

**Analysis of Menus in the Banqueting Sections of Jordanian Hotels /an Analytical Course
for English Language Students for Tourism Purposes in
the University of Jordan/Aqaba Branch**

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Abstract

The aim of the study is to cast the light on analyzing menus in parties sections in Jordanian hotels by identifying menus, their forms and the way to formulate them, knowing the role of menus as a tool for promoting Jordanian hotels, knowing the most important obstacles that affect menus, and providing a set of proposals and recommendations for increase The effectiveness and improvement of menus in the banquet halls of Jordanian hotels. The study relied on the descriptive analytical method and the primary data were collected through nine lists of party departments in Jordanian hotels classified (three, four and five stars). The study reveals that the food items available in the menus of the three-star hotels are insufficient and lacking in diversity, and the absence of special menus for cold and hot drinks of all kinds in the parties section of the classified hotels, in addition to the varying degrees of prices in hotels under the slogan of classification, shape, construction and service.

The current study recommends the necessity of working on adding lists of cold and hot drinks of all kinds in the party department of classified hotels. Reconsidering the prices of foods available in the menus in the parties' sections, and working to increase the available varieties and their diversity in the three-star hotels menu, while making sure that the materials used are relatively high quality as possible, which attracts customers to these hotels and their services.

Key Words: menus, banquet, three-star hotels, Jordanian hotels

0.1 Introduction

The industry of tourism has deemed as one of the largest industries in the world, and it is growing steadily and what it reflects positively on the countries that benefit from this industry, especially on the economic side (Cassim, 1993). Responses are effectively as a fast and multiplier source of economic acceleration and other social and development gains. This effect is evident locally as a major source of hard currencies and its operation for a large sector of employment and its promotion of national income, hence the interest in the so-called "tourism

industry" is justified (Rogerson, 2002; 2004; Rogerson and Visser, 2006). . In light of the structural and competitive challenges facing both the agricultural and industrial sectors in Jordan, the tourism sector can be considered the most prepared in the short and medium term to contribute to achieving the desired growth rates, creating job opportunities and increasing the country's foreign exchange resources.

Jordan has a comparative advantage due to the strategic location, historical monuments, and religious places, in addition to the possibility of exploiting medical, educational, recreational, and other tourism in the future.

As hotels are a major part of the tourism product striving to achieve the highest levels of occupancy, and to achieve the highest revenue that enables them to grow continuously, they had to use the best administrative and marketing methods and methods to ensure the realization, and perhaps the complex mix of services that make up the hotel makes it more difficult beside It is a service good. Among the main services provided by the hotel to its customers are food and drink services through several different service outlets, most notably restaurants in all its forms, concerts department, and basic elements of equipment, tools, furniture, human capabilities and menus based on the restaurant to ensure its success. Like the rest of the other products, the party department needs an analysis process for all elements, including menus, which are a prominent element and a class that achieves the attribute of distinction and a role Baza to stimulate the department's sales besides supporting the hotel as a whole, as one of its important selling outlets (Statistics South Africa, 2012)

1.1 The Statement of the Problem

Hotels and restaurants activity are an essential part of the components of the tourism industry, and individuals who go to restaurants and hotels to satisfy several needs and requirements. Food is a life need presented by the restaurant or hotel, so the problem with this study revolves around answering the following question: What is the reality of the menus in the banqueting sections in Jordanian hotels, and how can they be developed in the future in order to keep pace with the tastes of guests and users?

1.2 Study Objectives

The current study aims to:

- i. Know what the menus are, their shapes, and how to draw them up.
- ii. Know the role of menus in the hotel departments as a tool to promote hotels.
- iii. Know the most important obstacles that affect the menus in the party departments in Jordanian hotels.
- iv. Providing a set of proposals and recommendations to increase the effectiveness and improve the menus in the party departments in Jordanian hotels.

1.3 Literature Review

Hotels can be defined as the place where travelers resort to rest from the hassle of traveling, having fun or having fun for a limited period of time for a set price. Foris(2011) figures out that hotels include many sections as department of chambers, department of food and drink, security department, financial department, and marketing department...etc.

Restaurant is the place to prepare and provide food and drink for the guests outside their residence, for many reasons, including rest and recuperation, work, transportation, and hospitalization, or to hold parties and events for a price determined in advance. The location is appropriate for the type of service, degree and nature of the restaurant or party.

The idea has evolved at the present time as food is prepared and transported to the place agreed upon by both parties (the restaurant administration and the requesting service). Food is served there by the workers in the restaurant, and this type of service is often in public and private events (such as national and national events and private parties) Such as birthdays, religious occasions, marriage, honor, graduation, etc.).

The word party is an entertaining and dancing gathering of people their gathering is an occasion, or a specific event, and sometimes they are called a family singing or music gathering and may be free from food and drinks to a few of them.

With the development of hotels, these parties have multiplied, and activities varied and became not limited on the provision of food and drink, but it has evolved to start focusing on creating meeting rooms, seminars, fashion shows, meetings and workshops. These occasions may permeate the provision of services in an orderly manner, which increases the profits of this section - concerts may exceed other departments in certain seasons.

The successful party and one of the main pillars in advertising the hotel as it depends on attracting the largest number of guests and put it in the marketing framework in the hotel's sales, because it has a great impact in achieving profits.

The most important basic rules to consider when selecting dishes on menus:

The menus should include a variety of food and beverages, in order to constitute meals of high healthy nutritional value. Correct nutritional principles must be observed in terms of balance in varieties and their diversity, allowing the guest to choose and not repeat meals on the previous day.

A- Each plate in the menu should differ from the other plate in form and content so that two types of food do not provide one or one form, and do not put two similar types of sauces or pastries as providing rice in the menu with spaghetti and not to put two types of appetizers as fried fish and fried chicken in The same list.

B - Take into account the season of fruits and vegetables as you prefer the chicken instead of preserved.

C- That the list does not include items of food that contradict the names in circulation, as it is preferable for each variety to be called in the name of the well-known, and taking into account the taste and taste in arranging the items according to sweetness or sharp taste.

D - Prices must be taken into consideration in terms of conformity with the degree and classification of the restaurant and the capabilities of customers, while studying the possibility of benefiting from the remaining materials in order to avoid losses.

E- Taking into account the nationality of the guest, his taste and the nature of a coin, and that the menu be balanced in terms of the main foods and accompaniments, and organizing the menu in the special menus so that they contain various rich varieties, according to the possibility of the restaurant and customers.

In 2014, the U.S. Food and Drug Administration (FDA) issued food labeling rules for restaurants and similar retail food establishments. The summary of the rule states:

“To implement the nutrition labeling provisions of the Patient Protection and Affordable Care Act of 2010 (Affordable Care Act or ACA), the Food and Drug Administration (FDA or we) is requiring disclosure of certain nutrition information for standard menu items in certain restaurants and retail food establishments. The ACA, in part, amended the Federal Food, Drug, and Cosmetic Act (the FD&C Act), among other things, to require restaurants and similar retail food establishments that are part of a chain with 20 or more locations doing business under the same name and offering for sale substantially the same menu items to provide calorie and other nutrition information for standard menu items, including food on display and self-service food. Under provisions of the ACA, restaurants and similar retail food establishments not otherwise covered by the law may elect to become subject to these Federal requirements by registering every other year with FDA. Providing accurate, clear, and consistent nutrition information, including the calorie content of foods, in restaurants and similar retail food establishments will make such nutrition information available to consumers in a direct and accessible manner to enable consumers to make informed and healthful dietary choices.”

1.4 Method of the Study

Study population and sample:

Study Population: It included all the hotels classified in the Hashemite Kingdom of Jordan, five-star, four-star and three-star

- The study sample:

The study sample included 9 hotels that were distributed:
3 five-star hotels, 3 four-star hotels and 3 three-star hotels.

Study methodology:

An analytical descriptive approach was used and relied on:

Initial data: It was collected through 9 menus of party departments in Jordanian hotels and analyzed.

Secondary data: It was through the important references in this field.

1.5 Findings of the Study

The main aspects that were relied upon to analyze the menus in the hotel parties' departments:

Food items provided: The food offer is based on four main divisions in all hotels, while drink service takes place inside the hall.

1. Baking: In all classified hotels, all kinds of bread are available.

2. Powers: In the five-star hotels, the authorities are displayed mainly on menus, because it helps to open the appetite, because it is more appetite for the hot section, and all kinds of the main authorities in the world such as (Greek, Russian, Caesar, Watercress, Tabbouleh, Baba Ghanouj and adding special dishes .

In addition to various other dishes such as (cold and hot salads) spiced, hummus labnah, and hot like varicose leaf and served cold and chicken breast is added in some types of salads love the customer's desire like (Caesar Chicken).

In four-star hotels: Do not underestimate what was previously mentioned, but there are not many options for guests and only major dishes and other complementary items.

In three-star hotels: Only the main dishes are placed with regard to the use of fresh vegetables, as the quality of the vegetables used should not be changed under the classification logo.

3. Hot dishes (main): -

The focus of the guest is on the hot section and on his desires, where in the five-star hotels the best types of meat, poultry and fish are used and the dishes are displayed in menus known globally and locally, the global such as: - Alastragnov (beef), beef medallium and chicken dishes such as mixed grill chicken And seafood: elephants, spicy fish etc.

In the four-star hotels: - As mentioned previously, it is no less important and the main menus are placed using the best types of raw materials within a specific menu (specific main dishes). The difference in classification and prices is mostly.

In three-star hotels: - Main dishes are used within a specific menu and the materials used in food preparation are mostly secondary (less quality), for example, in fresh, frozen and imported meat.

4. Desserts:

In the five-star hotels, the main famous dishes and fresh fruits are placed as desired by the stand (customer's desires) on them where the finest types of raw materials are used and the focus is on them because there are multiple items on the market with different qualities and varying prices and quality such as fresh cream, flour, butter, use Oils, and main dishes such as: - Chocolate clear, chocolate mousse, cream caramel, cake, fruit cake, and display these dishes clearly and decorated using tools (bases for the dishes and decorative motifs of dishes with the presence of decorations on them)

In the four-star hotels: the main dishes are used in sweets using good raw materials, placing items but not in quantities, with the addition of oriental sweets.

In three-star hotels: - Specific dishes are used and good materials are used, and they are presented in a simple way in addition to quantities of oriental sweets.

2. The Price Side (Prices): -

The price grades vary in hotels under the slogan of classification, shape, construction and service.

In five-star hotels: their prices are high, due to the use of high-quality materials, outstanding service, and the availability of luxurious halls, and the provision of various services for guests.

The analysis showed that the prices of menus in the five-star hotels vary according to the desire of the guest to choose the full items at a price of (25) ++ to 30 ++ without alcoholic drinks, and also according to the request of the guest (based) on the ceremony, per person for the displayed dishes.

In the four-star hotels: - Good services are available for the guest and menus according to the desire of the party-based and the services provided, and for price differentials from hotel to hotel using high quality materials, such as elephants in meat used in main dishes, its prices differ from five stars, depending on the quality (imported) Prices range from 15 ++ to 20+ per person

3- From the variety of menus:

It is noted that there are specific lists prepared by the chef ready to be proposed to the guest, and that it includes all sections of dishes in five-star hotels. Multiple menus are available and the possibility of adding distinctive dishes at the request of the guest, and often numbers in ranges from 10 to 18 dishes.

In four star hotels: Chef specific menus are also available.

But they are in smaller numbers and fewer quantities than in five-star hotels, and there are multiple distinct dishes as well, and their number is often from 8 to 10 dishes

In refrigerator hotels stars: specific menus are at a lower cost and in specified quantities less than four stars as some are limited to sweets only and some are to pastries and appetizers and the displayed dishes are not more than five dishes of each variety.

4- From the side of the relationship between the type of service and the menu:

It is noted that the buffet service (self-service) is suitable for the increasing numbers in the party and is displayed at one time, especially wedding parties that contain a dinner buffet, and for the multiplicity of guests' tastes and the presence of multiple choices in hotels, according to the degrees of classification.

- In the set menu service: it is mostly in five-star hotels only

With the possibility of using this service in four-star hotels and one of its advantages is that it is less expensive because it consists of one dish from each type of menu for each guest.

5- From the side of accommodating the numbers of guests (the number of service halls in the party department):

It is noted that in the five-star hotels, there are multiple party halls, according to the number of guests - a dedicated basic ballroom and other medium ballrooms used for meetings and other small halls.

In four-star hotels: Main party halls and meeting rooms are available, but not multiple. There is one hall for meetings.

In the three-star hotels, it is noted that there is a party hall distinct from the restaurant hall, and it can be an external (terrace) and the interior of it is closed.

The menus in the party section are complete of all dishes (hot, cold, desserts, in all their varieties)

-In the meeting room service there are light menus, snacks, or knobs and cookies.

- Conferences (occasions): - Emphasis is placed on menus of light foods (cookies), in which soft drinks are served in all meetings.

- In brunch: the specified time between breakfast and lunch. Cookies and various drinks are served, suitable for conferences and meetings such as: exhibitions, workshops etc.

- In cocktail parties the menu fits in all occasions (weddings, meeting rooms and waiting rooms for any occasion).

6- From the side of the relationship between the menus in service and the number of employees and their efficiency: -

In five-star hotels, a sufficient number of permanent employees are chosen in the hotel, and they are highly qualified. They are chosen from among several applicants, especially for parties, conferences and meetings, in addition to a specified number of daily employees.

In the four-star hotels: - There are a number of employees in the concerts department, and there is no objection to assisting the staff of the room service and the restaurant.

In three-star hotels: - Specialized party service personnel are not available, but restaurant and room service personnel are used if the party is requested at the hotel.

7- By the nationality of guests and menus at parties:

In five-star hotels: - Due to the excellence of five-star hotels in the service provided and their absorption for all occasions, all events are hosted in it and from all nationalities and different countries due to the hotel's ability to deal with nationalities according to the desires of the guests due to the presence of competent staff. Also the menus suit all the desires of the guests from different countries, each according to his desire, and there are distinguished services by people experienced for VIP services from different countries with the possibility of making closed and secret meetings for persons responsible for the countries, and the menu is prepared according to the type and nationality of the incoming guests and is done in coordination Duly, with all the drinks required by them.

In the four-star hotels: all types of guests are accommodated and also provides high and efficient services by the staff and workers with the possibility of providing suitable foods for everyone according to their wishes and the availability of all drinks.

In three-star hotels: - Guests can be accommodated in all kinds, but due to the lack of suitable rooms and equipment for services. It is the least used by different nationalities.

8- From the side of customs, traditions and religion: -

In hotels classified as a whole, foods contrary to Islamic law are mentioned in some menus, but they are available (as pork) important - in five and four-star hotels, as well as spirits are in different menus and according to the open bar, and some spirits like wine are used to prepare sauces and foods as an opening appetite .

Recommendations and proposals:

Through the researcher's findings in the study, he recommends the following: -

- Working to increase the available varieties and their diversity in the menu of the three-star hotels, while working to ensure that the materials used are of relatively high quality as possible, which attracts customers to these hotels and their services, working on adding lists of cold and hot drinks of all kinds in the party department of the classified hotels.
- Reconsider the prices of foods available in the menus in the parties sections.
- Increasing interest in party halls in three-star hotels, by creating special halls to accommodate a large number of guests.
- The increased interest of three-star hotels in the importance of menus and their contents in general, and in the parties section in particular.
- Observing the seasonality in determining the types of food dishes in the party listings in the classified hotels.

Work to provide personnel specialized in party service in three-star hotels instead of using restaurant and room service staff if requested

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