

Covid-19 Pandemic Impact on the Food and Beverage Industry in the UK A Case Study of Marriott Birmingham Hotel

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Submission date: 18-Mar-2022 10:58PM (UTC+0000)

Submission ID: 173911582

File name: 15563_Simona_Pavalache_Covid-19_Pandemic_Impact_on_the_Food_and_Beverage_Industry_in_the_UK_A_Case_Study_of_Marriott_B_2134760115.docx (402.7K)

Word count: 7687

Character count: 41275



PLACEMENT PROJECT PROPOSAL

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MARCH 18, 2022

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BMIH6008

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Abstract

The following research has provided information regarding the impact of the pandemic on the food and beverage industry of the UK by considering the case of Marriott Birmingham Hotel. The research has been initiated with the introduction that has defined the background of the research, the significance of the research, the aims, and the objectives of the research. The introduction part of the research has defined various questions for the research, it has defined the research gap, the research rationale, research methods, and the hypothesis of the research. Further, the research has provided the methodology of the research by describing the research strategy, its justification, the techniques of data collection, and its justification. The research procedures, their validity, reliability, and generalizability have been projected in the research along with the procedures of data analysis and the American spelling clinical considerations by the researcher. Later the research has provided the section of data analysis and findings. In the section, the research has demonstrated the questionnaire that is circulated for serving the staff members and the managers of Marriott Birmingham to analyse the impact of Covid-19 on the business operations of the company along with their personal experiences. It has analysed the responses of 10 participants. After concluding the research, the last segment of the research has defined various recommendations for the company for improving its business after the effects of the global pandemic Covid-19.

Section 1: Introduction

This entire research is based on the impact of the COVID-19 pandemic on the Food and Beverage Industry in the United Kingdom. The focus of this research will be based on the case study of Marriott Birmingham Hotel which is one of the leading multinational companies known for its operating, licensing, and franchising lodging including residential, hotel, and timeshare properties (Mohammadi-Nasrabadi, 2021). This research will significantly help in gathering relevant information and data from several sources to interpret the impact of the pandemic on the Food and Beverage Industry in the UK about the Marriott Birmingham Hotel and the measures which can be adopted to attain high growth and overcome these challenges in the future.

This research will be structured in several sections. The first section will provide an overview of the research background including the significance, aim, objective and research questions. It will also include the research gap, rationale, research method, and research hypothesis. The second section will include the literature review, the third section will include the research methodology (data collection techniques, choice, method, etc.), the fourth section will include the analysis of the results both of the primary and secondary data collection, and the last section will contain the conclusion and recommendations about the entire research.

1.1 Research Background

According to Memonet al. (2021), the indiscriminate nature of the COVID-19 pandemic has disrupted the global economy and supply chains across the world, and this has imparted a huge blow to the food and beverage sector in different countries. Nationwide lockdowns and interruption in the global food supply chain have forced many businesses to shut down for months while also facing other challenges and complications.  1

1.1.1 Significance of the research

The purpose of this research is to assess the impact of the COVID-19 pandemic on the functions and operations of Birmingham Marriott Hotel while recommending measures that may help the firm to overcome existing challenges effectively. The reason behind conducting this research is that during lockdown it was realized that the most affected industry was the accommodation, food, and beverage industry because of the closure of the hospitality and travel sector. Therefore, with the help of this research, the impact will be analysed as well as measures that can be taken to enhance the growth of these industries will also be evaluated.

1.1.2. Research aim

The aim of this research is "To analyse the impact of COVID-19 pandemic on the Food and what measures may help Birmingham Marriott Hotel in overcoming such challenges in the future?"

1.1.3. Objectives

- To understand the impact of the COVID-19 pandemic on the food and beverage industry in the UK.
- To assess the problems and challenges faced by Birmingham Marriott Hotel due to the pandemic.
- To recommend measures that may help Birmingham Marriott Hotel in overcoming these existing challenges effectively

1.2 Research gap

It is a fact which no one can deny that the food and beverages industry of UK is large and competitive as well. Several articles are defining or estimating the impact of the COVID-19 pandemic on the Food and beverages industry of the UK. But it had been realized that it was difficult to find a journal article that contains data or information on the COVID-19 impact on the Birmingham Marriott Hotel. ^{Why?} The literature was mainly focused on the overall impact of the pandemic on the industry, it was not specific. To fulfil this research gap, this research will examine and collect both the primary and secondary data so that each aspect can be evaluated effectively.

1.3 Research rational

It had been observed that the COVID 19 pandemic had severally impacted the Food and beverages industry of the UK which had highly affected the business operations and functions of Birmingham Marriott Hotels and many others. ^{Cap. Error} Therefore, research will focus on the impact of the pandemic on this industry and what measures organisations like Birmingham Marriott Hotel and others can take to overcome such situations and business losses. The final analysis of this research will help these firms to enhance their business operations effectively in the competitive market of the UK.

1.4 Research methods

The research will be conducted through the collecting of primary and secondary data. The major data collection approach will be an interview questionnaire administered to employees

and managers at the Birmingham Marriott Hotel. Secondary data will be gathered through the use of literature, journal articles, and other sources.

Section 2: Literature Review

Impact of covid-19 in the food and beverage industry

According to Chowdhury et al., (2020), Covid 19 has affected all the nations of the world. Every type of industry is impacted, and it has had a significant impact on public health. Other operations, such as supply chain management, sustainable economic growth, and the medical business, we're also significantly impacted. The food and beverage business has been the largest industry in terms of output and consumption of food. The author added that the European Union agriculture and industry is responsible for the largest food, beverage production. **"75% of the bio-economy turnover, and they account for 80% of the employment in the overall EU bio-economy"** (Chowdhury et al., 2020). The author says that during the covid, the food and beverage industry has been largely affected. The different tiers like suppliers, internal production, distribution, and storage were highly affected. At the same time, they were a lesser market pull, their purchase power dropped as the people are not allowed to come out of their homes. The short-term effect that was felt by the industry is lack of buyers, there was a large drop in the sale and the food products have lesser shelf lives, many of the food was expired. The mid to long term impact showed little positive sign. The traditional cuisine and drink declined. Digital development grabbed control of the problem. The approach allowed for more human freedom and technology adaption, allowing food and beverage companies to see a new future of growth. 

Yilmaz & Şahin (2021) also added through their study, they added that **"the effects of COVID-19 on food and beverage firms were classified under 8 main categories and 30 subcategories"** This includes operations, employee problems, precaution and practice, social responsibilities,  support, and customer behaviours. The authors also examined the industry's crisis, both internally and externally. The authors explored the external factors of economic depression, foodborne disease, and political instability. This factor contributed to the fall of the outdoor business. The risk of illness infection has led people to avoid eating out and eating at home has become a new habit. However, a tiny food and beverage seller was also prohibited by every rule. They have to find their way out of this situation by themselves, people are more inclined towards buying food and stocking it. The author also added that **"The revenue of restaurants fell by 10% to 20% compared to previous years"** (Yilmaz & Şahin, 2021). Thus, the food and beverage industry has been affected from both ends.

Challenges in food supply chain during Covid 19

According to Hobbs (2020), the major effect that has been noted during the covid is the disturbance in the food supply chain. The effect on the supply chain has been affected by consumer buying behaviour. Hobbs described that during the pandemic the essential buying increased rapidly. The panic within the system resulted in people buying to fill their garage and sit at home. The amount of purchase increased rapidly as the process of stocking up supply started, this disrupted the supply chain, mainly the network link of the supply chain. The transportation network was already affected by the covid guideline, but after a period the pandemic resulted in the transport network being affected too. The other major difficulty that came across is the change in the routine of the working unit. At the same, online grocery delivery increased rapidly, this supply of the product had been shifted towards the home supply. With the new covid line, the worker has to adapt to the new training program and the cost of business also increase rapidly. But still, due to the disrupted supply chain network, the business had to take control of their expenses as well. Toward this issue "*robust and reliable supply chain relationships are central to enhancing supply chain resilience*" (Hobbs, 2020). The buyers and sellers actively collaborated, and their connection improved. It also helps the business function with flexibility, allowing it to meet demand and manage risk.

According to (Goudie and McIntyre, 2022) there had been a significant change in the sale, distribution, purchase, and consumption of food in the UK. The retail food environment was largely affected, the results of the food insecurity rate increased as well.

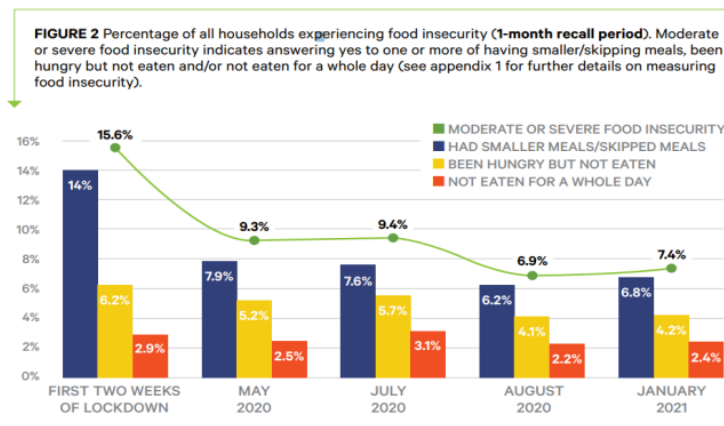


Figure 1. Food insecurity (Source Goudie and McIntyre, 2022)

Covid has enabled the world towards the gap that had been present in the market, the human nation failed to meet this challenge as none of the nations could ever fill this gap. The food

and beverage crisis had been shifted to the drop of food need; the supply chain had become the backbone of the business.

According to Le & Phi (2021), the hotel industry responded effectively and strategically, but the effects lasted a long time. The author divided this into phases, with the first phase being a pre-event and early system evaluation. This helps the business to reduce its investment risk and be able to keep maintaining its management process, *"these hotel groups can thus boost short-term returns and ensured cash flow in compensation for future revenue and profit loss"* (Le & Phi, 2021). The second phase was emergency management. The number of cases escalated swiftly, affecting the local population, causing cancellations, and forcing many hotels to adopt a protective posture. Hoteliers started following health and safety rules after government regulation. This includes the *"health and safety' procedures, where there the implementation of guidelines and reduces customers' concerns, such as enhanced cleaning and safety training for staff-customer encounters, especially in restaurant operations"* (Le & Phi, 2021). In response to this difficulty, the training had a significant impact on the firm. The hotel business was thus faced with a dilemma in the third phase of development. Hotel chains like Marriott have to focus on implementing new laws and policies. This includes *"14-day-compulsory-quarantine regulation opened a small window of opportunity for big hotels that have sufficient rooms, staff, health & safety standards, and connections with government bodies to provide quarantine services"* (Le & Phi, 2021). In phase 4, the step towards recovery took place. This tourism and hotel industry started to improve rapidly and *"the occupancy rate of US hotels reached 50 % in August after a dramatic drop to below 20 % in March 2020"* (Le & Phi, 2021). The hotel has recently changed its viewpoint on hygiene, health, and security issues. With no physical contact, the system promoted hospitality. Also, the new rule ensures that both parties have access to high-quality services and a healthier environment.

of HR in the company. It has reflected upon the importance of improving the commitment and morale of the employees in the workplace of the company.

Role of HR in sustaining the business of the company

It has been established that the practitioners of HR and the makers of the policy in the company assist in organizing and managing the matters of human resources. One of the most common strategies adopted by the HR department of the company is the factor of cost optimization. It helps the company in increasing its capital strength in the market considering the tough times of pandemic. The HR department also helps in outsourcing the required resources and required marketing practices for the company. Since outsourcing is one of the most prominent factors in the market that takes a major contribution from the role of the human resource department. It has occurred when the organization contacts other companies for getting services and products for its core and non-core activities (Mansor et al., 2018). There are various factors through which the human resource department of the company could align its practices with the strategies of the business developed by the company. The HR manager could develop an effective understanding of the company's business model and strategies for efficiently recruiting the talent and staff base in the company. The human resource manager could focus upon the functions of improving development and training, could take the measures of employee retention with the creation of an effective workplace environment. By assessing the current conditions of the market, HR could help in developing the policies of the company that would help in improving the functionality and the standards of the company by providing its competitive edge in the market. 

Importance of online training

One of the major reasons for the propagation of the pandemic is that the virus was spreading through the physical contact of the people. The attributes of providing online training to the employees of the company are one of the major actions taken towards eliminating the chain of the virus and its spread among the employees. The factor of online training persists in great importance among the front desk employees, chefs, and other staff of the company to sustain the consistency in the expertise of the employees. The impact of the pandemic has raised the demands of online and technology-based training programs. These programs established by the company focuses on improving the perception considering the interactions between the executives and the customers (Martyn and Anderson, 2018). This will assist in improving the brand image of the company along with providing a competitive edge to the company in the market. These training programs are usually composed of online training along with the tools that incorporate appropriately with the training material of the face-to-face ventures of training. The company also analyses the perception and the experiences of the guests before and after

the incorporation of technology-based training programs for not only improving the services of the company but also improvising the shortcomings of the training programs.

Importance of employee training in the company

It is one of the most beneficial factors for the company for improving its business and competitive edge in the market. It is necessary for the company for its nature, and level in the market. Its intensity may vary according to the specifications and the requirements of the organization. It is one of the important tools for educating the employees of the company, improving their effectiveness, organizing, and systemizing the conduction of the efficiency within the functions of the company. The learning cycles of the employees could be channelized with the constant sequencing of through certain steps that are the implementation of the steps through which the company could gradually identify the actual needs and requirements of the market for improving the expertise of the company. The training programs implement the effective planning, evaluation, and monitoring of the market factors, customer requirements, and the knowledge regarding the product for improving the standard of the company's workforce and eventually the company in the market. The training is crucial for absorbing the required experience, attitude, and skills among the employees.



Section 3: Research Methodology

3.1 Research summary

The aim of this research is "To analyse the impact of COVID 19 pandemic on the Food and Beverage Industry in the UK: A Case Study of Marriott Birmingham Hotel". The COVID 19 epidemic had a significant influence on the UK food and beverage industry, affecting enterprises like Birmingham Marriott Hotels and others. Thus, research will focus on the pandemic's impact on this industry and how organisations like Birmingham Marriott Hotel may overcome such conditions and business losses. The final analysis of this research will help these organisations improve their business operations in the competitive UK market.

3.2 Strategy research

This section of the research specifies the general research plan and approach. It helped organise, oversee, and execute the study. This study's research methods are both qualitative and quantitative. This research has used the case study of Marriott Birmingham Hotel in the UK for analysing the impact of the Covid-19 pandemic on the food and beverage industry. This part of the methodology determines how the answer regarding the research question is proposed (Mohammadi-Nasrabadi, 2021).

The various strategies used in this research are as follows

Case Study: This segment has provided a piece of comparative information regarding the business operations of Marriott Birmingham hotel in the pre and post covid times. The data is from multiple sources through various interviews, and observations.

Qualitative Interviews: Using this method, the researcher created questions that accurately measured and investigated the concerns, as well as the perceptions of company management and staff.  9

3.3 Justification of the strategy research

Case Study: The case study has provided information regarding the impact of the pandemic on the food and beverage industry. It has assisted in acknowledging the effects of pandemics over the work base of the hotel along with the training attributes in the industry. The research through the case study provides a multifaced and composite investigation of the issue.

Qualitative Interviews: A researcher should have some general questions in mind before preparing for an interview. In-depth interviewing, on the other hand, is about being able to make decisions 'on the fly ' as an interview proceeds, to ensure that data is acquired regarding the study subject, but without leading the respondent into an area where they are unable to explain what is most important to them (Fox,2006). Interviews improve the management of Marriott Birmingham Hotel workers. The questions are frequently interesting, short, and composite, making them simple to comprehend and allowing for a good recording of the participants' responses.  how?

3.4. Data Collection Techniques

There are two widely famous techniques of collecting data and desired information in the research is primary and secondary methods of data collection. Through the primary method of data collection, the researcher gathers information with the assistance of various interviews (Schuurman, 2020). Whereas the second approach of data collection focuses on collecting the information from various authentic and already published sources of information such as articles, journals, newsletters, books, and other documents (Olabode et al., 2019).

The techniques of data collection used in this research are as follows:

The primary technique of data collection: Through this method, this research has analysed the impact of the COVID-19 pandemic on the industry of food and beverages in the UK by concerning the case study of Marriott Birmingham Hotel and what type of training hotel employees received in the COVID-19 pandemic. For effectively analysing and comparing the

business model of the company before, after, and during the pandemic, for acknowledging the effects of the pandemic over the lives of managers and multiple employees of the company, the researcher has developed the questionnaire interview for the workforce of the Marriott Birmingham Hotel.

A secondary method of data collection: Through this method, has referred various published articles, journals, and PDFs for collecting the information regarding the effects of the Covid-19 pandemic over the food and beverage industry, the challenges incurred by the company in the effective functioning of the food supply chain, the strategic response from the hotel industry in the period of the pandemic, and the sustainable innovations developed by the industry of food and beverage in the times of pandemic.

3.5. Justification for the data collection technique

There are various advantages of using the primary method of data collection such as it provides authentic data that is specific to the nature of the study. This method provides up to date information that possesses high standards of reliability because it is majorly objective and is collected from the authentic sources that are the subject and the participants of the research.

The advantages of using the second approach of data collection are as follows, new of the major advantages is that it is economical and a cost-effective method of conducting the study, it is a time-saving technique that allows the generation of new insists based on previous analysis. This method provides a large amount of data from various sources.



3.6. Research Procedures

This section of the methodology describes various challenges regarding the issues of this research and defines multiple steps taken by the researcher for conducting the study.

The procedure of this research are as follows:

The research has been initiated by the identification of the problem that is the effect of the Covid-19 pandemic on the food and beverage industry of the UK and its implications on the business model and the workforce of the Marriott Birmingham Hotel (Mohammadi-Nasrabadi, 2021).

Further, the researcher has done a preliminary search of the data for determining the appropriateness of the essential information.

Then, the researcher has allocated various materials and resources required for effectively conducting this study.  Which is developing the questionnaire for the workforce of the company and allocating the online available resources appropriately.

The next step is analysing the collected data for producing the results of the research along with citing the sources of the paper appropriately.

The final step of the research process is proofreading the paper to improve its efficiency of the research paper.

3.7. Validity, reliability, and generalizability

The validity of the research defines the appropriateness of various data, processes, and tools used in the research (Rose and Johnson, 2020). This factor defines the degree of the accurateness regarding the concepts of the quantitative study. Two types of validity are test validity and experiment validity. It helps in determining the validity of the research questions, desired outcomes, and the methodology used.

The reliability of the research determines the degree of consistency and stability in the result of the research (Rose and Johnson, 2020). A measure of the research is considered reliable if its applications over a similar measurement align with the produced result.

The generalisability of the research helps in describing the degree of findings and collected data could develop the factor of generalised data from the case study. The factor of generalisability determines the extent of the outcomes from the study that could be implied over the concerning circumstances of the study (Dee et al., 2019).



3.8. Data Analysis Procedures

This is the process through which the data of the research is evaluated by the systematic application of the logical and statistical techniques used for describing, illustrating, recapping, and condensing the data. It is one of the crucial factors for ensuring the integrity of the data along with developing the levels of appropriateness and accurateness through the analysis of the research findings. The process of data analysis in this research defines developing the plan and hypothesis of the research, collecting the data through the methods of primary and secondary data collection, summarizing the data with appropriate and descriptive statistics, developing the estimates through inferential statistics, and interpreting the results.

The major objective that concerns the procedure of data analysis defines the determination of the objective, collecting data, cleaning, and filtering the data, interpreting the information, and

determining the results from the surveys performed and the analysed secondary data in the literature review of the research.

3.9. Ethical Considerations

This section determines the set of guidelines and principles being followed by the researcher in designing and practising the research (Brittain, 2020). These principles determine the effective consideration of informed consent, voluntary participation, sustaining the confidentiality, the anonymity of the subjects along with avoiding the factors of potential harm to the subjects of the research.

The attributes of ethical consideration used by the researcher in this research are as follows

Informed Consent: All the participants that are managers and employees of the company have been informed accurately regarding the objectives and benefits of the study before conducting it.

Voluntary Participation: The subjects and the participants of the research were provided with the free will to include themselves in the study of the research.

Social Responsibility: The researcher takes the responsibility and the accountability of sustaining their civic duty while producing the study of the research, along with contributing to the society the research should sustain the confidentiality of the participants.

4. Data Analysis and Findings

To conduct the research the interview size has been taken to three respondents that have been asked to take part in the activity to respond to questions, the people who have taken part were managers and employees who are working within Marriott Birmingham Hotel within the food and beverages department.

Interview

Interview questions

Question 1 - For how long have you worked in hospitality?

Question 2 - What made you join the hotel industry?

Question 3 - Can you tell me what attracted you to work in Food and Beverage department?

Question 4 - For how long have you worked for Marriott?

Question 5 – Can you tell me about the training you had when you joined Marriott?

Question 6 – Can tell me how Marriott Food and Beverage department staff we're before the Covid-19?

Question 7- What is your opinion of the guest's behaviour after the pandemic?

Question 8 – Can you tell me what training you had related to Covid- 19?

Question 9 – In your opinion, how efficient are the staff since returning to work after the pandemic?

Question 10 - What improvement can be made in the department training and staff?

Analysis of interview of E

The interview has been conducted with one of the people working at the Marriott hotel within the food and beverages department. The main reason for the interview was to attain the answers to the questions which were focusing upon the changes that have taken place within the food and beverages department of the hotel after the Covid-19 pandemic. As per the analysis of the interview, it has been found that the person who is been interviewed has worked within the hospitality industry for about 15 years and 6 months. The person who is been interviewed named is E has taken the decision to come to the UK as her sister was living there and while finding a job, he has found a vacancy in the hotel and when applied got the job, so the activity which influenced him to work within the hotel was only the availability of job vacancy.

When been asked further questions, when further questions were asked, it was discovered that E, had worked in the hotel's food and beverage department, and the thing that drew her in the most was the fact that people from various countries and backgrounds arrived at the hotel, each with their own storey to tell, and because E, was curious to learn about the people, she enjoyed managing and fulfilling their needs. And this is what she is losing out on as she works in the aftermath of the epidemic when social interaction has been reduced.

According to E's response, the Marriott Birmingham Hotel is actively engaged in providing training to its employees in the pandemic, changes in training methods have been analysed. The employees had three Risk Assessments related to Covid-19 which are general COVID-19, F&B COVID-19, meetings & events COVID-19. Also, a large number of employees are not allowed to gather in one location. Employees are given active training on how to interact with

visitors while wearing a mask, PPE gear, and gloves. Managing social distance and achieving optimal workplace sanitization.

Before the pandemic, it has been found that the staff was found to be attentive and much engaged within the work. But as the changes have been implemented after the pandemic the employees take interest in work but also the pandemic shows them what is most important as individuals and how valuable time is.

The food and beverage department used to have a wide range of food products, but currently, most of the meals are being added fresh based on client desire, such as vegetarian dishes, which are now more prevalent and healthful.

As per the further analysis of answers given by E, it's been suggested that for staff the training for being attentive, engaged, and having effective communication while keeping social distancing is necessary.

Further from the analysis of the response, it has been found that after the pandemic and returning to the hotel there were fewer people who have joined the job back most of them have left and this caused the burden of work to increase, leading the staff to feel tired and feel demotivated.

Analysis of interview of V

By interviewing the interview V, several answers are being gained about the situation of the hotel industry as before and after the pandemic. With the help of analysing the answers of V, it's been found that V has worked within the hospitality industry from the age of 15 years. V has decided to join the hospitality industry as a person who has worked in various restaurants and pubs this made V curious to work within the hotel. V's perception was that within a hotel a person can learn many things and can attain more efficient training than any other place.

V has chosen the food and beverages department as one had the skills and knowledge of working within the department, for the past 4 and half years V is working at the Marriott hotel and found it to be amongst the best once so far.

As by the analysis of the further answers given by V, it has been found that the Marriott is actively taking interest within making its employees training for that it has developed a training page named "Marriott mgs" which can be login by entering the access code. On the portal, there are various training sessions amongst which every month 2 new training has been given to employees. V while working in Marriott have attained training for restaurant menu, human trafficking, restaurant drinks, evacuation to fire, and terrorism.

Before the Covid- 19 at the Marriott hotel in which V was working there were a large number of employees within the food and beverages department, about 17 people were there within the department including the full-timers, casual workers, and part-timers. It has been found by the response that after the pandemic the behaviour of the customers has changed it has become more comprehensive. The problem which is been attained is that the customers raise a demand to attain the service same as they were attaining before the pandemic.

After the pandemic the training session of the Marriott Hotel has attained changes that is the training is given for ensuring social distancing, to clean and disinfect the public spaces and the ways to serve customers.

While asking for the suggestion to be made within the department of training and staff, there is a need for a team to train the staff more efficiently and the need of more staff.

Analysis of interview of P

As per the analysis of the interview answers been given by interviewee P it has been found that the P was been working within the hospitality industry for almost 6 years. P has decided to join the opposability industry as he has done his graduation within the stream hospitality and tourism management which have provided him with the interest to further look for a job within the same sector. Within the hotel industry, P is working within the food and beverages department, P has chosen the department as one had a love for food and like to interact with the people to fulfil their demands. For the past 4 months, the person is working within Mariotte hotel and has been provided with the training to analyse the risk, to attain safety measures, human trafficking, and work within heights.

When been asked about the staff number within the department before the pandemic P was not aware as the person is new at the Hotel. P has replied that the guest's behaviour has changed after the pandemic they prefer a place to be hygienic and to be aware of the surroundings and while talking to the staff they remain polite.

After the pandemic the employees return to the hotel, they are being provided to properly take care of themselves, wear the PPE kits and gloves, wash their hands continuously, keep safety at the workplace. As per the further analysis of the answers, it's been seen that the staff is not much efficient at work they are found to be lazy and taking less interest within work. As per P, there is a need for the department to attain improvement that is to train the employees more regarding communication of daily tasks.

As per the analysis, the outcome is that much difference has come to the hotel industry. Whereas the Mariotte hotel is providing the employees with different training. The food and

beverages department has added the new vegetarian dishes and the need is to motivate and train employees to stay engaged at work.



5. Conclusion

As a result of the foregoing research, the food and beverage sector has seen several challenges and adjustments since the outbreak of the Covid- 19 epidemic. According to the findings, due to the various restrictions imposed on travelling from one country to another, the availability of certain raw materials and goods was not possible, causing suppliers to be unable to deliver the goods and raw materials when required, resulting in delays in the production of goods and delivery to customers. The entire procedure resulted in issues for the food and beverage business (Mohammadi-Nasrabadi, 2021). Furthermore, it has been determined that consumer wants, and needs have changed, resulting in a decrease in staff spending power. As a result, the business's client base has decreased, resulting in lower sales and earnings for the food and beverage industry. As client preferences have changed, the introduction of new technologies in the market, namely digital development, has occurred within the business, assisting in the increase of sales and profits in the food and beverage industry. According to the research, consumers began stockpiling items during the Covid-19, resulting in a rise in product demand and a decrease in supply, particularly for daily-use products.

6.Recommendation

Marriott Birmingham Hotel could incorporate the measures of effective social distancing by making their staff stand at the appropriate distance, avoid crowding in their venues, and allow a limited number of people in their ventures (Greenstone and Nigam, 2020). The company could monitor the temperature of the employees constantly along with monitoring the temperature of the visitors and the guests. It will help in decreasing the propagation of the virus. The company could promote cashless transactions for promoting handleless transactions. Along with this, the company could provide the facilities of sanitization in their premises for their staff base and the guests.

The company could improve the bars of returns from the investment through its expenditures from the marketing. The effective marketing of the company over online and offline ventures could improve the sales of the company, the business of the company from its product line, along an improved brand image of the company (Johnson et al., 2019). The attributes of digital marketing could also boost the ROI for the company in the post covid times by developing effectiveness for the customer value, by identifying the market opportunities and propagating automation in the functions of the company.

The company could improve its standards of hygiene and safety for establishing an effective image of the company in the market regarding the provision of quality services in post covid times (Mohammadi-Nasrabadi, 2021). The safety standards could be improved by training the employees effectively regarding the implication of new guidelines, constantly cleaning the premises of the hotel, using multiple labels and signs, developing a partnership with the occupational clinicians, ensuring the vaccination of every employee, improving the health and safety policies, and ensuring that every employee has the right equipment and tools of concerning inspections.

13

Run-on sentence

The company could incorporate cloud kitchen in its business operations. This would help the company in gaining various advantages in its business such as low cost of operations, flexible option for the menu, it could gain the advantage of tracking the data, the company could manage the quality of the food effectively, the company could sell its services cost-effectively and gain more customers, it could incorporate the strategy of multiple brands under one roof, could easily expand the business, and gain more customers over an effective source of business (Upadhye and Sathe, 2020).

Run-on sentence

The company could incorporate the strategies of improving its business through the measures of providing effective customer service. The company could train its employees effectively for improving the quality of the assistance provided by the consumer executives of the company, The company could improve its efficiency in providing quick customer service and resolving the issues of the customers (Midor, 2018). This will enhance the brand image of the company through positive word of mouth along with enhancing the loyalty and the customer base of the company.

It's been recommended to the industry to make use of Artificial intelligence and search engine optimization to find needs and the demands of the customers and as per that to develop the products which will attract new customers as per Di et al., (2020). As the customers will be provided with the products and services which they require this will make them attain satisfaction thereby leading the industry to attain an increase in sales and profits and to come up from the losses it has attained due to the pandemic.

The other recommendation is to use social media and online platforms as due to the pandemic the people have attained the fear of getting infected and due to this have become more and more reliant upon purchasing from the online source as per Lau, (2020). The food and beverages selling organization must aim to sell the products with the help of online platforms and to engage a large number of consumers, thus this will help the organization to attain an increase in sales and profits.

As the people have become more and more concerned about their health after the pandemic this has led to the rising of products that are healthy and are eco-friendly products as per Hesham, Riadh&Sihem, (2021). So, the organization within the food and beverages industry must focus on producing products that are healthy and the packaging of the products must be made from eco-friendly raw materials. This will engage the customers who are concerned about their health and well-being and support purchasing of products which are ensuring the conservation of the environment.

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Covid-19 Pandemic Impact on the Food and Beverage Industry in the UK A Case Study of Marriott Birmingham Hotel

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

50/100

Instructor

1. Research-informed Literature. 7/20

Specific to this assignment:

You should have shown a wide level of reading from a variety of sources including academic journals and academic based websites. In particular referencing academic sources for theory specific to the Hospitality Industry and as recognised as good practice within the working environment.

2. Knowledge and Understanding of Subject. 10/20

Specific to this assignment:

You will have referred to relevant examples of success. Not needing to explain these in depth but having introduced them briefly before analysing them and offering realistic recommendations for others, this will include relevant placement-based referrals and examples, also considering different international perspectives.

3. Analysis. 15/30

Specific to this assignment:

The task specified what was required of you and you should have answered only the question set fully, drawing on conclusions from the content of your work and providing a direct answer to the question that you

have included within your topic choice. You will also have demonstrated the research methods that you have used for gathering information to support your writing, and any specific research theories that were relevant. This will have further demonstrated your skill in selecting appropriate theoretical tools for practical analysis within the workplace and underpinning good management practice.

4. Practical application and deployment. 8/15

Specific to this assignment: You should have deployed your chosen examples and wider reading to illustrate the points you make, much of this information has been gathered during your placement, or through your previous modules and has become an area of interest to you.

5. Skills for professional practice. 10/15

Specific to this assignment:

You will have written the report in a recognised format. All writing should be in academic style, formal, focused, concise, and subject specific. It should use a font of Arial 11 point or Times New Roman 12 point and be 1.5 or double spaced. The work that you have submitted will have been original to you, and supported by credible resources, these will have been properly cited within your work using the Harvard referencing system. The word count will have been followed + or - 10%, as a skill required at Level 6 to follow assessment guidance, and this will have been demonstrated.

Summary:

Simona your work shows you have knowledge and understanding of the topic, but what it lacked was extensive literature to expand on your writing. With only 24 references this was

evident in your writing when it became descriptive. More was needed to explain how you obtained your research objectives, analysing your results with graphs and displaying data in a more effective way to enhance your marks.

PAGE 1

PAGE 2

PAGE 3

QM

American spelling

American spelling used in assignment, change to English version

PAGE 4



Comment 1

what impact does this have on the hotel?

PAGE 5

QM

Why?

why?

QM

Cap. Error

Capitalization

PAGE 6



Comment 2

what does all this mean though, be careful not to be too descriptive in your writing

QM

Missing ' '

Missing ' '

PAGE 7



Comment 3

date

QM

citation incorrectly formatted

This citation is incorrectly cited. Please refer to Harvard referencing guide

Additional Comment

only put date in brackets



Comment 4

explain the data - your writing should then refer to figure 1

PAGE 8



Comment 5

rather than always quoting, paraphrase the authors words

PAGE 9



Comment 6

already have figure 1 above - correctly format your images

QM

Cap. Error

Capitalization

PAGE 10



Comment 7

how will this benefit your chosen hotel for example?

PAGE 11



Comment 8

these sections lack literature to support your discussion points - more is needed here

PAGE 12



Comment 9

why chose qualitative over quantitative for example? Expand on your reasoning

QM

how?

how?

PAGE 13



Comment 10

literature to support?



Cap. Error

Capitalization



Comment 11

how reliable and valid was your research?



Comment 12

could you have displayed your work differently - eg graphs and then analysed them?



Comment 13

how though? What is defined as effective training?



Run-on sentence

The sentence contains two or more independent clauses. Separate the clause with a period or semi-colon



Run-on sentence

The sentence contains two or more independent clauses. Separate the clause with a period or semi-colon