

COMPETENCIES OF RESTAURANT STAFF

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The problem of competence of restaurant staff is very relevant, including because it has not received wide coverage in scientific publications.

Today the market of restaurant services is not an easy situation. There is an increase in competition, lack of customers due to lower incomes, rising prices for products. In addition, due to the COVID-19 pandemic, quarantine was introduced, which directly affected the closure of restaurants and the inability to work due to restrictions, which led to a decrease in the profitability of restaurants.

To get out of this crisis situation of the restaurant industry, it is necessary for restaurant businesses to increase their competitiveness. Including due to the high level of key competencies of restaurant staff.

Service staff – a team of specialists familiar with the field of hospitality, who perform various functions aimed at meeting the needs of the guest through service, in accordance with established standards, norms and rules. In the hall of the restaurant it is a waiter, bartender, hostess, sommelier, hall administrator. In addition, staff is also a sales tool. The volume of sales depends on the working atmosphere in the restaurant and whether employees are satisfied with their work.

Restaurant staff must adhere to the ethics of business communication, as business etiquette determines the relationship between the boss and subordinates, between employees within the institution and visitors. This also includes the competencies of customer orientation, sociability, openness, friendliness, neatness, stress resistance, etc.

The relationship between the boss and subordinates largely determine the atmosphere in the team. First of all, the head of the restaurant business must enjoy the respect of employees, be an authority for subordinates. This primarily affects visitors to the restaurant. In order to have a friendly atmosphere in the team, which helps to better and faster to cope with the case, the leader must know and follow some rules:

- the manager must treat all employees equally;
- if there is a need to make remarks to the employee, it should not be expressed in the presence of other employees;
- when the leader enters the room with subordinates, he greets everyone, but the hand should not be extended;
- when meeting with the boss, subordinates should greet first, but if the boss is a young man, he is the first to greet a woman and a man much older than himself;
- manager – a man always passes a woman at the entrance to the elevator, on the stairs, helps to open the door;
- the leader must set specific tasks for the treatment and communication with subordinates.

If there is a situation when one of the employees is a close friend of the boss, then at work between them should be restrained relations and in the presence of others they should not have extraneous conversations. There are also rules for official conversations of the chief with subordinates:

- the leader must make a plan of the conversation in advance;
- choose the time needed to achieve your goal;
- choose the place and time for interviews, taking into account their impact on the results;
- before starting a conversation, the boss needs to create an atmosphere of mutual trust;
- from the beginning to the end of the conversation, the leader must follow the main direction leading to the intended goal;
- the boss must be at the height of the position;
- The manager must stop the conversation after achieving the intended goal.

This is the ethics of business relations of the restaurant business.

One of the current problems for any restaurant is the selection of staff. In order for an institution to function successfully, it is necessary not only to substantiate the concept, install modern technical equipment and decorate the interior. Central and significant is the human factor – a person with his professional skills and abilities, creativity, emotions, knowledgeable in the restaurant industry – the staff.

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Every restaurant is fighting for a skilled worker. Despite the fact that the labor market offers a large number of restaurant staff, there are only a few professionals here. Accordingly, the main task of the manager, the head should be training and preparation, instead of search of ready workers.

Significant problems in recruitment are that competition in this area is constantly growing, new institutions are opening every day, and young people with a constant desire to look for something better, low level of motivation of employees by some employers, low probability of career growth, not too high level of payment and prestige of work in comparison with foreign colleagues.

Every restaurant is a complex object with a set mechanism that must work effectively. The driving force of this mechanism is the work of man as a member of the service staff of the restaurant, which is not only his face, but also most reflects the soul of the institution, conveying the inner mood of the whole enterprise to the guest. The restaurant business in the field of service has a special place. Here, the employee is very important, because in order to serve one guest, you need to involve about six to eight people, and it is the employee in this area who spends ninety percent of his working time in communication.