



Module Structure

Module Title : Food and Beverage Service Trends and Challenges

Module Code : HTPM 313

Programme of Study/Year of Study : Hospitality & Tourism Management III/3rd Year

Group : HTMIII F&B

Semester : Spring

Number of Hours Taught : 3 per week

ECTS : 5

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Pre-requisite(s) : Food & Beverage Service I & 2, Food & Beverage Management, Food & Beverage operations

Module Rationale

This module exposes students to food and beverage service trends and challenges, enabling them to keep pace and confront these issues effectively as future managers of food and beverage operations in hotels and other contexts. Students have the opportunity to elaborate on the various trends and challenges through research, thus gaining an in-depth understanding of their impacts on the overall operation of a foodservice establishment and acknowledging their role as future managers.

Aims

The aim of this module is to provide students with knowledge and understanding of the current trends and challenges that the Food & Beverage service sector is facing today. Emphasis will be given on customer service and cover issues that are relevant to current trends and challenges a foodservice establishment is facing today such as guest relations, healthy eating habits, challenges of restaurant operations, food safety and sanitation, professional communications, coffee chains expansion, restaurant grading systems, technology's role, the increasing infusion of entertainment and other issues.



Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. recognise the various trends and challenges of the industry,
2. understand the importance of guests becoming more sophisticated in terms of choosing where to have their meals,
3. explore the challenge regarding customers preferences to places where they expect to have healthier eating,
4. explore various challenges of restaurant operations,
5. explore the role of technology in F & B operations, the new trends and challenges it creates,
6. understand the emphasis given on food safety and sanitation,
7. explore the new trend on visiting casual/less formal and theme restaurants,
8. explore the new trend regarding the increase in ethnic restaurants and ethnic food,
9. explore the new trend regarding new beverages,
10. explore and understand why there has been a growth in chains,
11. understand the increase in convenience foods,
12. explore the increase in coffee chains and the phenomenon of coffee culture,
13. understand the increase of take-out meals and home meal replacement,
14. explore the phenomenon of outsourcing outlets in hotels and co-branding,
15. explore the growing demand for organically produced fresh food, with resistance to food items containing artificial additives, flavorings and colorings,
16. explore the trend for demand of spicy food,
17. describe how the economic crisis can become a challenge to foodservice operators,
18. explore the growing importance of grading systems applied to foodservice operations,
19. understand the importance given to sustainability issues in F & B operations,
20. explore the increasing infusion of entertainment,
21. explore the increase in demand for smoking and non-smoking zones in restaurants.

Delivery Methods:

Lectures, discussion, case studies, project assignments, coursework presentations

Assessment:

Coursework/case studies/presentations	30%
Final Examination	30%
Mid-term exam	15%
Group Project	25%

Module Requirements

Refer to the students' manual for the module requirements



Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	29/01– 02/02	<ul style="list-style-type: none"> Introduction to new trends and challenges the F & B industry is facing nowadays New trends in service styles 	Handouts
2.	05/02-09/02	<ul style="list-style-type: none"> The meal experience and the provision of an enjoyable meal experience New trends in eating out and healthier eating habits 	Handouts
3.	12/02-16/02	<ul style="list-style-type: none"> Organically produced fresh food, with resistance to food items containing artificial additives, flavorings and colorings Demand of spicy food 	Handouts
4.	20/02-23/02	<ul style="list-style-type: none"> Various challenges in F & B operations (economic crisis, long hours etc.) Technological advancements in F & B operations 	Handouts
5.	26/02-02/03	<ul style="list-style-type: none"> Food safety, cleaning and sanitation concerns 	Handouts
6.	05/03-09/03	<ul style="list-style-type: none"> Increase in casual/less formal and theme restaurants Increase in ethnic restaurants and ethnic food preferences 	Handouts
7.	12/03-16/03	<ul style="list-style-type: none"> Evolution and preparation of new beverages (both alcoholic and nonalcoholic) <p>Mid-Term Exam: 14/03/2018</p>	Handouts
8.	19/03-23/03	<ul style="list-style-type: none"> Increase in coffee chains and the phenomenon of coffee culture 	Handouts
9.	26/03-30/03	<ul style="list-style-type: none"> Increase of take-out meals and home meal replacement meals Outsourcing outlets in hotels and co-branding Sustainability issues in F & B operations 	Handouts
10.	02/04-03/04 11/04-13/04	<ul style="list-style-type: none"> Sustainability issues in F & B operations Importance of entertainment in F & B operations 	Handouts
4/04 – 10/04		EASTER HOLIDAYS	
11.	16/04-20/04	<ul style="list-style-type: none"> Conservation of energy to save on costs 	Handouts
12.	23/04-27/04	<ul style="list-style-type: none"> Recycling and waste management Smoking and nonsmoking zones in restaurants 	Handouts
13.	30/04-04/05	Project presentations	
14.	07/05-11/05	Revision	
14/05 – 25/05		SPRING SEMESTER EXAMS	

Essential Reading

No Textbook is required. Handouts will be provided to the student and various books magazine articles will be sourced.

Additional Reading

- Jasck D. Ninemeier, (2000). Food and Beverage Management. (3rd ed) Educational Institute, American Hotel & Lodging Association.
- Davis B., Lockwood A., Stone S., (2004). Food and Beverage Management, (3rd Ed.), ELSEVIER.
- Walker R., (2011). ***The Restaurant; From Concept to Operation***, (6th Ed.), WILEY.



