



Learning Objectives



- Get an insight into the scope of food service
- Gain knowledge on various food service outlets
- Understand the functions of food service operation
- Know the general etiquettes in food service operation

1.1 Introduction to Food Service Industry

A food service institution is one which plans, prepares and serves food in quantities far greater than those characteristic of usual home meals. The growth of food service industry from ancient times like the very simple “inns” or “chattrams” has evolved into a major industry in India. Food service industry or hospitality industry is growing tremendously worldwide due to the 3T’s namely, Tourism, Travel and Trade.

A food service operation provides food and beverages basically along with accommodation or lodging facilities for a price. So this industry comes under the service category where the customer is offered not only hospitality but a wholesome dining experience.

Definition: Food Service Management is a process of managing the food service operation, a place where a traveler can

get food and accommodation. Food and drinks provided in a good ambience, aesthetically for a cost-effective price to the satisfaction of a customer is the basic objective of a food service operation. Safe and tasty food with quality served in a hygienic environment is important.

Today, a number of food and beverage operations have come up but the beginnings of food service was very small. The root of food service was very much in Indian customs, habits and characteristics of civilization. In medieval times quantity food production was followed in religious orders, royal households and places of education where it was traditional in India for students to live with the teacher or Guru for their education. Historically, the evolution of public eating places was stimulated by people’s desire to travel and explore, initially for spiritual enrichment for which people went on pilgrimages to holy places, followed by other goals like education, work, health, sports and leisure.



Slowly from there the food service industry has scaled up to great heights today with sophistication. The first Indian hotel founded was TajMahal Palace, a hotel in Mumbai (formerly called Bombay) overlooking the Arabian Sea.

1.2 Scope of Food Service Management

Food service management has a wide scope in the present day and in the future as well. Globalization, modern fast paced lifestyle and changing eating habits are some of the reasons for the growth of food service operations. People eating outside are increasing day by day and customers look for food which is healthy and safe.



Food service management is needed in a food service operation whether it is small, medium or large. Keeping these factors in mind, the scope and prospects for food service management are listed below:

- Become an entrepreneur in running a food service operation successfully.
- Manage to run a food service operation
- Establish linkages with corporates and industries to provide food “on contract basis”.
- Manage food services in hospitals like dietaries and canteens.
- Set up food preservation and bakery units.
- Establish a snack bar/kiosk with nutritious foods like salads, fresh juices and herbal drinks.
- Become a teacher in schools and in colleges.

- Become an event manager to meet the needs of food and beverages for various events.
- Develop food products and become a food designer.
- Work in airline, railway and ship catering services.
- Design and develop new cuisines
- Create employment opportunities for many and
- Provide good and healthy food to the community.

1.3 Food Service Operations

Food service operations are broadly categorized as commercial and non-commercial.

1.3.1 Commercial

Commercial food service operations are operated as business or for a profit motive **Eg:** hotels. The types of food service operations are many to meet the demands of the customer and the following are some of the common commercial food service operations.



▲ Plate 1.1 Commercial Food Service Operation

a. Cafeteria: Cafeteria system consists of straight-line counters containing a variety of hot and cold dishes. The customers pick up a tray and move along and select the dishes. The cashier at the end of the counter makes the bill for items selected



▲ Plate 1.2 Coffee Shop

and collects payment. In India, in most cafeteria operations guests make payment at the cash counter before hand for items they want to eat.

The tables have the basic requirements such as salt and pepper, straw holder, napkins and water glasses. Cafeterias are situated in railway stations, cinema halls, shopping complex and in premises of office, school and college where guests expect quick service.

b. Coffee Shop: A Coffee Shop may be an independent outlet or situated in a restaurant. It mainly serves snacks and beverages 24 hours a day. The service and ambience are informal.

The furniture and service equipment are not very expensive. Dishes ordered by the guests are neatly plated in the kitchen, garnished and placed before the guests.

c. Kiosk: A kiosk is a small permanent or temporary structure on a side walk. Here items like coffee, tea, chocolates, pastries and savouries are sold. The items bought may either be taken away or consumed at tables arranged nearby. Most kiosks do not have seating provisions.



▲ Plate 1.3 Kiosk

d. Meals on Wheels: The concept of 'Meals on wheels' was developed in the United Kingdom during World War II. It was in 1943 when food was delivered to servicemen, in old prams using straw bales to keep the meals warm in transit. The invention of meals on wheels which started as a voluntary programme has reshaped and taken a new dimension of becoming a profit-making business in recent times. This idea has been improvised in the modern day.



DO YOU KNOW?

Motels

A hotel on a highway is called a Motel or "Motor Hotel". It has parking facilities along with restaurant.

Food that is cooked in a centralized kitchen is supplied to homes, offices, hospitals and to elderly people who live in a community in separate homes. Now-a-days restaurants supply food by taking orders from customers on wheels. Meals are also prepared in centralized kitchens and supplied in buses, trains and flights.

Assorted snacks and main meals are prepared elsewhere and transported by vehicle to a central point and served.





This type of outlet moves from place to place or is stationed near busy areas.

e. Airport Lounge: An Airport lounge has a wide menu for breakfast, lunch, and dinner with hot and cold beverages, salads, main meals, and desserts. It also has formal ambience, appealing for having meals at leisure and resting gracefully at the airport. The traveler selects food and beverage of choice, and takes to the table himself.



▲ Plate 1.4 Flight Catering

f. Family Restaurant: A Family restaurant has elaborate menu of single or multiple cuisines which may change according to the operating hours. They have good ambience and comfortable seating arrangements so that the guests can dine leisurely.

g. Fast Food Outlets: A Fast food outlet has limited menu of hot and cold beverages with easily prepared and fast meals cooked in advance and kept warm. The service must be speedy. The food is prepared in the kitchen, placed in the trays, and passed to the customer.

h. Food Court: Food court consists of multi-cuisine menu. Multi-cuisine food outlets are located around with central

dining. The customers pick up food and beverages of their choice from multiple outlets around and sit in the central dining area to consume. This type of food service can be seen in shopping malls.

i. Theme Restaurant: Theme restaurants have limited menu that is based on the theme. Architecture, lighting, and music



▲ Plate 1.5 Family/ Casual Dining Restaurants



▲ Plate 1.6 Fast Food Outlet





▲ Plate 1.7 Food Court

induce the feel of the theme. Mostly informal ambience is maintained with various other interior decorations.



DO YOU KNOW?

Star Rating of Hotels

It is a system of rating hotels from 1 star to 7 star based on the amenities, luxuries, overall hospitality and services.

Robot Theme Restaurant: Introduction of novel ideas in production and service has taken the industry to great heights. New themes with specialized services have taken a new momentum these days. The advancement of



DO YOU KNOW?

Vending Machines

They are automated machines that are designed to provide items like chocolates, snacks and beverages after coins or special cards are inserted into them.



▲ Plate 1.8 Robot Service

technology has seen online service of food, ordering through iPads in restaurants and the use of robots to serve foods. Currently in India, the first Robot theme restaurant with robots serving food to the guests at the table has emerged in Chennai.

1.3.2 Non-Commercial

Non-commercial food service operations could be defined as operations including colleges and universities, healthcare, industries, military, day-care centres, orphanages and old age homes which give free food and accommodation. This segment prepares, serves food and supports some other establishment's main function or purpose. For example, the cafeteria in a university supports the goal of educating students by serving them meals so that they have the energy to participate in class and other activities. Within the noncommercial segment, food service is typically handled either by contractors who will manage and operate the food and



dining facilities or which is self-operative, which means the institutions hire their own staff to operate food services.

a. Welfare Catering: The provision of food and beverages to people to fulfill a social obligation is known as welfare catering. It includes catering in hospitals, schools, colleges, the armed forces and industrial catering. In hospitals, the patients are given nutritious food at a reasonable price so that the convalescence period is not too long.

Schools and universities provide on-campus food services to students and staff. Students stay as residents in school hostels and eat from the mess or school food service.



▲ Plate 1.9 Welfare Catering



▲ Plate 1.10 School Food Service

b. Industrial Catering: The provision of food and beverages to 'people at work,' in industries and factories at highly subsidized rates is called industrial catering. It is based on the assumption that if employees are fed better they are happy and more productive. Food is given at a concessional rate.



▲ Plate 1.11 Industrial Catering

1.4 Functions of Food Service

A successful food service includes specific components organized in a particular pattern to optimize performance and efficiency based on the food and beverage they offer. But in most food services the following functions are carried out:

- Cleaning/washing.
- Storage.
- Food Preparation.
- Service.

a. Cleaning/Washing: The cleaning and washing section is first because every place in the food service should be clean and hygienic for ensuring safe food and water. This section should be located near the kitchen entrance so servers can quickly drop off dirty dishes and chefs can quickly find clean dishes.



▲ Plate 1.12 Cleaning



▲ Plate 1.13 Washing

b. Storage: The storage area can be split into non-food storage and food storage. The non-food storage area can be split further into a section for disposable products, a section for cleaning supplies, and a section for the clean dishes in the cleaning/washing area. This area might also contain a receiving area for product deliveries. Food storage area is divided into cold and dry storage.

c. Food Preparation: The food preparation area is very important in food service because the maximum work is done here and the menu is transformed into tasty



▲ Plate 1.14 Storage

dishes. An area for prepreparation and an area for the actual production are needed. In large establishments the food production area may be broken into smaller sections like a baking section, grilling section, and frying section. If multicuisine is offered then the production area may be divided as Indian, Chinese and so on.



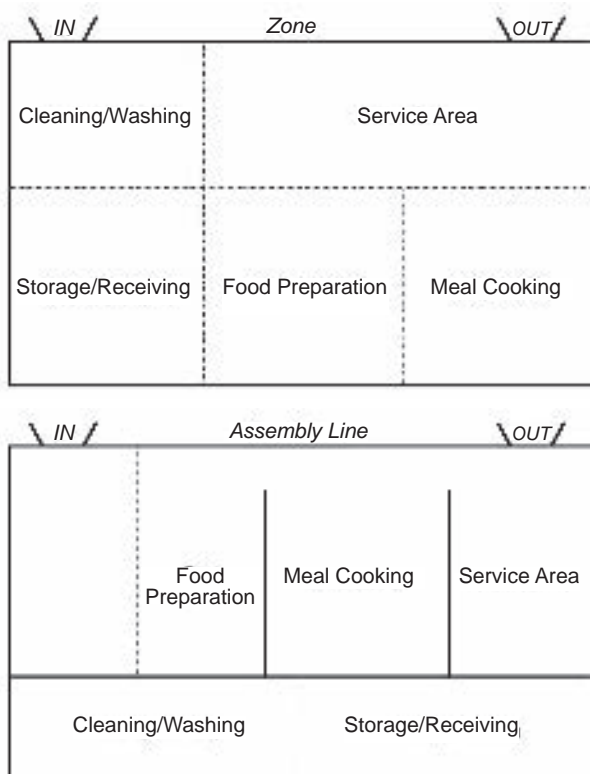
▲ Plate 1.15 Preparation

d. Service: The service area is the final section of food service but the most important and the first one the guests see. So this area should be furnished well with good décor. The following diagrams (Fig. 1) give an idea how the different sections in food service can be ideally planned.





▲ Plate 1.16 Service



▲ Fig.1 Different Set ions in Food Service

1.5 General Etiquettes in Food Service Operation

The guest or the customer is the most important person in a food service operation and there are certain general rules or etiquettes to be followed so that

the customer is satisfied. The following are some basic etiquettes:

Do's

- Receive the guests with smile as soon as they enter the restaurant.
- Wish them good morning, good afternoon, good evening, and good night based on the time of the day.
- Help the ladies to take their seats by pulling the chair.
- Serve water as soon as guests are seated.
- Present the menu card.
- Help the children below 5 years with babysitting chairs.
- Take orders of food from the guest, who will pay the bill.
- Inform the guest the time required to serve the food.
- Serve preplated food from right hand side and if not preplated to serve individual items from left hand side.
- Be attentive to guest's tables.
- Fulfill the requirements of the customers quickly.
- Clear the used or soiled plates from the right side of the customer.
- Present the bill.
- Accompany the guest to the door politely and send them off.
- Then clear and reset the table.

Don'ts

- Do not interrupt when the guests are taking food.
- Do not over hear conversation.
- Do not argue with the guests even though they may be wrong.
- Do not touch hair or nose, mouth while in service.
- Do not solicit for tips.





y words

- Entrepreneur** : An individual who runs a small business, assuming all the risks and rewards of the venture.
- Ambience** : A feeling or mood associated with a particular place/character of atmosphere
- Beverage** : It is a liquid intended for human consumption
- Lounge** : A public waiting area in a hotel's lobby
- Cafeteria** : Patrons wait on themselves, carrying their food to tables from counters where it is displayed and served.

Linkages

<https://www.youtube.com/watch?v=7HcaObhA82I> - How to Operate a Successful Restaurant

<https://www.youtube.com/watch?v=QpYX4GfSiH> - A Food Costs Formula: How to Calculate Restaurant Food Cost Percentage

<https://www.youtube.com/watch?v=dCKDAzwqe-M> - Motor Hotel- 2 Star

<https://www.youtube.com/watch?v=dBf6BTX1bmM> - Safety Training

Student Activity

- List the commercial and non-commercial institutions in nearby area.
- Give a case study of any one of the commercial and non-commercial food service institutions you have visited.

Teacher Activity

- Demonstrate a role play of receiving a guest and serving.



Questions

Choose the correct answer

1. The three T's due to which food service industry emerged was
 - a. Travel, Tourism, Treatment
 - b. Travel, Tourism, Trade
 - c. Travel, Technology, Trade
 - d. Travel, Treatment, Technology
2. is a commercial food service establishment
 - a. Hotel
 - b. School canteen
 - c. Hospital catering
 - d. Noon meal programme





3.is a non-commercial food service
 - a. Hotel
 - b. School canteen
 - c. Cafeteria
 - d. Kiosk
4. Food service carried out on mobile carts is called
 - a. Industrial catering
 - b. Meals on wheels
 - c. Cafeteria
 - d. Kiosk
5. A is a small permanent or temporary structure on a side walk
 - a. Coffee shop
 - b. Hotel
 - c. Cafeteria
 - d. Kiosk
6. is offered in a restaurant
 - a. Waiter service
 - b. Self service
 - c. Token service
 - d. Waiter and self service
7. Storage area is best located near a..... in a food service
 - a. Kitchen
 - b. Food service area
 - c. Washing area
 - d. Security area
8. The first step of etiquette in a food service should be
 - a. Receive the guests with smile
 - b. Table setting
 - c. Flower arrangement
 - d. Music
9. One of the bad etiquette in a food service is
 - a. Receiving guests
 - b. Greeting guests
 - c. Presenting menu card
 - d. Soliciting tips
10. The most important area and the first one the guests see in a food service operation is
 - a. Cleaning area
 - b. Reception area
 - c. Storing area
 - d. Service area



II. Write in 3 lines (3 marks)

1. Define food service management.
2. Mention the three 'T's responsible for the growth of food service industry
3. Write a note on Airport lounges.
4. What do you mean by Kiosk?
5. Give the objectives of a commercial food service operation
6. Enumerate any three welfare catering sectors.
7. Indicate any 3 general etiquettes which should be followed.
8. Give the meaning of coffee shop.
9. Outline the characteristics of cafeteria.
10. State three functions of storage in food service.





III. Write in a paragraph (5 Marks)

1. Elaborate on theme restaurant and food court.
2. What are the characteristics of the commercial food service institutions you have observed?
3. Give an account on non-commercial food service operations
4. Outline the growth of food service industry
5. Write on Industrial catering.



IV. Answer in detail (10 marks)

1. Explain in detail the general etiquette to be maintained in a food service industry? Why it should be maintained?
2. Give a detailed account on functions of food service outlets.
3. Elaborate on the commercial food service operations?
4. Identify the scope and prospects of food service management.
5. What do you mean by meals on wheels and fast food outlets? Give your comments on these outlets.

