically a chief cook in a restaurant.

LINKAGES

<https://www.youtube.com/watch?v=Le3dW7iCN90> – Body Language experts.

<https://www.4hoteliers.com/features/article/4580> - Understanding body language – Lesson for hospitality managers

<https://www.youtube.com/watch?v=pwmhl6rzvpm>-Learn how to manage people and be a better leader

<https://www.youtube.com/watch?v=7e-cwdnsiow--a.p.j.abdul> kalam inspirational lessons for life time- how to manage failure and success

https://www.youtube.com/watch?v=l_-obnk12-4---Talking about your personality- Ambivert/ Extravert / Introvert

<https://www.youtube.com/watch?v=njmfnto3qga> - Top 10 hotel management tips for managers in the hospitality industry

<https://mail.google.com/mail/u/0/#inbox/1617fa60afe4444e?projector=1-->Element of competency

<https://www.youtube.com/watch?v=...>Improve communication skill show to overcome shyness with strangers? Public speaking & personality development video.

Student Activity

Interview food service personnel and report their attitudes. Or visit a restaurant, observe and report the grooming of food service personnel

Teacher Activity

Arrange a visit to a food service industry.





Questions

I. Choose the correct answer:

1. is important to run a successful food service.
 - a. Customer satisfaction
 - b. Good kitchen
 - c. Proper cooks
 - d. Ambience
2. is an important quality which should be possessed by food service personnel.
 - a. Meekness
 - b. Punctuality
 - c. Carelessness
 - d. Accuracy
3. is one of the many departments of the hotel business which directly interacts with the customers when they first arrive at the hotel.
 - a. Back office
 - b. Kitchen
 - c. Storage area
 - d. Front office
4. The..... is a universal signal.
 - a. Frown
 - b. Whistle
 - c. Smile
 - d. Handshake
5. is the art of cleaning, grooming, and maintaining parts of the body.
 - a. Mopping
 - b. Personal grooming
 - c. Manicuring
 - d. Jogging
6. A takes care of all food and beverages at a facility's event.
 - a. Catering manager
 - b. Chef
 - c. Cook
 - d. Bus boy
7. must have good knowledge of food and beverage and its appropriate service.
 - a. Cooks
 - b. Chefs
 - c. Waiters
 - d. Managers
8. A professional cook, typically a cheif cook in a restaurant is a
 - a. Managers
 - b. Bell Boy
 - c. Chef
 - d. Waiters
9. The set up work-stations with all needed ingredients and cooking equipment.
 - a. Cooks
 - b. Managers
 - c. Chefs
 - d. Waiters
10. A is an asset to food and beverage service staff.
 - a. Resourcefulness
 - b. Good memory
 - c. Smile
 - d. Good posture



II. Write in 3 lines (3 marks)

1. What are the office sections in commercial food service?
2. Why is attitude of food service personnel important?
3. Write a note on personal grooming.
4. How can waiters satisfy the needs of the customers?
5. Enumerate the work done by chefs.
6. Point out the duties of a cook.
7. Indicate the points to be kept in mind to make the food service industry customer-oriented.
8. Note down the method of developing healthy working relations in a food and beverage industry.
9. Identify the reasons for the failure of a food service industry.
10. If a customer is rude to the waiter what should he/she do?



III. Write in a paragraph (5 Marks)

1. Tabulate on grooming in food and beverage department.
2. As a catering manager how will you plan a birthday party in your restaurant?
3. When a customer walks in how should the waiter take care of him/her?
4. How should you groom yourself to become presentable as a chef?



IV. Answer in detail (10 marks)

1. Give a detailed account on the attitude of a food service personnel.
2. How can you make your restaurant customer-oriented?
3. Write a note on catering manager in a restaurant. How do you think the manager can help in developing healthy relations among the workers under him?
4. As a chef plan a menu for a wedding banquet. Explain how you will execute it?