

INTRODUCTION TO FOOD & BEVERAGE SERVICE cont.



Do you know?

Front of the House (FOH) and Back of the House (BOH)

Hotel normally separated into two groups - front of house (FOH) and back of house (BOH). While both sections are equally crucial to success, staff members share vastly different responsibilities.

Front of house employees are adept at dealing with customers face-to-face. Today's hotel guests want personalized solutions, either via a product or service. Front of house must think on their feet and stay prepared for any situation. Back of house, on the other hand, are the silent cogs in the machine, making the whole operation run. Without either, a hotel could not function.

Front of the House (FOH)

Front of house departments are guest-facing. They work directly with guests and handle operational tasks, like check-ins and check-outs. Front of house employees often work in shifts, with some covering overnight shifts so that an employee is always available whenever a guest needs assistance.

What positions make up the front of house team at hotels?

- **Front Desk Agents:** These employees usually have the most contact with guests. Front desk agents check in guests, handle inquiries throughout the guest's stay, and check them out at the end. Since guests often come to the front desk whenever they have a question, even if it concerns a different department, the front desk staff must be able to communicate well with the entire hotel team.
- **Bellman:** Bell staff are responsible for helping guests with luggage during their arrival and departure. Sometimes bell staff also store luggage, deliver items to guestrooms, and assist with valet parking.
- **Concierge:** A concierge assists guests with things to do during their stay. Concierges often book restaurant reservations, arrange tours, find concert tickets, and coordinate transportation on a guest's behalf.
- **General Manager:** The hotel's general manager oversees all of the staff and daily operations. While a GM usually does have an office, he or she spends a lot of time in the front of house, interacting with guests or resolving issues. Depending on its size, a hotel may also have an Assistant General Manager, a Director of Rooms, or other members of the executive team who work in the front of house like a front of house manager.
- **Food and Beverage:** Can be broadly defined as the process of preparing, presenting and serving of food and beverages to the customers.



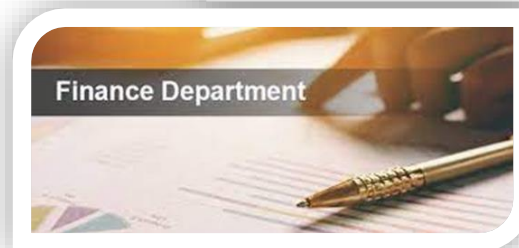
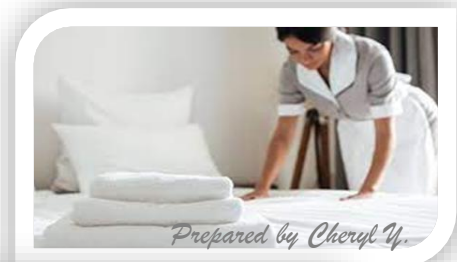
Back of the House (BOH)

While the front of house positions are important, they can't run a hotel alone! Often invisible to guests, the back of house team keeps things running smoothly behind the scenes. They have minimal guest contact, either working in offices separate from guest areas or in guestrooms when the guests are out. Back of house (BOH) employees usually work during normal business hours.

The restaurant manager often bridges the gap between FOH and BOH

Which positions would you find in the back of house in hotels?

- **Marketing:** The marketing team is responsible for maintaining the hotel's public image and brand. Marketing tasks might include sending email newsletters, managing social media, and brainstorming special offers.
- **Revenue Management:** Depending on the hotel, a property could have one revenue manager, a revenue management team, or a corporate revenue manager who supports the hotel remotely. Revenue management sets rates, manages the relationships with OTAs, and implements promotions and availability restrictions.
- **Housekeeping:** This team is arguably the most important in the hotel; without housekeeping employees, there would be no clean rooms! Housekeeping tasks range from cleaning rooms, doing laundry, cleaning public areas, and
- **Finance:** A hotel's finance team oversees all financial aspects of the hotel's operations, from accounting to payroll.



You may have also heard the terms "front of house" and "back of house" when talking about the restaurant industry or food and beverage department. In F&B, front of house also includes the guest-facing roles, like servers and hosts, while back of house includes cooks and stewards.

Generally both sides of the hospitality industry are similar in this regard. At a restaurant, front of the house might include wait staff, bussers, sommeliers or anyone who deals with the overall dining experience. While technically not part of the FOH or BOH teams, successful restaurants often have active restaurant owners who will bridge the gap working on guest service and behind the scenes.

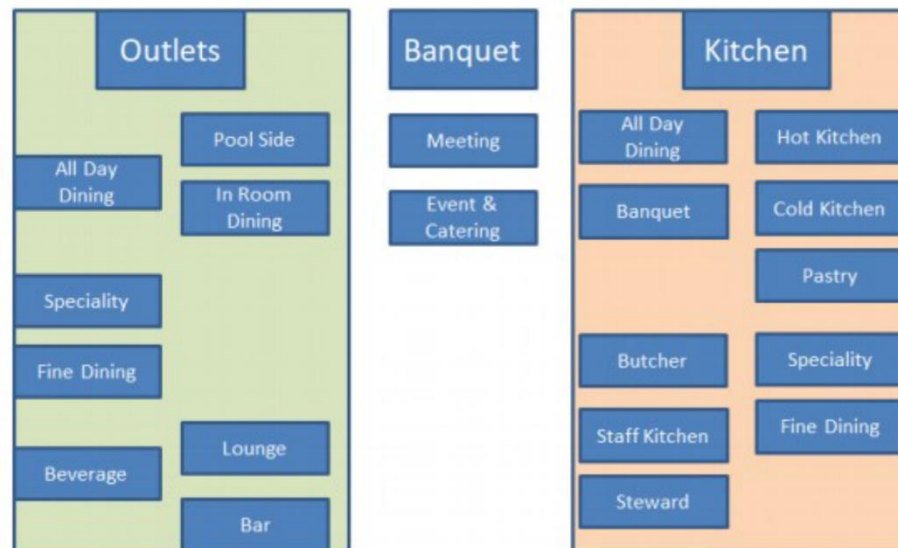
In a restaurant, back of house might include kitchen staff members such as line cooks, chefs and dishwashers.

Food and Beverage Services in Hotel

Most of the star-ranked hotels offer multiple F&B services in their hotels. They can be -

- Restaurant
- Lounge
- Coffee Shop
- Room Service
- Poolside Barbecue/Grill Service
- Banquet Service
- Bar
- Outside Catering Service

Division in F&B



Prepared by Cheryl W.

Roles and Responsibilities



Service - Handling customer request directly

Kitchen - Handling customer request in-directly & producing products required

Stewarding - Supporting Service & Kitchen needs

F&B Manager / Director - Plans, organizes, direct & controls the delivery of service in all outlets, guestroom & banquet & see to it that standard policies and procedures are complied.

Restaurant / Outlet Manager - Responsible in his assigned outlet for operation and service flow, kitchen coordination, menu planning, promotional plan and SOP are adhere strictly(严格遵守).Cap

F&B Supervisor - Oversees F&B operation in his assigned outlet, inventory control, ensures that service is carried out in accordance with prescribed standard operation procedures.

Captain - Oversees the set-up and delivery of service in his/her assigned station.



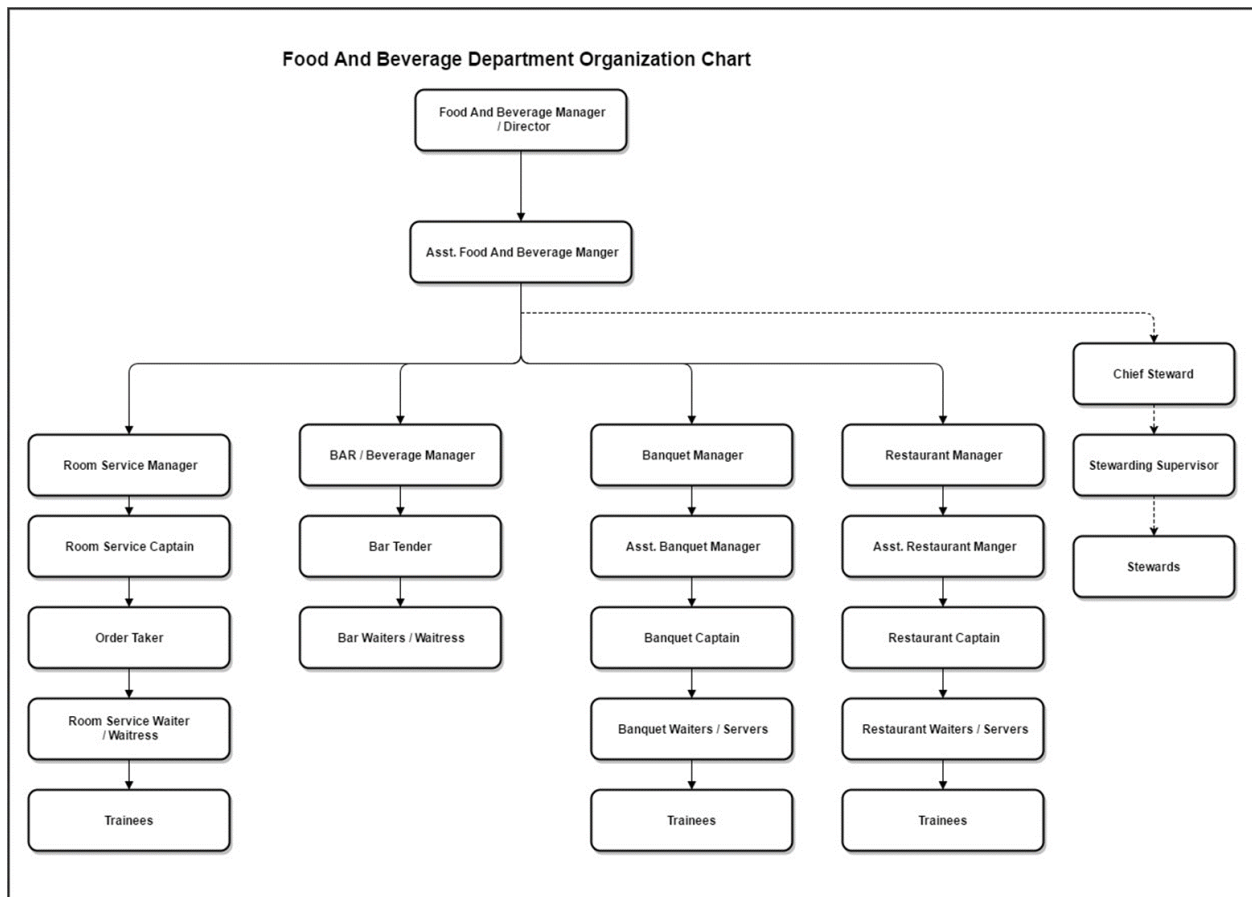


Hostess / Cashier - Welcomes & greet guests at the entrance, lead guest to assigned table & billing settlement.

Waiter - Takes and serves food and beverage order according to prescribed standards of service.

Busboy - Dining room helper, runner & coordinator

F&B Department Organization Chart



Prepared by Cheryl Y.

