

## The Role of Food and Beverage in the Hotel Industry

***Makhmadieva Charos***

*Lecturer of "Silk Road" International  
University of Tourism and Cultural Heritage*

**Abstract:** The article discusses the main characters about the catering in the hotel industry. The hospitality industry is one of the fundamental in the social sphere. It plays an important role in increasing the efficiency of social production, and, accordingly, the growth of the living standards of the population. Catering services are one of the most important elements in hotel service. Catering establishments serve a rather diverse contingent of visitors - both domestic and foreign, both organized and individual. For each category of consumers, the necessary special methods and methods of service. In the process of serving tourists, the restaurant industry plays a particularly important role and acquires specific features, which makes it possible to consider the restaurant industry in resort and tourist centers as a component of the tourism industry. A characteristic feature of tourist services in hotels is the provision of a full range of services (breakfast, lunch, dinner).

**Keywords:** Food and Beverage, Accommodation, Breakfast, Drinks, Dinner and Lunch

### INTRODUCTION

Catering facilities in hotel complexes cover one of the basic biological needs of guests. This is not an additional service for guests. Comfortable living in a modern hotel is directly related to the quality of food and good service. Since the 18th century, hoteliers have considered the hotel restaurant a good tool to attract new guests. This is how it is considered today. Restaurants are not only seen as a way to meet the essential needs of the guests, but also as a way to relax and have a good time at lunch or dinner.

Today, hotel brands must seize the opportunity of a rapidly developing economy and offer new products and services to the market. The hotel services market is intensively changing and developing, as a result of the emergence of new "names" on it, as well as the expansion and integration of world-famous hotel chains.

The quality of service for tourists is a complex problem. Its solution involves the effective use of all levers, various forms and methods of influence. The quality of service is a combination of

properties and the degree of usefulness of services, which determines the ability to better meet the needs of tourists. An integrated approach to determining the quality of tourism services makes it necessary to classify services into groups: Information, transport services, accommodation, catering, cultural and health services, additional services. The quality of these services leaves the most lasting feeling in the memory of the tourist, because it is these services that satisfy his needs every day.

An important ingredient in serving tourists is restaurant services. Restaurant enterprises serve a rather diverse contingent of visitors-tourists, both domestic and foreign, both organized and individual. For each category of consumers, the necessary special methods, methods of service.

**Main part.** It should be noted the lack of the necessary infrastructure, appropriate service conditions, which, in turn, is reflected in the level of quality of service for tourists. Hotel rooms are the main element of the accommodation service. These are multifunctional premises designed for rest, sleep, work of living guests.

Their most important function is to enable sleep. Rooms are categorized. They differ from one another in area, furniture, equipment, equipment, etc. However, regardless of the category, a hotel room must have the following furniture and equipment: a bed, a chair and an armchair, a night table, a wardrobe, general lighting, a wastebasket. In addition, each room should contain information about the hotel and the evacuation plan in case of fire. Other services complete the offer of accommodation and catering services. These services include the provision of a swimming pool, conference rooms, meeting rooms, sports equipment, car rental, dry cleaning services, washing, hairdressing, massage and a number of others. Depending on how they are designed and combined into one complex, a certain type of enterprise is formed. It can be: a luxury hotel, a middle-class hotel, an apartment hotel, an economy class hotel, a resort hotel, a motel, a private bed and breakfast hotel, a boarding house, a guest house, etc.

When a tourist books a hotel or buys a tour, he will be asked if he wants to rent a room with breakfast only or with half board or board. In any case, if you rent a hotel room, breakfast will be offered. This is included in the room rate.

This service in the hotel industry carries out its functional activities offline, but is subject to the arrival schedule of tourist groups. Its organizational and production duties include not only serving tourists, but also providing banquets, presentations, and parties. It forms a system of food and recreation culture. The food service brings the entire price list to consumers without fail.

A feature of catering facilities is a high degree of reliability, which ensures the prestige of the hotel industry, the organizational and professional level of the management of this unit. The catering service at hotels is the provision of high-quality food preparation with its diverse assortment.

This nature of the service is designed to complement the numerous components in the development of tourism. Such components that require interaction include: strengthening the health of customers in unity with the food culture; maintaining a stable social mood; formation of effective

lifestyle directions; improving incentives to learn new types of nutrition in accordance with costs and results.

The solution of the set tasks allows to achieve effective flexible pricing; Eliminate the search for alternative food items. The totality of actions to complete tasks allows you to increase the efficiency of the tour, hotels, expand the conditions for the clientele order, i.e. maintain the expected results, ensure the possibility of return visits with increasing demand for places.

The staff of the hotel (tourist) complex should be aware that crowding in the restaurant hall, bar creates conditions for nervousness, because. the joy of visiting is determined by the breadth of space. A restaurant is a place for a mass snack process, revealing specific technologies for developing taste, the joy of communication, increasing the impressions of a trip (travel), achieving a stable psychological state, strengthening a spiritual impulse and joy of attitude.

Restaurant service workers must properly organize the seating of visitors and create an atmosphere of comfort with the help of various innovations in service technology.

Restaurant service is a system for the effective development of service activities, in which a balance is achieved between desire and opportunities in understanding the culture of food. Restaurant service in the system of cultural and health-improving processes gives the form of sustainable social psychotherapy, to realize the full joy of life. Restaurant service in unity with tourism strengthens and accelerates rehabilitation processes, activating the rejuvenation of the body. In the hotel complex for catering, restaurants, cafes, bars, buffets are provided. In a multi-story building, restaurants are located on the lower floors, cafes and bars can be located above and even on the top floor to provide guests with the opportunity to admire the panorama of the city.

The service technique in the enterprises of the tourist or hotel complex does not differ from the service in public enterprises. A feature is the need for quick service for almost everyone who lives in a hotel, especially participants in congresses, conferences, meetings, foreign guests, tourists, athletes. Therefore, such restaurants and cafes widely practice the implementation of complex breakfasts (business lunches), lunches, and sometimes dinners, taking pre-orders, laying buffet tables, more often with a mixed assortment of products including gastronomic products (ham, cheese, sausages), cut into pieces of the same weight and beautifully laid on a dish; fermented milk products in bottles, fruits, pies, confectionery, etc. Next to the products are placed devices for unfolding, plates for snacks, dishes for drinks. Visitors can choose the products listed in the self-service order.

**Conclusion:** In this article, we've looked at the roles and responsibilities of a hotel food and beverage manager, and the most important skills they must possess in order to ensure the department runs smoothly while maximizing profits. With the right skills, the food and beverage manager can play a critical role in the hospitality industry in order to help boost a hotel's bottom line.

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