

The F&B sector of the tourism industry is exceptionally competitive, and profit margins are small, making controlling labor and food costs an everyday challenge. Successful foodservice operators must train and retrain their employees as well as carefully monitor purchasing and inventory control procedures. In addition, F&B providers must guard the safety and health of

their guests and employees by using wise food-handling practices. Managers of beverage operations are also faced with many of the same challenges and opportunities that are found in foodservice operations. By paying attention to details and keeping customer service in mind, we can create pleasurable memories and lasting relationships.

## You Decide

Jim Barnes always made it a point to go to the Bull & Bear Restaurant whenever his business trips took him to the Saskatoon area. After a busy day, he enjoyed the ambiance and the service for which the Bull & Bear had become famous. Everything was the same this time except for a new computerized cash register system that had been installed since his last visit.

As Jim scanned his guest check at the end of another enjoyable meal, he noticed something else that was different. In the past with the handwritten checks, the waiter had given Jim a receipt showing his total bill only. However, this time, the guest check showed bar, food, and tax.

Jim's company reimbursed meal expenses only, not bar expenses. Because his previous guest checks had always been handwritten, he asked his waiter if he could have a handwritten guest check showing the total amount rather than the computer-generated guest check.

His waiter apologized for any inconvenience, but said they were no longer allowed to handwrite guest checks. Undaunted, Jim decided to ask the cashier for a receipt showing the total bill only. When the cashier hesitated, Jim told her that if she would not give him the receipt, he would have to find another restaurant that appreciated his business. Would you honor Jim's request?

## Net Tour

To get you started on exploring Internet links for this chapter, please see

[www.restaurants.org](http://www.restaurants.org)  
[www.culinarytourism.org/](http://www.culinarytourism.org/)  
[www.crfa.ca/](http://www.crfa.ca/)  
[www.wacs2000.org](http://www.wacs2000.org)  
[www.servsafe.com/](http://www.servsafe.com/)

[www.ifwtwa.org/](http://www.ifwtwa.org/)  
[www.fcsi.org/](http://www.fcsi.org/)  
[www.restaurantreport.com/](http://www.restaurantreport.com/)  
[www.ameribev.org/](http://www.ameribev.org/)  
[www.zagat.com/](http://www.zagat.com/)  
[www.fodors.com/world/restaurant-reviews.html](http://www.fodors.com/world/restaurant-reviews.html)  
[www.worldfoodtravel.org](http://www.worldfoodtravel.org)

## Discussion Questions

1. How has travel expanded our acceptance of different foods and beverages?
2. How have scientific and technological advances increased the availability and variety of foods and beverages?
3. Why are the concepts of rhythm, timing, and flow important in foodservice operations?
4. How can F&B operations be used as a marketing tool?
5. Why must foodservice operators pay attention to detail and watch every penny?
6. Why is sanitation such an important issue in foodservice operations?

## Applying the Concepts

1. Look up restaurants in the Yellow Pages of your local telephone directory. What categories are used to group the restaurants? Select one category and identify the chapter issues that are particularly related to that category of restaurant.
2. Visit two different foodservice operations in your area and compare their décor, hours of operation, staffing, menu offerings, and prices. What are the key differences and what are the similarities in these operations?
3. Make an appointment with a manager/supervisor at a local restaurant, airport caterer, hotel, motel, resort, amusement or theme park, or other location that serves food to tourists. Discuss with this manager what he or she likes and dislikes about the work as well as