

Research about the Management of University Logistics Catering

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Keywords: Management; University Logistics Catering ; Research; Catering service

Abstract. Nowadays, with the increasingly development of catering business, university catering logistics becomes a heated topic. Catering logistics for teaching staff and students is closely connected with the peaceful growth of the university development. Therefore, special attention should be given to the service and management of university catering logistics. This paper will give an overall discussion to the function, problems and ways to solve the problems of university catering logistics so as to improve its service.

Introduction

Catering service for university has a high degree of particularity. The first is the object of service because it is in face of the vast number of students and teaching staff. The second is the high level of the object, because most of them have high knowledge and moral standard. Besides, it has large geographic regional differences, because the majority of teachers and students are from different places and they have various eating habits and tastes. Therefore, all these specificities determine that catering service for university should update their concept and knowledge and improve their service quality. This paper will analyze its function, existing problems and methods to solve them.

The function of Catering Logistics for University

a. It Concerns the Construction of Harmonious Society

College students come from different income families. There is a lot of difficulties to go to college for those urban low-income families and rural poor family children, especially the catering problems and this is the great concern of the nation. If this problem can be solved, students' basic life has a safeguard in order to ease their life and fully throw them into the study. In this way, students, school, community and country are able to build a harmonious relationship.

b. It Concerns the University Reform and Stability

Reform, development and stability are the very important requirements for college. Especially nowadays, it is the critical period for development. However, there are a great number of unstable factors for the college, among which the most vital thing is the catering problems. It has close connection with students' real interest. For example, physical and mental health, family burden and so on. But because of the present rising prices, catering problem becomes the topmost priority to do. So, it is rather necessary to pay more attention to this issue.

c. University Catering Problems reflect Education Equality

Equality is a very big problem of our nation. It is a quite complicated task to truly realize equality. Because the complexity of the students' origins and disparity of their family income, it is essential to solve the problem of their living and learning problems. If the poor students not afford to eat, it will seriously affect their growth and future health. If the rich students eat delicious food, then it will create great inequality in the campus and destroy the poor students' study initiative. Finally, it will reverse their perspective, outlook and value. From this point of view, we must spare all efforts to reflect education equality so that university can enjoy healthy development.

The Problems of Catering Logistics for University

Restrained from the national conditions and education system, the development and reform of

catering logistics have many difficulties.

a. Pricing Problems

With the ups and downs of social economy and rising raw material price, the overall price is going high. In addition, it is also influenced by global financial crisis. In 2008, in order to maintain the university stability, the Minister of Education issued a document requiring limiting food price. However, subsidies on food are almost useless. In terms of long-term development, it only has scratch effect. The most import factors for operational difficulty is that the canteen can not operate in terms of law of value.

b. Public Welfare Problems

Because catering logistics has a high degree of particularity, it has to adhere to the principle of making profits. Profit-driven market and social welfare are two contradictory things. Therefore, it is critical to find a balance between these two things. If we do not grasp well from the perspective of the public and the private, it is easy to cause operational difficulties. For example, the policy of leasing, infrastructure investment, water and electricity expenses, labor allocation and internal control is hard to issue, but all of these will affect the actual results of operation.

c. The Quality of Employees Need to be Improved

The catering business for university is lack of professional management personnel. Because of the allocation mechanism, catering logistics for university has few high-quality professional managers and seriously lack of high-tech jobs. Catering business has the characteristics of small and dispersed, so most of the technical position and management position are occupied by the old people. Since they have little knowledge about the management, their management cost is very high. Canteen managers or supervisors pay little attention to the management. In the food service and management operation, most of the personnel have low quality and under-educated. For example, they are not received professional training and their concepts of service are obviously unaware. Besides, they are lack of practical experience so that they are difficult to lead the role.

d. Raw Material and Personnel Cost are Less

Raw material and personnel cost are two most important components of the costs for university catering logistics. In the absence of removing a variety of raw material prices, the application of Labor Control Law increased the rising of costs. According to the statistics in 2008, the cost of raw material was up to 88.51%, among with the personnel costs was 28.63%. It reflects that the control costs of raw material and personnel are the key things to overcome.

Ways to Solve the Problems

a. From the Aspect of Improving the Management

In order to solve the above problems, first of all, we need to improve the management concepts in order to enhance personnel's service awareness. During the following ten years, university catering logistics has high level of socialization. A large number of social enterprises are entering the university catering logistics through tough competition and this brings a more satisfactory catering service, food and beverage. At the same time, university catering enterprises from the aspect of their own developments are also face fierce competition. Then it requires the enterprises must constantly improve their management and improve their service levels. Use the concept of development theory to solve the problem of purpose and power is the question of to whom the serve and on whom the development depends. University catering logistics not only has the characteristics that other canteen has, but also has other characteristics, because it has its own particularity. This specialty is determined by its special clients. The clients in university catering are teaching staff and students. The physical and mental healths of those people are closely connected to the construction of harmonious campus and stability of our society.

To some extent, the university catering has some kind of political food. Therefore, the manager,

supervisor and personnel of university catering logistics must get a clear understanding of this issue so as to solve the problem of development. Teaching staff and students are the foundation of its development. So for the university catering logistics, we must take the teaching staff and students as the topmost thing to do and build people-oriented service concept. What's more, we must remember that the teaching staff and students as the first prerequisite. Thereby, it effectively solve the fundamental driving force fro the development of university catering problem. The main function of university catering business is to serve the teaching, serve the teaching staff and students. At the same time, because of the particularity of its service, the function also includes educating people. So the manager, supervisor and personnel of university catering business should increasingly enhance their service awareness, improve the service function and improve the service levels so that they can provide more warm, thoughtful and courteous service. Use the function of examples to lead and influence other people. Only in this way can we achieve the effect of service education and management education.

b. From the aspect of Improving the Training Process

University canteen, as an important subject to provide services for students, must have strict system and strengthen the management of canteen personnel in order to regulate their behavior. Even though this external constraint management can achieve management goals, this way only suppress the symptoms instead of achieving the essential objective.

Therefore, it is necessary to enhance their ideological and ethical standards when doing the canteen staff training. Finally they will regard the desire of proving best quality service to teachers and students as a conscious behavior and do it as the real thing we are ready to do. In the canteen socialization process, it should highlight the awareness of public welfare. By training the canteen internal management, strengthening the communication with students and other measures, they can ensure the quality and safety of university canteen food, keep the prices basically stable and try hard to resolve the food inflation pressure on students. In addition, university canteen can offer the free soup and establish food window to special student so that the students are in a kind of feeling that they are not from away their home. University logistics departments should focus on strengthening the canteen staff education and training so as to improve the overall quality of the employees.

The university catering logistics should establish the stove as the main direction of development accompanied by the neighboring university catering. It will satisfy the students; various demand the form a good pattern of coexistence and win-win. We must establish the main direction of the development of stove and make it stronger. Finally it is necessary to gradually allow students to form a concept that daily consumption in the canteen, special consumption in the stove. One of the biggest problems for the university catering logistics is the lack of profession managers. Professional managers or supervisors are the central figure in the catering operation and management. Therefore, they will affect the entire management team and business performance. To moderate reform the existing distribution system, the establishment of perfect allocation of talent incentive mechanism is critical. The university catering logistics managers should respect and pay attention to the personnel through the introduction, adjustment and internal training methods to optimize the team structure and improve the staff quality. Finally, it solves the problem.

c. From the Aspect of Lowering the Costs

The university catering logistics should establish the awareness of cost control with the help of information technology platform to achieve the full control. The increasing of personnel staff is the result of two things. One is the career preparation staff, which not only occupies most of the management positions, but also the costs are very high. The second one is after applications of Labor Contract Law legitimate business also increase the costs. Among all the costs, the raw material cost control is the key breakthrough. First of all, in the process of procurement-warehousing-restaurant-table, the university catering logistics should notice whether there are some redundant links or not. Secondly, the use of information technology platforms can be useful. All the raw material must be through this information technology platform. Finally, the bulk

material needs a centralized tender so as to lower the cost. At the same time, dynamic analysis is a necessity. Last but not least, other material needs to reduce and control costs.

Conclusion

The university catering logistics need to build the service concept that the teaching staff and teachers are the core service objective and renew the concept and reform constantly. Besides, it should continuously adhere to the goal of improving the quality of service so that it can provide a solid foundation for the education. In a word, catering logistics is playing a more and more important role in the university's daily life. Attention should be paid to this issue since it is a necessity to do.

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