

Food and Beverage Operations

Module Code M4X01918

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INTRODUCTION

Operations refers an active process which different sectors of organizations have in order to accomplish their goals. This presentation is based on Marriott forest of Arden hotel which provides excellent room services and products. This presentation is going to show different types of operations of Marriott hotel such as front desk, food and beverage customer service, marketing and others.

Marriot forest of Arden

The Forest of Arden Marriott is a hotel and country club complex in England which is being operated or run by Marriott hotels and resorts. This hotel is located 6 km to the east of Birmingham international airport. It is considered and known as an excellent rural escape in the heart of the Midlands. One of the main features and attractiveness of this place is it has breathtaking historical lakes as well as 10,000 acres of Woodland.



Types of operations of Marriott forest of Arden

In the context of operations of hospitality and Marriott forest of Arden hotel, it can be said they perform several operations. Some main operations such as food and beverage which is not limited to preparing food but also include engaging right staff, purchasing inventory in a timely and right quantity, keeping that inventory, maintaining quality, healthy and safety, hygiene etc. Other operation of this hotel is facility management, marketing, housekeeping and front desk. All operations of Marriott forest of Arden are discussed in a detailed manner such as .

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Food and beverage ,It is one of the most important operation of this hotel which is not only limited to preparing and serving food to guests but cover several other functions. There are some hotels which provide either full service restaurants or a simple continental breakfast.Marriott hotel provides full service restaurant in order to make their clients feel valued and provide them all services at a place.In this operation,chefs of this hotel creates menus as well as oversees ordering,prepare food and deliver them to guest in a very effective manner.It is one of the main operation which covers several other operations like managing inventory,quality and others.

One food and beverage operation

Food and beverage operations of a hotel cover several functions and other operations such as preparing food or kitchen operations, keeping inventory of materials, maintaining service quality and healthy and safety. One of the main important operation of food and beverage which i visited is maintaining service quality in order to prevent quests against poor health and providing them safety.

Maintaining quality It is one of the main operation of food and beverage after preparing food. Customers seek for tastes and higher quality of food products as they are becoming health conscious. In this operation, it is stated that Marriott hotel focus on maintaining continuous quality of food products in order to protect guests and making them healthy. Poor quality of food products and beverages can have negative impacts on health of guests as well as image of the hotel. So, for being in the competition and increasing experience of customers food and beverage manager of this hotel implement total quality management and six sigma approaches. There are several benefits of maintaining continuous quality and focusing on this operation such as...



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Types of menu or products of kitchen

There are mainly 4 types menu which different hotels have such as A la Carte menu,static menus Du jour menus and cyclic menus.It is stated that Marriott forest of Arden follows A la Carte menu which is discussed in a detailed manner which also shows all products and food items which it offers such as..

A la carte menu The meaning of this menu is by the menu in which it consists of list item priced and ordered separately.It is one of the best type of menu which provides flexibility to guests in which they can list their options individually.For only selected and listed items they have to pay for.They can make the best decision of ordering food products by seeing pricing list of each item. So, from the above discussed different types of menu, it can be said that one of the best type is A la carte menu which is being used by Marriott forest of Arden.

Ways of marketing

Marketing is one of the important function in hospitality sector because the primary aim of hospitality sector is to satisfy customers. Customers will be likely to come in a organization when they have detailed knowledge about features of products and services. Marketing function has made manager of organizations able to gain their objectives and attracting customers to the great extent. Different hotels and organizations choose different ways to market. But in the context of Marriott forest of Arden, it can be said that it mainly focuses on digital marketing creating user generated content with the main aim of capturing attention of millions.

Partnership It is stated that Marriott hotel has partnered with different social media platforms and snap chat influencers in order to make sapisodes which mimic TV travel documentaries. These influencers are liable to increase sales and for this purpose they show luxury services of Marriott. It is stated that by doing this and creating an effective user generated content, Marriott has made itself able to reach its snap chats and all products and services to Facebook sharing, YouTube and other channels. Marriott has its own apps which helps it out in creating loyal customers and increasing retention rate. As per this app, customers when they arrive at hotels, go straight to rooms and then open door with their smartphone. So, from the above it can be said that Marriott forest of Arden use different and effective ways to market than others.

Health and hygiene food and beverage

Maintaining health,safety and hygiene in food and beverage is one of the important function as it is considered by guests while making decision of selecting hotel.It is one of the important thing for manager to be considered and offer hygienic food and beverage to their guests in order to improve their health and do not have negative impacts on their healthy by providing poor quality of food.In addition,it can be said that food and beverage of Marriott and other hotels have direct access to quests health via food and beverage.Working staff mainly in kitchen operation handle all food items which their quests are going to eat so,it is important for them to follow sanitation and all practices related to hygiene.There is a requirement of having knowledge and skills of handling food with hygiene.There are several benefits or importance of handling hygiene include

Regular inspection of kitchen ; Manager of this hotel focus on regular inspection of kitchen as well as dinning areas in order to make health aspect up to the mark. **Personal hygiene ;**Staff of this hotel are trained and are skilled and they know the importance of maintaining hygiene.**Sanitizer;**Sanitizing kitchen tools and all utensils which chef and kitchen staff use for preparing food is other best way of maintaining hygiene.

CONCLUSION

From the above study, it has been summarized that maintaining quality of food and beverages played a vital role and considered one of the best operation of food and beverage. It has also shown different types of operations of hotel such as housekeeping food and beverage and others, All these main and important operation help hotels in accomplishing their goals and increasing customers experience. Food and beverage operations have several functions in which maintaining continuous quality played an important role. This function help hotels to the great extent in retaining as well as attracting their customers to the great extent.

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