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A Study on Preventive Measures Taken by Food and Beverage Service Department Post Covid-19 in Hotel 'The Suryaa, New Delhi'

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In this research paper, I have done a survey of 75 guests to identify how well did the Food and Beverage Service team at Hotel ''The Suryaa, New Delhi'' implemented the precautionary measures which were issued by WHO, FHRAI for the re-opening of hotels and restaurant.

This study had also shown few suggestions and some alternatives which can be used and are a bit different and much safer when compared to pre-Covid-19 conditions.

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Navendu Bhatnagar [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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I. Introduction

Regardless being one of the most affected sectors due to Covid-19, the hospitality industry is still moving along the edge of the breaking point and trying to recover. In this research paper, I will talk about how the Food and Beverage department of a hotel is fighting with all the odds given by this Covid-19 situation along with various rules that were made compulsory by the government to be followed.

Also, I will be focusing on their sales techniques and what kind of discounts and festive offers they are giving to attract more and more customer, how they are convincing the customer that dining in 'Sampan', 'French crust' and 'Ssence' the restaurants at Hotel 'The Suryaa, New Delhi' is safe and secure for them to make their meals delighted.

I will also take guests based survey to know how well the restaurant and bar staff is doing during the pandemic and what safety and precautionary measures they have taken and how well they have implemented them in daily Food and Beverage Service operations. In the end, I will try to extract every piece of information which I can gather from the survey and will try to portray in my own language.

II. Preventive Measures

As the name suggest, preventive measures are some important reasonable measures that are taken by anyone in response to an action, basically to minimize and prevention from the harms that could affect environment or someone. Following are some ways in which prevention of Covid-19 can be done:-

- Maintaining a safe distance from one another's (a minimum of 1 metre), even if they don't appear to be sick is compulsory.
- Wearing mask in public is also the need of hour, especially when indoors or where physical social distancing is not possible.
- Choosing open and adequately ventilated spaces over closed ones. Keep a window opened if indoors.
- Clean hands on regular basis with soap and water, or an alcohol-based hand sanitizer.
- Get vaccinated, when it's your turn. Follow local guidance.about vaccination.
- Always cover your nose and mouth while sneezing or coughing with your bent elbow or with a tissue.
- Stay home, if you feel unwell.

III. Covid-19

Also known as Coronavirus disease is an infectious disease caused by the SARS-CoV-2 virus. 'SARS-CoV-2' is the scientific terminology used to address Covid-19 virus by WHO and various scientific Organizations across the world.

As per the guidelines, most people infected by this virus will suffer from mild to moderate respiratory problem and shall recover in time without requiring any special treatment. However, some people may become seriously ill and require serious medical attention for a short duration. People who are old in age and all those with any underlying medical conditions such as cardiovascular disease, diabetes, respiratory disease or cancer are more likely to suffer from serious illness. Anyone who gets sick with Covid-19 and become seriously ill might die regardless of the age.

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The best way to prevent, and slow down transmission is to be well informed about the disease and how the virus spreads. Protect yourself and others from infection by staying at least 1 metre apart from others, wearing a properly fitted mask, and washing your hands or using an alcohol-based rub frequently. Get vaccinated when it's your turn and follow local guidance.

The virus is capable of spreading itself from one infected person's mouth or nose in small liquid particles when they cough, sneeze, speak or breathe to another. These particles range from larger respiratory droplets to smaller aerosols. It is important to practice respiratory etiquette, for example by coughing into a flexed elbow, and to stay home and self-isolate until you recover if you feel unwell.

IV. Food and Beverage Service

The food & beverage service industry is famous for engaging itself with service of different types of cuisines and alcoholic and non-alcoholic beverages. It is responsible for satisfying various demands of food and beverages. But it does not include the production of raw material. Today, this industry has expanded itself and is now serving more than 100 million meals each day.

This industry has spread across various segments, be it – hotels, restaurants, hospitals (canteen), railways, airways, cruise ships and many more.

The basic function of F&B industry is to serve beverages and meals to its customer, to meet and satisfy people's various type of needs and cravings. The main aim is to accomplish customer satisfaction.

There is a huge variety in different types of services that are performed across the globe just to serve the food. Some of the most famous one are as follows:-

1. American Service
2. French Service
3. English Service
4. Gueridon Service
5. Russian Service

There are mainly two types of service restaurants all over the world –

1. QSR – Stands for Quick Service Restaurants. These restaurants offer only a certain kind of food which requires minimal amount of time to prepare and could be delivered quickly. Some examples of QSRs are McDonald's, Burger King, Subway, et-cetra.
2. FSR – Stands for Full Service Restaurants. These kinds of restaurants may offer a huge variety menu, or cuisine and serves food at the table. Some examples of FSRs are One8 Commune, Domino's, SagarRatna, et-cetra.

V. Objectives

- To compare and analyse the changes made in service procedures before and during Covid-19.
- To understand the safety and security measures taken by food and beverage service staff during Covid-19.

VI. Literature Review

Research Topic Name: "Impact of COVID-19 on the hotel industry and suggestions for post-pandemic recovery."

Author Name: - Sudhir Andrews (April 28, 2021)

In his research, he talked about staff management, how much part of the outlet should be opened at first, consideration of AI in restaurant operation, and he had also shown light on the liquidity for working capital as well.

Research Topic Name: "Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda"

Author Name: Christina G. Chi (July 05, 2021)

In her research, she focused on how slowly but steadily the hospitality industry is catching its pace. She also conducted several surveys in many hotels to understand what the customer is focusing on, safety or comfort.

Though she did many surveys to understand customer's situation yet she was not able to summarize it in a good manner. In my research I will try to summarize what she couldn't in her blog.

Research Topic Name: "Saving the hotel industry: Strategic response to the COVID-19 pandemic, hotel selection analysis, and customer retention."

Author Name: Jinkyung Jenny Kim (January 7, 2022)

In his study, he basically tried to investigate the effect of Covid-19 on changes occurred in attributes of selecting a hotel and post-purchase behaviours of guests. He has also made it easier to understand the guest behaviour after the post pandemic era.

His study made me understand that how much has the customer's perspective changed during Covid-19 and how it is affecting the clientele of hotels and has disrupted the hotel industry.

Research Topic Name: "Hospitality and Covid-19: How long until 'no occupancy' for US hotels?"

Author Name: - Ryan Mann (June 10, 2020)

In his study, Ryan was able to show the difference that has occurred between room occupancy and due to Covid-19 with the help of several graphical representations, showing a sudden crash in the number of travellers and coming to an almost halt. He also spoke about scarcity that had happened due to Covid-19.

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With the help of Ryan's study, I understood the importance of graphical representation.

Research Topic Name: "COVID-19 preventive measures and restaurant customers' intention to dine out: the role of brand trust and perceived risk."

Author's Name: Chunhao Wei (October 11, 2021)

This research paper shows that how important is it to take strict preventive measures and to follow the rules and regulations during the re-opening of restaurants in the United States. He also reviewed about how hard is it to re-gain customer's trust after Covid-19.

This research paper was the one with which I could relate the most and got to know about several rules that were implied in USA, like opening up of patios only at certain locations.

VII. Methodology

As the Covid-19 made a heavy impact on the world, the hospitality industry is one of the major industries that thrived due to pandemic. So, in this study, I have discussed with employees at the Suryaa, New Delhi that how they dealt with this situation and what measures they took for smooth operations.

Primary Data Source: The staffs at the restaurant are kind enough to help me gather most of the information on this topic. A well designed questionnaire have been designed and shared with all the respondent of the hotel to get the primary information of the research.

Secondary Data Source: As a secondary piece of information, I checked out the guidelines issued by the World Health Organization and FHRAI on their official site, over the internet and in several relevant magazines as.

VIII. Data Analysis and Interpretation

75 responses filled by guests at the hotel 'The Suryaa, New Delhi'.

In the questionnaire there were 20+ questions, each with multiple options. All the data was collected with help of Google Forms. As per the data collected out of 75 responses, 73.3% (55) are male and 26.7% (20) are female.

As per the pie chart, a majority of guests i.e. 70.7% had said that their temperature was checked at the entrance, which shows that the restaurant employees are serious about customer's safety. This also shows that employees are concerned for their personal health as well and are taking responsible measures.

When asked 'Were the employees maintained distance between each other during interaction?' 41.3% guests said yes and 33.3% said sometimes and only 6.7% said never. Wearing mask is very important and it is good that a majority of guests as reflected in colour blue and red are saying that employees wore mask.

According to the data we can see that 100% of the people have their responsive in the for of that feedbacks are important for the management and it to effects or impacts the hotel business. According to the status we see that 90% of people think that taking follow ups on guest complaint is important where as we can see that only 10% of the population are not really in the favour of the same.

Online reviews of the properties and important factor for the prospective customer while choosing any property where we can see that 25% of the people are strongly agree in this fact where as 60% are just agree with the same and only few person are neutral to the fast and 7.5% strongly disagree this.

IX. Conclusion

Since, the era when Inns and dharamshalas were used by travellers across the globe as a shelter for night, a pandemic like this has never been implemented. This world has never gone through such drastic biological destructions of human beings where everyone is trying to isolate themselves which has affected the movement of travellers and tourists. But, the show must go on. So, the hotel and restaurant industry are taking precautions for fighting the Coronavirus.

For this, 'Ssence' and 'Sampan' has made several changes in their service style. Earlier there used to be a buffet setup on a daily basis, but now they have closed the buffet section and are now serving everything at guest's table. Even the necessary cutlery and crockery are now placed on the table only, so that, the guest don't have to walk around in the restaurant in search of the needful item.

Management team has also introduced a special training sessions.

Earlier they weren't doing home delivery, but now due to situation's demand they are delivering food to customer's house. For food home delivery they have done tie-ups with multiple food delivering companies.

For guest safety and security the team members are checking each and every person's temperature and give them hand sanitizers at the entrance. They have reduced the number of seating area to half which made more space between the tables. Also, they have installed Plexiglas walls on the tables. After a guest leaves a table they thoroughly clean and sanitized the table and seats as well.

Employees are also wearing facial masks, facial shields and gloves to reduce the chances of contamination. Even the chefs in the live kitchen are wearing masks, despite the hot working conditions. Also, RT-PCR test for employees are conducted on a regular basis.

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I also reached out to the sales team at Hotel 'The Suryaa, New Delhi' and asked them what different approach they have taken for keeping up the business, against which they replied, "We are coming clean and transparent in front of guests. We share information such as each and every safety precautions that is taken by us for guest safety and also they being very active on social media as well. They are also conducting some charity campaigns and are helping the ones who are in need, which is an indirect source of promotion.

I also looked into survey outcome and as per the survey result, I have observed several important points which are as follows:-

- Customers are being quite cautious about their safety.

Not only customer's safety is important, but the staff safety is also necessary for which they have provided hand sanitizers, checked the temperature of each guests, and also kept air purifiers for constant air purification. This is something every hotel should do and might be doing as air purifiers not only kills the Coronavirus but cleans nearby air as well.

- The staff is also working by the rules and is maintaining appropriate distance required when they can.

The staff at 'Ssence' and 'Sampan' had also shown care for guests safety by not breaching the social distancing protocol most of the time and also wore face mask. Wearing mask has become a part of our daily life and is essential to keep ourselves safe from Covid-19 and god knows what.

- However, a majority of people denied when they were asked if the staff members wore the PPE kit.

Though GOI and FHRAI had asked every hotel staff to wear PPE kit as per the current safety concerns, yet staff at Ssence has neglected it. That is very crucial point to be noted. But it's not just in this hotel but it is the same scenario in many hotels and restaurant which I think might be one of the biggest reasons responsible for the rise of 2nd wave of Covid-19 in India. Government should take necessary actions.

But still there are few things which made me feel quite anxious as per the survey result, I observed few important points which are as follows:-

- A majority of people denied when they were asked if the staff members wore the PPE kit.
- Although, employees did their best in maintaining social distancing between each other and even they know that they are all negative and are being tested on a regular basis but guests don't know these things and it made few guests feel anxious.
- Few guests refused to wear mask at all inside the restaurant. This something which will definitely make anyone feel uncomfortable and insecure.

With the help of this study, I have collected knowledge about several precautionary measures taken by the Food and Beverage Service Department at Hotel 'The Suryaa, New Delhi', and how well they have implemented such precautionary measures in daily routine operations, post Covid-19.

This research had also shown us that the team at the restaurant 'Ssence' is very concerned about everyone's safety and are dedicated towards their one and only motive of providing quality service whilst following not all but most of the necessary and important protocols which were made by the Government Of India, the Federation Of Hotel and Restaurant Association of India (FHRAI) and World Health Organization (WHO) for smooth and safe operations.

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