

“Hotel Food Marketing: Cross Road Ahead”

By

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ABSTRACT

The hotel industry is playing a prominent role in providing services for meals and facilities for individuals, groups and carrying business transactions in the form of meetings, conference, workshop and entrainments. In present era hotel industry helps to boost tourism service sector because of hotels. Thus, a hotel industry is known as one of prominent service industry where food and accommodation has provided. The researcher has selected “Hotel Food Marketing: Cross Road Ahead”. Hotel is a business enterprise, perhaps, one of the oldest commercially marketed services renderers in the world. The researcher has interviewed 966 customers and 19 hotel authorities with 144 parameters in stratified, clustered and snowball sampling methods and drawn 98 findings, 109 applied suggestions, 12 practicable models regarding the study problem and 18 future research areas have suggested. The researcher has suggested for prepared food service marketing, food preparation management, marketing strategies, marketing mix models, alternative reuse of waste food, consumer behavior and perception, experimental models etc.

Key Words: *Hotel Food Service Marketing, Food Waste, Newspapers, Quality of Food, Good Services.*

1. INTRODUCTION:

The hotel industry has been playing a prominent role in providing meals and facilities for the people and business for meeting and conference. The hotel industry has been contributing to national development and supporting to the other industries and business activities. In present era

hotel industry helps to boost tourism sector because of hotels are important attraction of visitors who spend valuable time with pleasure. The hotel industry is known as one of prominent service industry provides food and accommodations of which the researcher has selected prepared food service marketing and waste control in the selected hotels of Kolhapur city area of Maharashtra state in India. Hotel or Inn has defined by British law as hotels means “place where traveler can receive food and shelter, provided he is in a position to pay for it and is in a fit condition to be received”, hence, a hotel must provide food service (and beverage) and lodging to travelers on payment and has, in turn, the right to refuse if the traveler is drunk, disorderly, unkempt, or is not in a position to pay for the service. Thus, the hotel industries are, perhaps, one of the oldest commercial services rendering industry in the world. India has its unique culture, traditions and above all natural resources have attracted people from all parts of the world and provided temporary shelter to utter strangers and mere 'birds of passage' in institutions such as 'Saraikhanas' or 'Panth Niwas' or 'Dharma Salas' or 'Vihar' or 'Hospice' or 'Musafirkhana', 'Khanawal' etc., all these institutions were intended to be public houses for lodging for travelers, similar to the inns in western countries. Considering the importance of hotel industry the research has focused on prepared food service marketing and food waste management. In the pilot study, it has found that there was no specific study has undertaken on this title in Kolhapur area. **'FOOD'** is the basic need of human being where 'prepared food' management and minimization of waste with maximize the sale of prepared food is required. So, the researcher has written an article entitled, ***“Hotel Food Service Marketing: Cross Road Ahead”***. It has covered the perception of customers and attitude of hotel employees with cross-cultural behavior of different customers in the selected area. The writer has referred age, qualification, number of dependents, income level, frequency of the hotel visit, quality of food, quantity of food, occupation; customers' habits, etc. like **144** variables for knowing problem of prepared food waste in the sample hotels.

Waste it has not just created when consumers through items away. The waste it is generated according to WHO (*World Health Organization*), waste it has defined as ***“every substance or object arising from human and animal activities that has to be discarded as useless or unwanted”***. Consider global scenario near about 30% food create as waste and approximate

value of 31 corer dollars create as food waste in developing country, it means 1/3 create food waste out of world production. Furthermore in India about 70% people have facing hunger problem but also near about value of 58 thousand crores of food waste annually create in India (FAO).¹ Therefore, prepared food service marketing and food waste management has the challenging job to the hotel industry in the world, India, Maharashtra and Kolhapur too. Hotel industry is a service industry where different types of prepared food have marketed and served to the customers.

2. OBJECTIVES OF THE STUDY:

1. To know the prepared food service marketing and waste management and alternative reuse in the sample hotels.
2. To know the consumer behavior and perception of the consumers in the sample hotels regarding food service marketing and food waste.

3. HYPOTHESIS:

H₀. Management of prepared food service marketing and waste has not considerably ignored by the hotel authorities in the sample area hotels, where Food Service Management need not require alterations in the selected hotels.

H₁. *Management of prepared food service marketing and waste has considerably ignored by the hotel authorities in the sample area hotels, where Food Service Management needs alterations in the selected hotels.*

4. DATA ANALYSIS AND INTERPRETATION: “Hotel Food Service Marketing: Cross Road Ahead”

Table No.1: Criteria (s) to visit the specific hotel for meals:

Sr. No.	Particulars	Respondents	Percentage
1	Quality of Food	367	39
2	Quantity of Food	23	02

3	Affordable Price	56	05
4	Good Service	339	35
5	Cleanness	45	05
6	Sufficient Parking	22	02
7	Other (<i>Specify</i>) All Above	114	12
8	Total	966	100

Source: Field Work

Table No. 1 indicates the criteria to visit a specific hotel for meals. The researcher has checked the criteria behind visit to a specific hotel for meals. *This attribute indicates criteria to visit a specific hotel for meals as quality of food, quantity of food, affordable price and good service, etc. These alternatives and food service marketing also food waste control having correlation.* 39% sample respondents have narrated that quantity of food is the criteria, and 35% sample respondents have focused on good service. 12% sample respondents have mentioned other reasons include quality, quantity, price, service, cleanness and parking etc., factors have considered. 2%, 5%, 5% and 2% sample respondents have quantity, price, cleanness and parking criteria respectively for visiting the specific hotel for meals.

It is interpreted that quality of food and good services are the basic criteria for the visit to a specific hotel in the sample area. It has observed that customers are bothered more about quality and services rendered but not the quantity, cleanness, parking and price. It can be noted that according to the customers; quality of food and services is more important. Food quality is a significant variable in a hotel business whereas this leads toward more or less prepared and served food waste. It may be interpreted that better is the quality lesser is the food waste and vice versa. It is also interpreted that customers are coming to the hotel for comfortable meals which demand very good services from the hotel management. In this study, respondents have also emphasized or focused on good services. It reveals that services are also very important such as quick, neat, polite, appropriate services are required in the hotel industry. Hotel industry is the services sector industry where rendered services are more significant. The customers are coming to the hotels for enjoying food with services and hospitality. ***The researcher has worked as***

honorary waiter in a few hotels for observing purpose and cross checking the collected data. It has observed that the collected facts are true that the customers are really coming for ‘test’ and hospitality. Kolhapur people are rich for their “eating habits.” Considering marketing point of view the hotel management should take due care through advertisement regarding quality of food and hospitality. Hotel customers are verities in nature where different factors have been affecting on food order and consumption. It is depicted that to improve the customers’ visit to hotels, effective advertisement and hospitality should be provided. It has depicted that customers are very particular about food quality and hospitality. It has noted that quality of food has a significant impact on visit criteria to a specific hotel. Hotel customers are expecting very good services from the hotel management like as quantity, price, cleanness and parking have not emphasized by the customers. It means that there were variables are less important in comparison with quality and services. It is noted that price, cleanness and quantity should have equal and high importance in the hotel industry. To maintain the quality hotel management should focus on quantity, price and cleanness in the hotel food. They should tell the customers about their variables. Hotel management should declare quantity of each dish in grams with detail ingredients in it. Hotel Owners Association should establish uniform quantity in all hotels in the sample area food dishes; price should be about uniformity in similar nature hotels. Cleanness norms should be strictly implemented, and self motivated practices should be adopted in the sample hotels. Workshops, trainings, should be conducted for cleanness. **“Six Sigma and 5 Ss”** Japanese concept should be implemented for quantity, price and cleanness. Daily welcome, free prepared pan, visit discount (discount on the number of visits), bill discount (discount on total bill amount), seasonal discount, happy hour discount, discount for couples, 20% to 30% discount on the bill amount, if, customer has not wasted any ordered food item, etc. which is practicable possible in the sample area.

Table No. 2: Approximate Cost of Food Waste (per dish):

Sr. No.	Approximate Cost	Respondents	Percentage
1	Rs. 10	15	79
2	Rs. 20	00	00
3	Rs. 30	00	00
4	Rs. 40	00	00
5	Rs. 50	04	21
6	More than Rs. 50	00	00
7	Total	19	100

Source: Field Work

Table No. 2 reveals the approximate cost of food waste per dish. *This question has asked to know the cost of food waste; this information is very much required for determination of food waste control strategy.* The 79% respondents (majority) said that during prepared food consumption food waste cost is Rs. 10 per dish and remaining 21% sample respondents said that, approximate cost of food waste is Rs. 50 per dish.

Considering the above facts and figures it is interpreted that, in Kolhapur based hotels have rush of customers for prepared food consumption. Going to the hotels for food consumption is a good indication to the hotel industry whereas it indicates good standard of living of the study area people. It also revealed that prepared food waste per dish is Rs. 10 and indicates serious signal to the Indian mass population. Considering per dish, per person and total one hotel customers and all hotel customers in the sample area and in the nation, which is very serious quantity and amount of waste in the hotel industry. Considering the average price of vegetarian per dish is up to Rs. 75 to Rs. 100 (minimum) and non-vegetarian 'Handi' approx cost upto Rs. 250 to 500 per 'Handi'. It is also found that, per dish about 10 -20 gm prepared food waste, which is the considerable quantity. Considering wastage per dish is Rs 10 X 2 dishes per person X 168 average customers per day and per hotel X 19 sample hotels in the study area X 365 days in a year = Rs 2,33,01,600 food wastage per year and Rs.63,840 per day in the sample area

(figures are approximate) [According to customers the per day waste is Rs.1,11,685. Refer Chapter No. 4, Table No 4.47] {Difference in wastage of ordered food in rupees between customers opinion and hotel management opinion is Rs. 47,845. This difference may be the perception of customers and hotel authority. It indicates that there is a considerable waste in the hotel industry. This data indicates that factual information regarding prepared food waste and consider minimum cost of waste, which was incurred for prepared food waste, it adversely affect on growth and performance of hotels and our nation too, whereas major issue is food securities. It is depicted that 10 to 20 gms prepared food waste as per dish and its cost is Rs. 10 and selected hotels spending Rs. 1,11,685 per day which is not good to India, especially developing and undeveloped countries. This data provided factual information regarding prepared food waste, which negatively affect on hotel performance. **Moreover, it is understood that prepared food waste arise due to improper marketing and food services.**

Table No. 3: Steps taken for prepared food waste management:

Waste Management Steps	Yes	Some Time	Not at All	Can't Say	Total	Median	Std. Deviation
Proper collection of waste food from restaurant	14 (74)	00 (00)	05 (26)	00 (00)	19 (100)	1.00	1.357
Classification of Waste Food	04 (21)	02 (11)	13 (68)	00 (00)	19 (100)	3.00	0.841
Storing properly - Waste Food	16 (84)	00 (00)	03 (16)	00 (00)	19 (100)	1.00	0.749
Cleaning of dustbin before and after use	17 (89)	02 (11)	00 (00)	00 (00)	19 (100)	1.00	0.315
Proper transport of waste food	15 (79)	04 (21)	00 (00)	00 (00)	19 (100)	1.00	0.419

Proper dispose off of waste food	05 (26)	02 (11)	00 (00)	12 (63)	19 (100)	4.00	1.374
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Source: Field Work

Table No. 3 shows the steps for prepared food waste management including steps as proper collection of waste food from restaurant, classification of waste food, storing properly waste food, cleaning of dustbin before and after use, proper transport of waste food and proper dispose of prepared waste food. *Herewith, researcher is noted that, these types of steps or waste management practices are found in the selected hotels and this opinioned by selected respondents (Hotel Authorities). This information is required for determination of minimization of food waste strategy in the hotel industry.* From the above table almost all hotels have been collecting properly waste food from the restaurant i.e. 74% and remaining 26% are could not collect properly waste food, followed by 68% (majority) respondents can't classified prepared waste food and 21% are classified prepared waste food and 11% are classified 'sometimes', then, 84% respondents said they have the store properly prepared waste food and 16% are said 'not at all'. Furthermore, regarding cleaning of dustbin; 89% (majority) respondents are said that they made cleaning of dustbin before and after use, and 11% respondents are the clean dustbin after and before use as sometimes, and 79% respondents transport prepared food waste everyday through municipal corporation dustbin or van and some said transport prepared food sometimes, moreover, the last step of prepared food waste management is as disposal of prepared food waste i.e. 63% (majority) respondents are not dispose of prepared food properly, followed by 26% disposed off prepared food through 'Biogas' consumption and use for manure and least 11% respondents said that they are dispose of prepared waste food 'sometime'.

Considering above the information it is interpreted that almost all selected respondents have collect prepared waste food i.e. 74% but the majority 68% respondents could not classify prepared waste food and collected food generally stores in dustbin and almost all respondents i.e. 84% are made the clean dustbin before and after use of it, beside this prepared waste food transport through Municipal Corporation van or dustbin, but also the majority (63%) respondents could not properly disposed off waste food. This data shows in Kolhapur based hotels adopted

general or traditional practice for prepared food waste management (except some hotels) and due to this; mostly hotels are responsible for the environment degradation (except exception). Thus, researcher it is suggested that, considering social responsibility hotel industries should come ahead and take concrete decision regarding prepared food waste. Considering this it is noted that in Kolhapur city area “Kolhapur Hotel Malak Sangh” took initiatives for the motivate hotel owners for the prepared food waste management e.g. Biogas, Decomposers for manure, which best for agriculture and conserve energy and donate edible food to Beggars etc., but these efforts are not satisfactory.

Table No. 5: Total Quantity of Daily Food Waste:

Sr. No.	Total Quantity of Food Waste	Respondents	Percentage
1	1 - 10 Kg	00	00
2	11 - 20 Kg	05	26
3	21 - 30 Kg	06	32
4	Not Fixed	06	32
5	Can't Say	02	10
6	31 - 40 Kg	00	00
7	41 - 50 Kg	00	00
8	51- 60 Kg	00	00
9	61-70 Kg	00	00
10	71- 80 Kg	00	00
11	81- 90 Kg	00	00
12	91 - 100 Kg.	00	00
13	Total	19	100

Source: Field Work

Table No. 5 indicates the total quantity of daily food waste. *This attribute has set to know the quantity of daily food waste, which helps for determination of methods of food waste in the hotel industry.* 32% sample respondents said that, total quantity of daily food waste is 21-30 kg per day, and 26% are mentioned 'not fixed' followed by 26% are said 11-20 kg waste and 10% respondents 'could not' expressed opinion regarding the total quantity of daily food waste

It is interpreted that 32% respondents said 21-30 kg total quantity of daily food waste and 26% are said 11-20 kg per day and it is noted that 42% (32%+10%) respondents are unaware about quantity of prepared food waste per day. However, it is found that in Kolhapur city area hotels creates 30-35 kg per day prepared food waste, and aggregate prepared food waste by selected hotels is approximately 665 kg per day, this waste adversely affects on performance of the hotel, cost of food preparation and environment too. It is also interpreted that in Kolhapur based hotels created huge quantity of prepared food waste, the reason behind that is poor quality of food, the excess quantity of food, bad smell and odor, immaterial in prepared food dish, and improper services etc., all these factors are responsible for prepared food waste. However, Kolhapur based hotels trying their level best to provide better services to customers. It is depicted that, in the sample area hotels have been creating approximately 20-30 kg prepared food waste per day per hotel said by majority sample respondents and on the other hand 42% (32%+10%) respondents are unaware about prepared food waste, and they are not aware about prepared food waste. This data shows the situation of prepared food waste, which adversely affect on the environment and also growth and performance of hotels. The reason behind more quantity of prepared food waste is due to improper marketing practice i.e. improper prepared food service by untrained staff, ignore quality and quantity of prepared food, non cognizance at reception, communication gap between customer and hotel staff (particularly waiter), wrong marketing advertisement (club facilities, packages for family stay) etc. Considering this *it is found that this is thrust the area of research i.e. how to functional aspect responsible for prepared food waste and waste management.*

5. CONCLUSION:

This research has covered hotel management perspective regarding marketing of services and prepared food waste and food waste management in the sample area. This article has analyzed '7' variables by tables, diagrams, statistical tools with deep interpretation, conclusion and findings. The researcher has found quality is the significance criteria behind reparative visit to hotels. It is found that more than 126 kg average input of raw material per hotel per day has been introducing, different size hotels, average output from 1 kg of input is about 1.5 kg to 1.75 kg, size and weight of the dish, hygiene, food orders determinants, perception of customers, different service offered by the hotels, food consumption and physical personality etc., variables have interpreted. The perspectives regarding marketing of prepared food services and wastage control of orders food. The respondents are very eager to minimize the waste. To minimize the ordered food waste the hotel authority should provide food as per requirement of the customers, provide very effective services, ask to the customers to order limited food, to appoint skill full staff, train the customers to take the food how much they want etc. in the hotels. The hotel authority has narrated that the customers are unaware about the food waste control. It is also found that there is no anywhere has painted or exhibited regarding '**not to waste food**'. Considering above analysis the set hypothesis and alternative hypothesis, "Management of prepared food service marketing and waste has not considerably ignored by the hotel authorities in the sample area hotels, where Food Service Management need not require alterations in the selected hotels" and alternative hypothesis, "*Management of prepared food service marketing and waste has considerably ignored by the hotel authorities in the sample area hotels, where Food Service Management needs alterations in the selected hotels*" has proved.

6. REFERENCES:

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