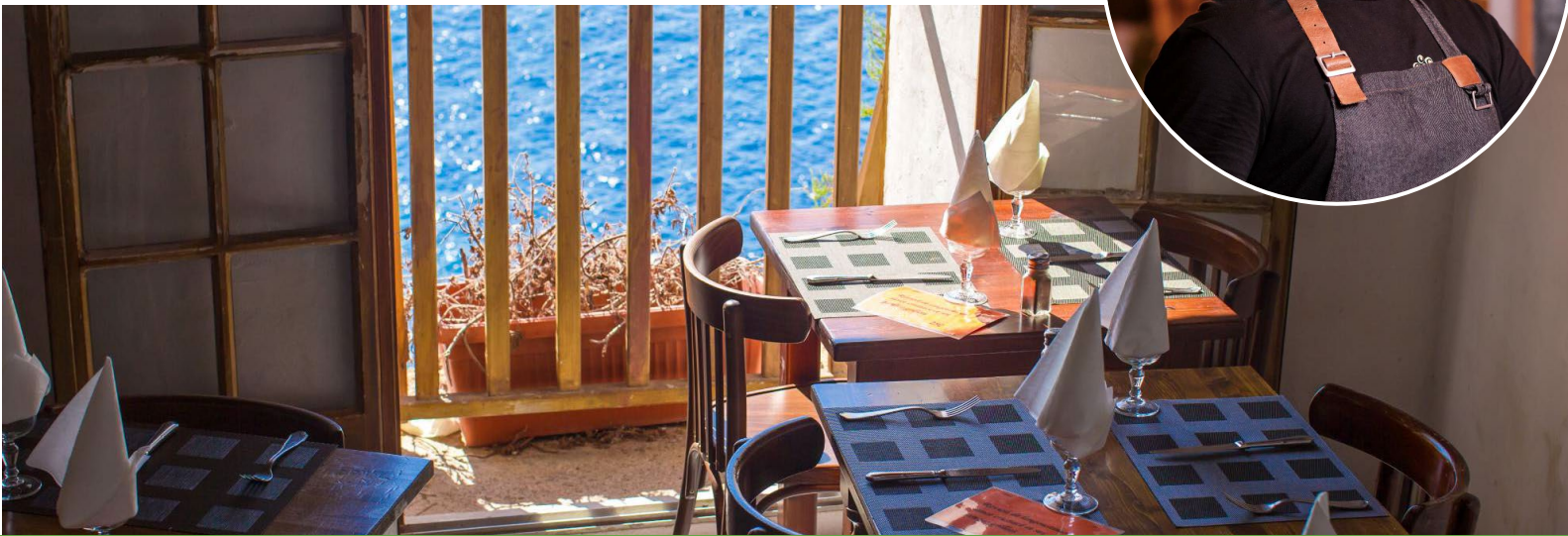




Porto Mare Taverna

Task Case: Choosing the Right Digital Tools at Porto Mare Taverna

Case Overview

Learner task case for the **Digital Tools for Hospitality SMEs** module.

Business Context

Porto Mare Taverna is a family-run seafood restaurant on the Croatian coast with 72 indoor and terrace seats. Business is highly seasonal. During summer evenings, the restaurant experiences long queues, missed reservations, and uneven kitchen pressure. During shoulder season, however, occupancy drops and staffing becomes difficult to plan.

Reservations currently come in through phone calls, messaging apps, social media, and walk-ins. There is no integrated system. Some tables are held for guests who never arrive, while other guests leave because waiting times are too long. Staff also turn on terrace lighting, cooling equipment, and kitchen stations before demand is clear, which increases energy use unnecessarily.

Available Information

The owner and floor manager have gathered the following:

- Around 18% of reservations during the last two months resulted in no-shows or late arrivals.
- Average table turnover differs widely by time slot, but no one tracks it consistently.
- Staff spend a lot of time checking messages from different platforms.
- Energy bills peak on days when both terrace and interior areas are prepared fully, even when occupancy stays moderate.
- Older local customers still prefer calling rather than booking online.
- The team is open to digital tools, but worried about cost, complexity, and losing the personal touch.

Business Goals Porto Mare Taverna wants to:

1. simplify reservations and reduce no-shows,
2. improve table planning and kitchen coordination,
3. reduce unnecessary energy use linked to over-preparation,
4. keep booking easy for both digital and non-digital customers,
5. adopt tools that are affordable and realistic for a small restaurant.

Learner Task Your Role

You act as a digital advisor helping Porto Mare Taverna choose and implement practical tools for reservations and operations.

Assignment

Prepare a short proposal responding to the following questions:

1. Which operational problems should be solved first through digital tools? Why?
2. What 2–3 low-cost digital solutions would you recommend for reservations, planning, or communication?
3. How could the restaurant keep the process inclusive for guests who still prefer phone-based contact?
4. What data should the team start collecting once a new tool is in place?
5. Which monthly KPI would you recommend for each of the following areas?
 - Reservation performance
 - Operational efficiency
 - Energy-aware service planning

