FOOD AND BEVERAGE SERVICE PRACTICES: TESTING OF ORGANISATION PERFORMANCE OF INDIAN HOTELS

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ABSTRACT
In the hospitality industry food and beverage service has emerged as an important aspect worldwide. In India, hospitality industry creates many job opportunities in various hotel/resorts and other outlets of food & beverage services. To maintain the success of the hotel industry in India, chain hotels and resorts plays a major role. However, most of the Chain hotels and Resorts operators face numerous problems in running their businesses. In this study, the organization performance of various chain hotels and resorts in Food and Beverage services are discussed. Survey for this study was carried out among 200 Food and Beverage Managers of similar kind of businesses. The information was collected from four major states of North India, namely Himachal Pradesh, Punjab, New Delhi and Jammu & Kashmir. The findings of the research indicate that there is a positive relationship between the food beverage service practices and organization performance.