

A Study of Management of Food Service In The Catering In India

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ABSTRACT

Information for the Catering Management Technology is retrieved from a central database using a database-based system. In order to hire a caterer for special occasions like weddings and parties, customers utilize a website that lists all of the available options. It is a government-run business that operates hotels, restaurants, and the reservation systems for trains all over the world. Since then, IRCTC has been consistently working to enhance the quality of service at its dining facilities. Technology-enabled goal. The restaurant industry is undergoing a profound change as a result of the upheaval caused by the u-commerce revolution. At this juncture, the model may benefit from a deeper understanding of the critical "take-away" expectations of restaurant partners. The majority of hotels are owned and operated by single individuals, and most hotel managers have bachelor's degrees. For the purpose of assessing the catering services, a well-structured evaluation tool was created. After using factor analysis to isolate relevant service practices, we used one-way ANOVA to examine whether or not certain demographic factors were correlated with those practices in the food service industry.

KEYWORDS: - customer service, gastronomy, tourism; Food and Beverage, catered

INTRODUCTION

Every time a person spends more than a few hours away from home, they need to find somewhere to stay. It might be anything from a quick bite to eat to a full supper if the person's house is too far away to be a practical eating option. A person may wish to drink anything, such as tea, coffee, juice, or an aerated drink, throughout a long work day, even if they bring a packed lunch. As a result, we need organizations that can provide nourishment on demand. The catering business is responsible for these functions. To varied degrees, the catering business stands in for the home-cooked meal. Historically, India's infrastructure was geared around pilgrims. Such a business exists even now, providing a reasonably priced location to stay and eat. Moreover, it is customary to provide prasad or langar to worshippers at sacred sites. In a similar vein, all Muslims are guaranteed a meal at sunset during the holy month of Ramadan. These meals are all made in massive quantities, by people who have the necessary knowledge and equipment.

One of the most vital businesses worldwide, tourism and travel has gained immense importance in recent years. In spite of slow economic growth in developed economies and geopolitical tensions in some regions, the Tourism & Travel sector still accounts for a large part of the global economy (estimated to be approximately 9% of global GDP or US\$ 7 trillion in the year 2015) and employment, while the number of international travelers continues to increase. The

Tourism & Travel industry is expected to expand at a yearly rate of 4%, as reported by the World Travel & Tourism Council (WTTC) in 2015. As an industry, tourism and travel are often seen as difficult to navigate. The Attraction, Lodging, Transport, Infrastructure, and Supporting Facilities industries have all been rolled into one.

Franchised restaurants like Pizza Hut, McDonald's, Domino's Pizza, KFC, etc., drove the early expansion of online order and delivery of food and drinks. Third-party owned apps serving as multi-restaurant intermediates began appearing later (Yeo, Goh, & Rezaei, 2017). You may choose between two different formats when working with third-party software. There are two types of food delivery services: (1) R2C, in which the restaurant itself handles the delivery process, and (2) P2C, in which a third-party platform handles the delivery. More and more people are joining the P2C model. Globally companies like Uber eats, grab hub, Postmates, Door Dash, Taping, Snap finger/Kudzu, Caviar, Just Eat, Deliveroo, Food ora, Delivery Hero, Ele.me, Meituan waimai, Baidu Waimea, Yoggio, Baemin, Wolt, Delivery Chef, etc., are working. Zomato, Swiggy, UberEATS, Yummy Bay, etc. are just a few examples of food-tech startups that have revolutionized the Indian food and beverage business.

The professional event manager is responsible for ensuring that the event's food and drink (F&B) services are both well-planned and executed. In this respect, event catering management should reflect the nature and spirit of the celebration. The event's intended outcomes may not be realized without careful preparation. Food and drink selection and service can make or break an event, whether it's a little birthday celebration, a massive gala to recruit donations and sponsors to the charitable organization, a big fat Indian wedding, or a seven-course dinner honoring a visiting head of state. Provide food and drink during an occasion; this is what caterers do. Over time, it has developed into a refined art form, one that combines aesthetic and scientific considerations to provide a memorable event. Effective catering is the result of careful planning, organization, coordination, and control, all of which fall within the purview of catering management. Catering may range from providing quick bites at a cafeteria or food counter to a formal sit-down meal with all the trimmings. Modern catering at events features not only a creative cuisine but also an inventive presentation of the meal, resulting to an efficient catering design with an added component of hospitality service, appealing to the senses of event guests. Therefore, catering management encompasses all facets of the catering industry, including menu and food planning, material procurement and arrangement of other logistics, timely preparation of food, attractive presentation of prepared food, and accommodating hospitality service to satisfy the guests' individual, social, cultural, emotional, and aesthetic requirements.

LITERATURE REVIEW

Dsouza, Prima et.al. (2021) The primary objective of this paper is to investigate how E-Business Procedures in the food service industry might contribute to better food security. The goals of this research are to examine the theoretical underpinnings of the development of foodservice business processes, to characterize their role in the production cycle, to assess the predictors of foodservice, and to comprehend the framework of how business processes based on digital technologies positively affect food security. This paper's methodology draws on a wide body of prior work examining E-Business Procedures in the Food Service Sector. Secondary information was gleaned through a survey of previously published works. Findings: An effective catering process is the result of the evolution and modernization of the concept of digital business process management, as well as the complex execution of all food industry structural aspects, including information and computer technology advancements. Differentiation The article distinguishes itself by including the business process and its characteristics within the

idea of production and management. This research examines the structure, characteristics, and goals of business processes in the food services industry. The study's goals are to learn how modernizing business processes affects system and management processes, and how that, in turn, affects the most important results that characterize flourishing service market activity. The research paper delves into the trends and problems plaguing the food service sector. Food security is improved by the study's proposed technological approaches for improving the operations of food service businesses. Conceptual research papers are a kind of academic writing.

S, Ganesh. (2021). The primary goal of this research is to examine how people feel about using online meal delivery services. In this study, we investigate how customers feel about this new business and the factors that contribute to their opinion. Design/methodology/approach – This study analyzes a broad variety of empirical and conceptual studies on customer attitude towards online meal delivery services. The research covers the literature between 1994 and 2021. The article incorporates secondary data acquired for the examination of customer perception. The results of the research focused on identifying the factors that most influence customers' opinions of online meal delivery services. It became clear from the results of the study that more research into the elements that influence customers' attitudes toward online food ordering is necessary. Implications for daily life - Buying food online is a recent development in consumer culture throughout the globe. Due to the proliferation of internet use and people's increasingly busy schedules, several restaurants have started offering delivery services. E-commerce has the ability to greatly improve people's lives, businesses, and the economy as a whole, but only if its full potential is realized through learning more about how customers feel about it. To fully understand the potential of the internet meal delivery market, further research is needed from both academics and industry professionals. This study examines how customers feel about meal delivery services and analyses the few literatures on the topic. With this document, managers may better analyze customer sentiment and identify areas where additional study is needed. Topics of interest include: factors influencing customer opinion, e-commerce, online shopping, consumer perception, and online food delivery. Formatting Paperwork Scholarly Article Review

Guak, J.-W et.al. (2022) This COVID-19 study aimed to determine what variables impact consumer satisfaction with institutional foodservice by integrating qualitative and quantitative research approaches. Users of institutional foodservice were first interviewed in depth, and then openly coded to determine which concepts were most salient to them. This revealed that they placed a premium on concepts such as harmonious menu composition, food taste, food temperature, proximity to the restaurant, clean tableware, staff hygiene, hand sanitizer use, and table dividers (qualities). Second, the Kano model, the customer satisfaction coefficient, and the importance-satisfaction analysis were used to examine the variables influencing consumer satisfaction and discontent with institutional foodservice. Harmonious menu composition and food temperature emerged as the top objectives from those evaluations as means to enhance the quality of institutional foodservice. The significance of this mixed-methods research lies in its in-depth examination of the customer satisfaction characteristics crucial to institutional foodservice clients, which have evolved as a result of the spread of COVID-19. For this reason, our findings will contribute to enhanced institutional catering and industrial growth.

Mireille Serhan et.al. (2019) The goal of this research was to identify the many facets of cafeteria service at a small, rural institution that contribute to the level of pleasure that diners report. We conducted a convenience sample of 676 cafeteria patrons, including faculty, staff, and students, over the course of 5 weeks. They answered a closed-ended, anonymous survey (n=29) on their experience with the restaurant's cuisine, drinks, service, and atmosphere. Pearson

correlation coefficients were used to examine the data and determine the presence and strength of statistically significant correlations between the study's variables. The averages and frequencies of the scores were determined. According to the findings, clients were more than satisfied with several facets of the provided service. The level of satisfaction with the service as a whole was significantly impacted by every aspect of the service. Most customers (62.9%) want to keep dining at the cafeteria, thus suggestions to the university's administration included, among other things, providing healthier options. With more knowledge about what goes into university dining services, administration can better cater to the preferences of faculty, staff, and students, boosting their trust in the food they eat there.

Rao Xu et.al. (2020) Due to the growth of the service sector, which now accounts for a significant share of the economy, people's quality of living has risen. The catering business, like many others in the service sector, has a specific approach to service management. As the economy has grown, so too has the catering business, but there have been relatively few innovations in the way services are provided. Meal service in particular still uses an antiquated method of serving, which has resulted in a general standardization of catering. HaiDiLao, a Sichuan hot pot brand, has relied on a tried-and-true business strategy and a steady stream of service innovations to grow from a local favorite into a nationwide phenomenon over the course of the last decade. The essay takes HaiDiLao as its subject and, via an examination of the company's distinctive approach to customer care, identifies the factors that have contributed to its meteoric rise in popularity. Finally, the author conducts a preliminary examination of methods for implementing service innovation and replicating the successful service model across different catering, so fostering the expansion of the service sector as a whole.

RESEARCH METHODOLOGY

It is worthwhile to examine this issue from the perspectives of the structure of the tourism market and the process of supplying ready meals to visitors since the provision of food services is one of the most significant facets of public life. The GUS classifies as a catering station any location where food and drink are prepared and sold year-round or seasonally for on-site consumption and takeout (GUS). Catering businesses are classified by the CSO into two groups: those that serve the general public and those that cater to a niche market (GUS). The Central Statistical Office also classifies the following eateries according to their trade types:

- A bar is a kind of limited-service restaurant where customers serve themselves, comparable to a self-service cafeteria. Restaurants, bars, and cafes are also included in this category.
- The term "restaurant" is often used to refer to any business that serves food and beverages to the general public and employs wait staff to serve customers from a set menu. As well as providing sustenance, customers of a good restaurant should be able to unwind and enjoy themselves.
- We define a seasonal catering facility as one that opens for a limited time at a specified time of year and closes before the next calendar year begins.
- Canteens provide customers in particular demographics with breakfast, lunch, and supper, but often only provide a few options for each meal. A single meal may be provided if necessary. It's based on a membership model. It is geographically and administratively isolated,

existing only inside the walls of the office building (the staff cafeteria), the classroom, the library, or the recreation center.

In 2018, there were more than 69,800 restaurants and cafes in India. Of them, 27.6% were bars, 6.0% were canteens, and 38.2% were catering companies. There has been a considerable drop in the number of catering businesses in the Polish market when compared to 2017. (Figure 1).

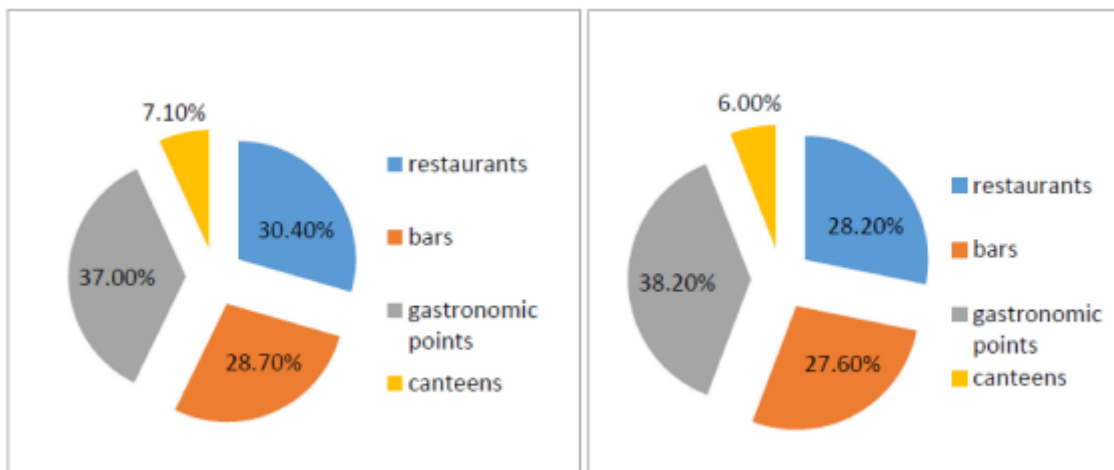


Figure 1. Forms of catering establishments in percentage, in 2017 and 2018 [31].

The number of catering businesses in India dropped by 0.4% between 2017 and 2018, according to official statistics (Table 1). While the total number of eateries climbed by 1.2%, the number of restaurants decreased by 2.2%, the number of canteens by 1.1%, and the number of bars by 0.5%.

Table 1. Catering establishments in numbers.

The Form of Gastronomy	2017	2018
Restaurants	20,127	19,675
Bars	19,410	19,317
Gastronomic points	26,350	26,663
Canteens	4221	4174
Sum	70,108	69,829

Source: own study based on:

DATA ANALYSIS

Table 2 displays the extent to which Indian catering services have adopted best practices in terms of the types of cuisine they provide. We find that the theoretically derived food service procedures and experimentally tested in Indian Catering firms that make up the nineteen elements we've obtained from our data. From what we can see, the quality of food service offered by Indian catering services is "Very High" ($X=4.69$). They believe that ($X=4.96$) "serving the guest within the estimated time given to the guest makes a guest delight," ($X=4.79$) "the way the food is presented and served in the tray to the guest" creates an impact on the guest mind," ($X=4.71$) "quality holds more importance than quantity," and ($X=4.72$) "training of employees should be carried out for serving complicated dishes." ($X=4.54$) and "it's smart to provide a free meal to guests who aren't happy with the service you provided" ($X=4.52$). "Food Served in the Correct

Order Holds Lots of Importance in Making a Customer Satisfied with Your Services," they say often about good service procedures in the food industry. Sometimes the time it takes to serve an order in the room may make or break a customer's experience ($X=3.10$), and "Service offered to the guest in the room helps to make your guest thrilled" ($X=3.80$).

For example, it has been found that "serving the guest within the estimated time given to the guest makes a guest delight," "the way the food is presented and served in the tray to the guest creates an impact on the guest mind," "quality holds more importance than quantity," "training of employees should be carried out for serving complicated dishes," and "suggesting a complimentary dish if a guest is not satisfied with the service offered by yo" are all factors that contribute to positive customer experiences. These findings provide credence to H1, suggesting that a consensus exists between Indian catering businesses on a standard set of methods for providing customers with meals.

Bivariate correlation coefficients for all of the study's variables are shown in Table 3. Dining Service Practices (DSP), Guest Room Service Practices (GRSP), and All Food Service Practices (AFSP)) are all positively and significantly correlated with one another. With these findings, we may accept H1 as a valid hypothesis.

Table 2: Food Service Practices of Indian Caterings in Product Offering

Dinning Service Practices	Mean	Scale
Silver Service make a guest more Satisfied than Pre-Plated Service	4.29	Always
Butler Service should be given to VIP's only	4.15	Always
Gueridon service attracts the guest and helps you get the repeat orders	4.26	Always
Quick Service makes a guest delight	4.19	Always
Quality holds more importance than quantity	4.39	Always
Correct accompaniment served correct dish makes a customer delight	4.17	Always
Food Served in the correct order holds lots of importance in making a customer satisfied with your services	3.80	Oftentimes
Serving the Guest within the Estimated time given to the guest makes a guest delight	4.96	Always
The way in which the food is presented to the guest helps in getting repeat orders	4.16	Always
Training of employees should be carried out for Serving complicated dishes	4.54	Always
Room Service practices		
Service Provided to the guest in the room helps to make your guest delighted	3.73	Oftentimes
The way the food is presented and served in the tray to the guest creates an impact on the guest mind.	4.79	Always
Do you Up sell your products whenever guest called for Order	4.48	Always
Do Up selling makes a guest satisfied	3.40	Oftentimes
Food Served in Crockery having a logo of the Hotel creates a impact on guest mind	3.71	Oftentimes
Feedback of the guest should be considered to improvise on the standard of service	3.73	Oftentimes
Suggesting a complimentary dish if a guest is not satisfied with the service offered by you is a good idea.	4.52	Always

Time taken for serving an order in the room holds lot of important in making a guest satisfied	3.10	Sometimes
Quality holds more importance than quantity	4.71	Always
Overall Mean	4.69	Very High

Table 3: Bivariate correlations for the variables used in analysis

	Age	Capital	Size in employee	Type of Ownership	Category	DSP	GRSP	AFSP
Age	1.000							
Capital	0.712**	1.000						
Size in employee	0.692**	0.712**	1.000					
Types of ownership	0.345**	0.433**	-0.370**	1.000				
Category	-0.105	-0.128	0.154	0.060	1.000			
DSP	0.515**	0.639**	0.392**	-0.304**	-0.427**	1.000		
GRSP	0.597**	0.416**	0.477**	-0.217**	-0.523**	0.403**	1.000	
AFSP	0.334**	0.484**	0.426**	0.468**	0.415**	0.362**	0.352**	1.00

Significant at 0.01 level; Significant at 0.05 level

Note: Dinning Service Practices=DSP, Guest Room Service practices =GRSP and All Food service practices = AFSP

CONCLUSION

In recent years, sustainability has emerged as a central concern in the collaborative economy. Every sustainable invention has to address a need and include the relevant institutions. In the hospitality business, the standard of service provided cannot be compromised. The provision of high-quality meals and enhanced service has emerged as a key performance metric. However, there is always a chasm between what clients demand and what is really delivered. Based on the results, most hotels fall into the "middle" size category. Most managers also have advanced degrees, and they tend to be men. The vast majority of establishments provided over sixteen rooms, the vast majority of which were doubles, and dining service was the most frequent kind of amenity provided. The article's research assumptions, which formed the basis for the work's organization, were verified. The visitor is the primary determinant of demand and the primary contributor to the advantages of supply; therefore, the management of food services has an impact on the tourism sector as a whole. As the demand from tourists is crucial to the growth of the food service industry, businesses would do well to tailor their marketing to this demographic and keep a close eye on how their customers' tastes and preferences are shaping the industry as a whole. Consumer need diagnosis has been proved to be crucial in the past. A decline in the tourism industry is possible if we fail to learn about and meet the needs of our visitors. Results analysis reveals a practical relevance, underscoring the significance of demand in tourist catering. Structured equation modeling-partial least squares (SEM-PLS) might form the basis of the study to generate quantitative estimates of causative factors, guaranteeing the validity of the findings.

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