

Tourist Satisfaction and Perception about Food and Beverage Service Quality in Bhimtal

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Abstract:

Tourism industry is considered as one of the largest growing industry in world which includes accommodation, transportation, food, local culture and many more among all of these food industry is very important because most of the tourist spend more than 25%(Outlook June, 2012

Emerging Trends in Food & Beverage Services Retailing in India) of their expenses on food. Tourists' perceptions about food and beverage service attributes are considered to be very crucial in rural area for influencing their satisfaction and behavioral intentions in the food and beverage service industry. Now a day mostly tourist are looking for how food and beverage is deliver to them, so it is very important to find the quality of food and beverage service are provided by restaurants. This study aimed to find the tourist satisfaction and perception about food and beverage service quality in Bhimtal. This research is based on observation and feedback of 100 tourists who visits food & beverage outlets in Bhimtal through personal interview and structured questionnaire including 18 questions of likert scale using statistical tools such as percentage and mean from which we conclude that what is the tourist satisfaction level and perception of food and beverage service quality.

Keywords: Food and beverage service, Attributes, Perception, satisfaction

1. INTRODUCTION

Hospitality means to the connection between a visitors and a host, wherein the host receives the visitors with kindness, including the reception and entertainment of guests, visitors, or strangers and tourism is one of the important element of hospitality industry.

Tourism is one of the best and quickest developing sectors in the world; it assumes a vital part in the economy and empowered the development of other economy (Osman and Sentosa, 2013). Accommodation, transportation food and beverage industry etc is a part of tourism industry .The development of any rural tourist place depends on the services what travelers get? The exercises related with movement, tourism and diversion influence individuals in a wide range of ways and profoundly affect group, social and monetary viewpoint of life in any general public. The rustic tourism industry exemplifies different divisions, For instance friendliness, food and makes and can have huge advantages for nearby country regions. However provincial tourism incites change in work or guest assurance, well being, new innovation, transport and culture. Now a day food and beverage industry play very important role for any tourist destination because eating is one of the physiological needs of a human being. Food and beverage expenditure amounts to one-third of overall tourist expenditures (Meler & Cerovic, 2003). So it is very important for any tourist destination need to focus on how the food & beverage is delivering to the traveler weather it is satisfactory in terms of hygiene ,freshness ,ambience, staff attributes etc. In this research paper we take geographic area as a Bhimtal because in terms of popularity as well as beauty, Bhimtal heads the list of tourist destinations in Kumaon region as per the List of Prime Attractions of Kumaon Mandal (KMVN).In Bhimtal most of the tourist come from metro and big cities so they having more expectation about food and beverage service but being a hill station it has limited resources, so it is very important to find the quality of food and beverage service are provided by restaurants. Good food is an essential component of a satisfying meal, the level of service plays a pivotal role in restaurants (Oswald Mhlanga/Dr.

2. LITERATURE REVIEW

Some important literature on the subject is reviewed in this section. Due to rapid growth of food & beverage industry people have many options so they are focusing on food & beverage service quality. In this topic very few people did the research but little bit similar topics are found. The purpose of this section is why food and beverage service quality is important for tourist satisfaction and perception in any restaurant.

Kincaid and Corsun, (2003) - Menu maintains its dominant position in restaurant firms, since it is the core of food and beverage operations. Specifically, menu is an instructor that clearly dictates (i) what will be produced, (ii) what type of equipment and ingredients are needed, and (iii) which qualifications employees should have. Menu also functions as a communicating and selling tool.

Rogers (2005) - According to author the food and beverage sector faces many formidable challenges such as consumers demand for high quality food, owners and shareholders demanding increased efficiency, increases in food prices, operating and labour costs, as well as the almost inevitable government regulatory requirements. These are, unfortunately, not the only constraints and challenges faced.

Namkung and Jang (2007) - Mentioned in their study food quality as a key factor that affects customers' overall evaluations toward a restaurant and repurchase intention. The quality of food is deemed to be evaluated based on the taste, freshness, and how the food is being presented to customers. Physical environment is another important factor that gets the attention of customers in restaurant industry.

Kim et al. (2009) - In his author found that five extracted restaurant dimensions - food quality, service quality, price and value, atmosphere and convenience - had a significant impact on overall customer satisfaction. Furthermore, food quality (taste, food safety, menu variety, and food presentation), service reliability, environmental cleanliness, internal design, and tidy, well dressed employees were found to have significant influence on customer satisfaction by Liu and Jang (2009).

Sims (2010) - Stated that local food can have an important role to play in sustainable tourism as a result of its ability to satisfy a complex range of demands – from producer concerns about the importance of reducing food miles and promoting animal welfare to tourists' demands for iconic products that appear to say something about a region's place and culture.

Lim (2010) - Author intimates that since there are many restaurant options available, patrons will not hesitate to leave an establishment for a new one if the restaurant fails to provide quality service. He observes further that perceived quality service is a matter of the restaurant knowing its customers, managing its employees to meet the needs of customers, and delivering to customers what was promised.

Chung and Kim (2011) - claim that full-service restaurants are more likely to attract hedonic customers who pay more attention to restaurant environments, whereas fast-service restaurants tend to appeal utilitarian customers who value functional benefits. Therefore, the selection criterion varies according to the type of restaurant customers want to visit (Kivela, Inbakaran & Reece, 1999).

Cheng-Wen Liao, (2013) - As per study author makes the priorities for the satisfaction in service quality are the cleanness of the environment, the comfort of seats, and safety and hygiene. The priorities for the emphasis on service quality are the cleanness of the environment, accuracy of billing, language of greetings and safety and hygiene.

Ala`a Nimer AbuKhalifeh1 & Ahmad Puad Mat Som, (2012) - Authors conclude that It can generally be contested that there are two perspectives model. Firstly, the guests directly gain loyalty from the service quality dimensions: 'tangibles, reliability, responsiveness, assurance, and empathy'. When they perceive a higher service quality, they will ultimately turn into a loyal guest of a specific service quality provided such as the F&B department, and secondly, guests may have higher satisfaction level. The application of this model by hotels can bring success for food and beverage departments to achieve high service quality which has a direct effect on satisfaction level of guests. As this paper is only conceptual, future studies may incorporate empirical data that will be collected from F&B departments in selected hotels in Jordan.

Raja Irfan Sabir, Md. Irfan, Naeem Akhtar, Md. Abbas Pervez, Asad ur Rehman (2014) - There study tested the model of customer satisfaction in full service restaurant industry. The results show that

restaurant owners should focus more on these four factors of service quality, physical design, product quality and price if they think customer satisfaction as part of their marketing strategy yet among all these four variables they should take service quality as the most important tool of customer satisfaction.

Ahmad A. Al-Tit (2015) - In conclusion, the study found a significant relationship between service quality and food quality and customer satisfaction. In addition, service quality has a positive influence on customer retention. Similarly, a customer satisfaction has a positive influence on customer retention and mediates the relationship between service quality and customer retention. The results of this study suggest that service quality not only enhances customer satisfaction, but also leads to customer retention.

Junaid Aftab, Huma Sarwar, Qurrat-ul-ain Sultan, Maryam Qadeer, (2016) - They concluded that Service quality is considered as dire success factor of fast food restaurants. The management of restaurants needs continuous improvements in service quality to get optimum customer satisfaction.

Pradyuman S Rathore, (2016) - Said a successful professional uses both technical skills and interpersonal skills such as empathy, etiquette, speaking skills, listing skills body language etc. and first step in customer interaction begins with creating a good first impression on the customer, which is created by a good personality (first impression is the last impression and one does not get second chance to make a first impression) which helps to delight the customers and they come back as repeat customers.

Mukhles M Al-Ababneh, (2017) - Mentioned many benefits can be achieved by service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business

3. OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To identify the tourist satisfaction about food & beverage service quality in Bhimtal.
- To identify the tourist perception about food & beverage service quality in Bhimtal.
- To identify the food and beverage service is important for ruler tourism.

4. RESEARCH METHODOLOGY

The methodology of this research is based on primary and secondary data sources. Primary data will be collected by using survey questionnaires to the tourists (domestic & international) who are dinning in different types of restaurant such as –fast food, dhabba and semi fine dining restaurant. Secondary data will be gathered from the relevant academic journals, books, published magazines and articles, and also internet sources. During the research period researchers reviewed and analyzed all available related articles, conference presentations, books, media news, reports ,internet documents and personnel interaction with tourists and observation.

RESEARCH DESIGN	DESCRIPTIVE
Data Collection Method	Survey
Data Sources	Primary & Secondary
Sample Area	Restaurant Of Bhimtal
Sample Size	100
Type Of Questionnaire	Structured
Research Instrument	Questionnaire & Observation
Statistical Tools Used	Mean

5. DATA ANALYSIS AND INTERPRETATION

The structured questionnaires were duly filled by the respondents. The data revealed by the research are presented in the following diagrams.

It is enjoyable to have people count on me for ideas and suggestions.

Data Analysis and Interpretation

S.No	Particular	Rating					Mean score	Result
		1	2	3	4	5		
1	How would you rate the food safety in outlet	15	15	28	22	20	2.17	Satisfactory
2	How would you rate the freshness of food in outlet	03	07	12	13	65	4.3	Very Good
3	How would you rate the ambience of outlet	04	06	10	10	70	4.36	Very Good

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4	How would you rate the cleanliness of outlet	03	04	12	21	60	4.30	Very Good
5	How would you rate the Professionalism of the staff	01	05	06	12	76	4.57	Very Good
6	How would you rate the Staff's Knowledge of food and beverages	01	03	06	13	77	4.62	Very Good
7	How would you rate the cleanliness of restroom	02	06	08	11	73	4.51	Very Good
8	How would you rate the Ambiance of the surroundings	02	06	07	10	75	4.50	Very Good
9	How would you rate the Standard of food & beverage Services	02	05	07	10	76	4.53	Very Good
10	How would you rate the sitting arrangement of restaurant	04	07	08	12	69	4.3	Very Good
11	How would you rate the Parking facility	04	08	20	30	38	3.9	Good
12	How would you rate the variety of menu	02	05	09	12	72	4.4	Very Good
13	How would you rate the timeliness of food delivery	03	04	10	13	70	4.4	Very Good
14	How would you rate the entertainment facility at outlet	04	06	18	16	56	4.1	Good
15	How would you rate the food presentation	03	05	09	13	70	4.42	Very Good
16	How would you rate the value for money	02	04	13	17	64	4.34	Very Good
17	How would you rate the uniform of staff	03	06	10	19	62	4.31	Very Good
18	How would you rate the availability of local food	-	10	15	40	35	3.6	Good
19	How would you rate transport facility till restaurant	15	15	20	20	30	3.65	Good
20	How would you rate the safety and security in restaurant	05	06	14	25	50	4.0	Good

NOTE—1=Unsatisfactory, 2=Satisfactory, 3=Neutral, 4=Good, 5=Very Good

Mean interpretation: 0.8- 1.8: Unsatisfactory, 1.8-2.6: Satisfactory, 2.6-3.4: Neutral, 3.4- 4.2: Good, 4.2- 5: Very good

6. FINDINGS

From above table it is depicted that majority of tourists found wonderful experience while dining in Bhimtal's restaurant. Most of the Tourists met exceed their expectations. However, they were found average experience of local cuisine food and lack of manpower because of migration. Due to rainy season tourists found that food were not much safe especially those restaurant which having patio or open space for dining and also realize that roads were not safe because of landslides. In rural areas restaurant has limited resources so restaurant's owner has use local and fresh ingredients to make food healthy. The bad condition of social, technical and road infrastructure in rural areas also hinders the development of tourism.

7. SUGGESTIONS

This section is based on review of literature, interaction with tourist, survey through questionnaire, data collection and personnel observation.

- Food & beverage personnel should provide knowledge and promote local food and traditions.
- Restaurants should focus on entertainment facility like live music or at least play recorded music.
- More focus on freshness and safety of food, if restaurant have patio or open area and displaying food it should be keep in proper closed display counter with maintained temperature.
- Need work on road infrastructure to make travelling comfortable.

8. INTERNET SOURCE

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- <https://en.wikipedia.org/wiki/Hospitality>
- <https://www.ukessays.com/essays/tourism/advantages-and-disadvantages-in-the-hospitality-industry-tourism-essay.php#citethis> 1/9/18
- <http://www.kmvn.gov.in/>
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