

THE EFFECT OF MODERN EQUIPMENT ON HOTEL FOOD AND BEVERAGE SERVICES: A CASE STUDY OF OBAFEMI AWOLOWO UNIVERSITY, ILE-IFE, OSUN STATE, NIGERIA

Akintade E. A¹. and Falabi, M.²

¹. Department of Ecotourism and Wildlife Management, Federal University of Technology, Akure, Nigeria..

². Department of Creative Art Tourism and Hospitality, Kwara State University Malete, Kwara State, Nigeria
Corresponding Author E-mail: eaakintade@futa.edu.ng

Abstract

Hotel management is a business of welfare involving accommodations, food, and beverage services. Food and beverage services have been operating manually from time immemorial. This has reduced the productivity of these industries. It is believed that the introduction and use of modern equipment will go a long way toward improving the operation of hotels. Therefore, this research studied the impact of modern equipment on food and beverage services in hotels using the Conference Centre (accommodation and catering services unit), Obafemi Awolowo University, and Ile-Ife as a case study. In order to achieve this objective, structured questionnaire and personal interview were used as research tools. The questionnaire was designed and validated. They are thereafter distributed to despondency and collected. Data analysis indicated that the standard of equipment used for food and beverage service is satisfactory. The study recommends the continuous use of modern equipment for catering services in our institutional base catering facilities as this will enhance service delivery and its efficiency.

Keywords: Modern Catering Equipment, Institutional Facilities, Hotels, Obafemi Awolowo University, University Catering Services

INTRODUCTION

Beverage and food service is the process of selecting and preparing an appropriate menu to meet the demands of guests. John and Robert (1998) defined food and beverage service as the essential link between the menu, beverages, and other services offered in an establishment and the customer.

Foods come in a variety of styles and cuisines, including traditional styles such as British or Italian, as well as cuisines such as oriental, vegetarian, or health food. Ceserani and David (2007) Beverages are food substances, usually liquids, that are consumed for the purpose of refreshment, thirst quenching, or satiety. Beverages can be alcoholic or non-alcoholic. Alcoholic beverages include wines and all other types of alcoholic drinks such as cocktails, beers, cider, spirits, liqueurs, etc. (Jeffery et al., 1992).

Non-alcoholic beverages include mineral waters, juices, squashes, aerated waters, tea, coffee, and chocolate, as well as milk and milk drinks, and proprietary drinks such as Bovril and the like.

The food and beverage industry, as described by hospitality guides, is one of the largest markets in the world. Beverage and food industries, usually called catering establishments, are institutions that provide food and beverages. Different corporations with well-known brand names dominate the food service sector with appropriate equipment for service. Modern studies of food and beverage operations have classified the food and beverage industry into primary and secondary establishments. Primary catering establishments are concerned with the provision of food and beverages, e.g., hotels, restaurants, fast food outlets, etc., while secondary catering establishments take care of the provision of food and beverages as part of

another business, e.g., welfare catering establishments and industrial catering establishments (Joana and Edem 2018).

The establishments in this sector have special equipment for displaying food and beverage goods, such as cold rooms, freezers, refrigerated display cases, refrigerators, and so on. The industry consists of staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authorities.

The development and rapid growth of cities all over the world have led to an increase in demand for food and beverage products (John and Robert, 1998). The increment is quite exponential, so there is a need for corresponding development and improvement of service delivery in the food and beverage service of the travel and hospitality industry in order to meet up with the increasing demand. Restaurants of all kinds and hotels of various sizes and types were built in such a way as to make provision for the use of modern equipment for food and beverage services. However, lots of these industries are yet to appreciate the use of this equipment in their service delivery. As a result, there is a need to conduct research into the impact of modern equipment on food and beverage services in hotels in order to educate the managers of the accommodation industry. To maintain a standardized level, the hotel industry recognized the need for trained hoteliers and skilled professionals to manage the various establishments and provide equipped services with appropriate service equipment set to a predetermined standard (Ottenbacher and Harrington, 2007).

This study will be relevant and useful for food and beverage managers of small scale hotels and hotel proprietors who would like to improve or equip efficiently. It will be relevant for prospective hotel owners when carrying out a feasibility study on how to establish and equip the food and beverage section of their prospective establishment with appropriate service equipment. The study will educate and reorient industry stakeholders and society at large about the importance, viability, and

profitability of the food and beverage industry as a sub-sector of the hotel industry. The study will be useful for students and prospective researchers on the categories and types of service equipment required for the smooth operation of the service of food and beverages in the food and beverage section of a hotel.

GENERAL OBJECTIVES AND SPECIFIC OBJECTIVES

The main objective of this research is to investigate and establish the impact of modern equipment on food and beverages services in hotels, with the following specific objectives:

- a. investigate hoteliers' awareness of the use of modern equipment in their various establishments
- b. identify the various types of equipment (old, modern, or primitive) used for the preparation and service of foods and drinks in hotels.
- c. evaluate the impact of available service equipment on the efficiency of service delivery in hotels; and
- d. evaluate the impact of the efficiency of service equipment on service delivery in hotels.

RESEARCH METHODOLOGY

Research Instrument or Tools

Questionnaires were used as research tools in this study. The questionnaires were designed and validated before distribution to the respondent.

Data Collection

The data used in the analysis of this project study were collected from two sources, namely, primary sources and secondary sources.

The primary sources involve the use of a self-administered questionnaire, which is the most satisfactory method of collecting data because the respondents are briefed about the questionnaire before it is administered, which helps in getting the expected response from them. The questionnaires were administered to both restaurant staff and guests of "The

Conference Center," "Obafemi Awolowo University, Ile-Ife, Osun State."

Another primary source method used was personal interviews, which were conducted with top management and guests in the restaurant section. These two primary sources, i.e., the self-administered questionnaire and the personal intervenient method, helped in the collection of relevant data needed to carry on with the project study.

The secondary source of data collection involves the use of reference materials such as textbooks, journals, articles, etc. It can be referred to as the extraction of data from ready-made information materials that are in existence and are written or compiled by seasoned professionals pertaining to the problems under study.

The two data collection sources (primary and secondary) were used to extract data for the projects with better results.

Nature of Data Analysis

The data collected was analyzed using the chi-square test method chi-square test.

$$\chi^2 = \frac{(O - \Sigma)^2}{\Sigma}$$

Where O = Observed frequency

Σ = Expected frequency

The chi-square method was the suitable method of analysis used to determine the use and relevance of modern services equipment in the food and beverages department.

RESULTS AND DISCUSSION

Twenty-five (25) questionnaires were retrieved at the time of the presentation and analysis of the data from this research.

The questionnaire is divided into two sections. The first section, i.e., Section A, contained the personal data of the respondents (demographic elements), and the second part (Section B) comprises the responses of the respondents to the details related to the research.

The presentation of the data is based on the design of the questionnaire, and it is expressed as follows:

Table 1 presented the gender, sex, and age range of respondents. The data collected showed that 64% are male and 36% are female. That is the percentage of people that patronize the food and beverage section of the hotel. The data above showed that males are the regular guests of the food and beverage section of the hotel. This result is a pointer to the fact that males have more eating out tendencies than their female counterparts. This is corroborated by John and Robert (1998) in the food and beverage service, who explain the likelihood of males preferring to eat outside, especially the singles.

The respondents' ages ranged from 18 to 25 years old, 20% between 26 and 35 years old, 36% between 36 and 45 years old, and 32% between 46 and 60 years old (Table 1). According to this statistic, the majority of respondents were between the ages of 36 and 46. This age range is the one with the highest level of various activities in human life. Activities will call for movement away from homes, and this will demand visits to different food and beverage centres.

Table 2 showed the marital status and qualifications of the respondents. The data collected revealed that 32% of the respondents are single, 64% are married, and 4% are divorced. This indicated that married people are prevalent in the hotel's food and beverage section. This result may be due to the location of the establishment. The location being close to the university community will attract patronage from the university community, which is made up of more mature people. The qualifications of respondents are presented in the same table. The information here shows that 20% of the respondents are OND certificate holders, 32% are HND holders, and 48% are B.Sc. or BA degree holders. While none of them have a Ph.D. 48% of the B.Sc. findings in this study reveal information about the food and beverage center's location. This is a pointer to the fact that the reaction to the various questions in the questionnaires will be reliable based on the percentage of the graduates. The proceedings of the International Congress on Tourism and

Hospitality Industry (Perman and Kresimir, 2014) support this assertion.

Table 3 displayed data on religion and patronize frequency of despondency. It revealed that out of all the respondents, 56% are Christians, 36% are Muslims, and 8% practice other religions. The implication of this is that most of the despondent are Christians. The data in Table 3 equally showed that 24% of respondents visit the hotel daily, 40% visit weekly, 20% visit mostly, and 16% visit occasionally as far as patronage is concerned.

Table 4 showed the respondents' views about the food service and standard of equipment in the hotel. According to the table, 44% of respondents thought the hotel's food service was outstanding, 36% thought it was satisfactory, 4% thought it was not satisfactory, and 16% thought it was manageable. The table also showed that 52% believe the standard of equipment used for food and beverage service is outstanding, 44% believe it is satisfactory, and 4% believe it is not satisfactory. The data collected here demonstrated that the roles of technologies and modern equipment cannot be overemphasized (Joana and Edem, 2018).

Table 5 presents the acceptability of service standards and views about restaurant layout. The detail in the table showed that 44% of the respondents believe that the food service standard in the hotel is outstanding, 36% believe it is satisfactory, 4% believe it is not satisfactory, and 16% believe it is manageable. The table indicated that 80% believe the restaurant layout is outstanding, 5% believe it is satisfactory, and none believe it is not satisfactory. The results here are a pointer to the fact that the layout and architectural design environment play a vital role in the level of attractiveness for patronage of the centre. This is in line with the documented information by Jeffery, French, Raether, and Baxter (1994).

Table 6 showed the opinion of the despondent on the type of dish mostly served and the need for improvement in the service. The table revealed that 40% of the respondents are of the opinion that local dishes are mostly served, while 60% believe continental dishes are mostly

served. The data also showed that 56% believe there is a need for improvement, while 44% believe there is no need for improvement in the food and beverage service.

Opinions about beverage service and areas of lapse in the restaurant establishment are presented in Table 7. The response showed that 64% believe the beverage service in the hotel is outstanding, 36% believe it is satisfactory, and none believe it is not satisfactory.

The information in the table also revealed that 64% of respondents' views lapse in the food services area, while 36% of respondents' views lapse in the beverage services area.

Table 8 presented the despondency perception of the environment's conduciveness for relaxation. The information revealed that 100% of the respondents believe the environment is conducive to relaxation. This outcome is in agreement with Edwin and Enekele (2021). They were able to establish that customers' perceptions of food and beverage services were to identify the elements of customers' demand concerning the center's conduciveness for relaxation.

TABLE 1: Gender/Sex and Age Range of Respondents

Gender / Sex of Respondents		
Respondents	Frequency	Percentage%
Male	16	64
Female	9	36
Total	25	100

Age Range of Respondents		
Respondents	Frequency	Percentage%
18 – 25yrs	3	12
26 – 35yrs	5	20
36 – 45yrs	9	36
46 – 60yrs	8	32
Total	25	100

Source: Akintade et al (2021)

TABLE 2: The Marital Status and Qualifications of Respondents

Marital Status		
Respondents	Frequency	Percentage%
Single	8	32
Married	16	64

Divorced	1	4
Total	25	100

Qualifications		
Respondents	Frequency	Percentage%
OND	5	20
HND	8	32
B.Sc. / BA	12	48
Ph.D	-	-
Total	25	100

Source: Akintade et al (2021)

Table 3: Religion and Patronize Frequency of Despondence

Religion		
Respondents	Frequency	Percentage%
Christianity	14	56
Muslim	9	36
Others	2	8
Total	25	100

Patronize Frequency		
Respondents	Frequency	Percentage%
Daily	6	24
Weekly	10	40
Monthly	5	20
Occasionally	4	16
Total	25	100

Source: Akintade et al (2021)

Table 4: Respondents View about the Food Service and Standard of Equipment in the Hotel

Respondents View		
Respondents	Frequency	Percentage%
Outstanding	11	44
Satisfactory	9	36
Not satisfact.	1	4
Manageable	4	16
Total	25	100

Standard of Equipment		
Respondents	Frequency	Percentage%
Outstanding	13	52
Satisfactory	11	44
Not satisfact.	1	4
Total	25	100

Source: Akintade et al (2021)

Table 5: Acceptability of Service Standard and View about Restaurant Layout

Acceptability of Service Standard		
Respondents	Frequency	Percentage%
Yes	21	84
No	4	16
Total	25	100

View about Restaurant Layout		
Respondents	Frequency	Percentage%
Outstanding	20	80
Satisfactory	5	20
Not satisfact.	-	-
Total	25	100

Source: Akintade et al (2021)

Table 6: Type of Dish Mostly Served and Need for

Type of Dish Mostly Served		
Respondents	Frequency	Percentage%
Local dish	10	40
Continental dish	15	60
Total	25	100

Need for Improvement in the Service		
Respondents	Frequency	Percentage%
Yes	14	56
No	11	44
Total	25	100
Total	25	100

Improvement in the Service

Source: Akintade et al (2021)

Table 7: Opinion about Beverage Service and Areas of Lapses in the Establishment.

Opinion about Beverage Service		
Respondents	Frequency	Percentage%
Outstanding	16	64
Satisfactory	9	36
Not satisfactory	-	-
Total	25	100

Areas of Lapses in the Establishment.		
Respondents	Frequency	Percentage%
Food	16	64
Beverages	9	36
Total	25	100
Food	16	64

Source: Akintade et al (2021)

Table 8: Environment conduciveness for relaxation

Respondents	Frequency	Percentage %
Yes	25	100
No	-	-
Total	25	100

Source: Akintade et al (2021)

CONCLUSION

Hotel management is a business of welfare involving accommodations, food, and beverage services. Food and beverage services have been operating manually from time immemorial. This has reduced the productivity of these industries. 52% despondence in favor of the use of modern equipment used in food and drink service is outstanding, which clearly supports the use of modern equipment. As a result, the introduction and use of modern equipment will go a long way toward improving the operation of hotels.

RECOMMENDATION

The study recommends the use of modern equipment for food and beverage services in hotels. It also provides data on the satisfying experiences of the hotel guests for future patronage. In addition, it is recommended that hotel equipment be updated to further promote the business.

Having confirmed from this project the usefulness of modern service equipment, the following are further recommended for improvement:

- i. Priority should be given to the acquisition of modern equipment in order to keep up with the current service trend in the hospitality industry.
- ii. The management should ensure proper handling of equipment to avoid breakage and reduce unprecedented loss. This will guarantee durability and a long storage life.
- iii. A routine staff-training program should be implemented to review knowledge and further develop on the job in order to meet future challenges.
- iv. The arrangement of equipment should be neat and orderly. Advisably, equipment

should be sorted and arranged according to type.

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