

Tourism essay

[Business](#), [Management](#)



Ethnic restaurants in United States are known to offer quality food to customers at affordable prices.

Diverse cultural food is usually prepared in these restaurants. This includes Turkish, Spanish, Greek, Cambodian, and Korean cuisines among others. Customers therefore have a wide variety of food to choose from. It is quite imperative to note that preparing such quality cuisines requires diverse levels of training and skill.

(Morgan, 2004, p. 44) Usually such restaurants need highly qualified staff in the field of hotel and catering. In this case, one needs to have a degree in hotel and catering course or even master level degree to be employed in ethnic restaurants. This is more so because of the intricacies involved in preparing ethnic dishes. There is however some ethnic restaurants that may employ college graduates and this highly correlates to the type of job description of a particular position in the restaurant. Menu prices of dishes in ethnic restaurants actually differ from one restaurant to another.

(Tribe, 2006, p. 18) The price of a Turkish Cuisine in Cafe Pasha located in Downtown Wellington ranges from twenty to twenty five dollars. Sweet Mother's Kitchen restaurant also found in the same region charges its Mexican dishes at a price ranging from fifteen to twenty dollars. Kosmos Greek Taverna charges its Greek ethnic dishes at a price ranging from twenty to twenty five dollars. The average price range of Portuguese and Spanish cuisines in El Meson restaurant is twenty dollars. Mekong restaurant sells its Asian Cuisine at fifteen dollars. An overall analysis of restaurants in

United States shows that their ethnic cuisines range between twenty to twenty five dollars.

(Morgan, 2004, p. 46) There are various factors that would make a buffet profitable. This includes the price charged per person for the buffet.

Pricing is quite essential in any business venture if profit is to be made. One has to ensure that costs incurred in the entire process of making the buffet are catered for. In this case, one has to choose wisely suppliers to purchase foodstuffs from.

This is to ensure the purchase of quality food at affordable price. The type of food prepared in a buffet needs to be balanced and affordable such that the target class of people would be willing to pay for it. (Morgan, 2004, p. 45) Costing of a buffet is a venture that needs to be undertaken with much care.

First of all, the total costs incurred in purchasing of food need to be considered. This should include the cost of all the ingredients added in the food during preparation time. The price of a buffet need to cater for the money required to pay all the people that are involved in cooking, serving and cleaning up the place after meals. A thorough analysis on costing of buffets shows that for every dollar used in purchasing of the food, one should charge a minimum fee of three point four dollars.

This enables one to cater for other costs incurred and also make some profit. The target market also determines the price. In case the affluent people are

the target group then a higher pricing strategy can be incorporated and vice versa. (Morgan, 2004, p.

44)In conclusion, ethnic restaurants in United States offer a wide variety of ethnic cuisines. These restaurants require highly skilled personnel in the area of hotel and catering. Most of the employees have undergraduate degrees while those in top management levels have master level degrees. Menu prices in ethnic restaurants range between twenty to twenty five dollars. When costing a buffet, one needs to ensure that initial costs incurred are catered for in the price. It is usually approximated that for every dollar incurred, a minimum price of three point four dollars should be charged. All these factors play a great role in ensuring that profit is accrued. Reference: Morgan, N.

(2004): Tourism and other perspectives; New York; Prentice Press; pp. 42-46
Tribe, J. (2006): Core skills; A critical examination; Educational Review; New York; Macmillan Press; pp. 48(1); pp. 13-28