

Consumer Attitudes towards Food in the Hospitality Industry

Student's Name

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Consumer Attitudes towards Food in the Hospitality Industry

Hospitality businesses are continuing to witness tremendous changes in consumer eating behavior, which has been highly associated with increased awareness of food-related diseases. Today, medical experts associate lifestyle changes with some of the terrific diseases such as cancer and other chronic diseases. Therefore, consumers have become more concerned with the kinds of food that they intake to enable help them to avoid such chronic diseases. However, businesses must find a way to perform and continue with their operations, lest they incur some serious losses. As this essay explains Customers have become more conscious with the of chronic and other food-related diseases, but hospitality businesses must not only accept the changes but also follow the industry shifts.

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Commented [KF3]: In spite of what exactly? This is vague and it is hard to understand the point you are trying to make here. Please revise to be more specific.

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The hHospitality industry represents an important part of the tourism sector that comprises hotels, restaurants, pubs, guesthouses, and self-catering operations. However, the largest sector is the hotel industry which includes food and beverage operations. These businesses often operate in highly competitive markets that result from various factors. One such factor is the changing in consumers' eating behaviors (Editor, 2017). According to Melia (2011), the increasingly competitive environment also facilitates the growth of the market. Food and beverage operations continue to increase the operational costs of the hotel businesses. As a result, there is a sharp rise decline in the profitability growth of the sector.

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Customers have become more conscious of the foods that they take due to increasing health risks associated with food intake. According to Doub et al. (2015), technology has even made it difficult for hospitality businesses to operate because customers can be able to find information that they use to make decisions. According to the authors, the availability of internet-connected mobile devices such as smartphones, computers, and tablets have changed the

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way customers eat and purchase food products (Doub et al., 2015). Doub et al. (2015) believe that consumers' use of these mobile technologies to ~~support-influence~~ their eating behavior has become part of modern life. With the information that customers get from these technologies, they are able to make better decisions regarding their eating habits. By January 2014, market surveys shows that about 60% of adult consumers in the United States owned smartphones and 42% owned tablets (Doub et al., 2015). In this research, more than half of the adult population ~~have~~ downloaded apps related to shopping, tracking health behaviors, and social networking (Doub et al., 2015).

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With all these changes, customers are starting to shift their eating behavior towards a healthy lifestyle that can help them inhibit chronic diseases associated with processed foods. According to Waters (2017), businesses are also starting to think of how they can adapt to the market changes that propel their business operations. Some of the companies in this sector, like Salvatore Malatesta, ~~are~~is striving to focus on the new demands of the market where customers are shifting their eating behavior from ~~the~~ processed foods or spicy foods to cereals and natural foods. Waters (2017) explains how Salvatore Malatesta, a café, is focusing on ~~the~~ nutritional foods to help customers avoid chronic diseases like cancer. Salvatore Malatesta, a café in southern Melbourne in Australia serves shroom lattes, kombucha, and acai bowls (Waters, 2017). Waters (2017) believes that this move is aimed at capturing the current dynamics in the market. Salvatore Malatesta is one ~~such~~ company in the hospitality sector that has realized the changing trends in the market.

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Most customers have also changed their eating behavior due to concerns about food safety. Customers are becoming conscious of food hygiene ~~that is changing the way and what they eat~~. According to Adzoyi and Honyenuga (2014), food hygiene is the science and practice

that affects the current hospitality sector. According to the authors, food hygiene refers to the way food handlers ensure that the food is safe for consumption from the production to the time it is consumed (Adzoyi & Honyenuga, 2014). As such, customers prefer to eat and prepare their foods at home instead of buying take-out because they fear the unhygienic risks associated with the handling process. According to Adzoyi and Honyenuga (2014), the World Health Organization have has identified the five principles of food hygiene as prevention of food contamination, cooking foods for the right length of time, proper storage of food, and use of safe water and cooked materials. All of these principles explain how food hygiene can be achieved. Through research, customers are slowly picking the ideas that they can use to make decisions about their purchasing behavior in the market. Today, the hospitality sector has been accused of propelling food unhygienic issues through the way they handle the foods. Apart from the ingredients that they include the foods that make it more risky to the consumers, the handling process also facilitates the contamination. Adzoyi and Honyenuga (2014) believe that most hotels do not like to throw away leftovers that have not been eaten. Instead, they prefer to warm them in the microwaves and serve them back to the customers. According to the authors, this exposes the customers to more food contamination risks (Adzoyi & Honyenuga, 2014).

To respond to the changes in the market, businesses in the hospitality sector, such as like the hotels, have started attracting customers by making the foods about what the consumers want. In the case of Salvatore Malatesta, the restaurant has started focusing on serving customers plant-based foods, which are believed to be healthier and safer for human consumption, especially in the current age of chronic diseases (Waters, 2017). Through its wellness and Happy Place strategic plan, Malatesta aims at attracting more customers. According to Waters (2017), a survey of 652 hospitality businesses in Australia showed that industry owners see a huge

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Commented [KF19]: This means the same thing as leftovers.

potential to adapt to the changes associated with customer attitudes towards food intake. In this survey, more than half of the respondents believed that health-conscious offerings would enhance food market trends. Therefore, it is important to consider moving with the demands of the customers. As part of the hospitality industry, it is our responsibility to ensure that the business continues to prosper while also considering the demands of the consumers who have the ability to change the market trends. We can learn a lot from the ~~ease-of~~ Salvatore Malatesta ~~case~~, that businesses' success or decline in performance is mainly associated with the response strategy to the market dynamics. As Waters (2017) explains, a good business strategy accepts the changing trends and also follow~~sing~~ the industry shifts.

In conclusion, hospitality business owners are peeved when there are no bookings, ~~when customers have phantom~~-allergies for particular foods, and ~~the use of~~ social media ~~to~~ influenc~~ing~~e consumers' eating behavior~~s~~. The current market trends seem to show that business owners in the hospitality industry are concerned with the changes that have emerged in ~~the past~~ recent years due to increased consumer consciousness and fear of food contamination. ~~As explained in this essay, Allany~~ businesses in the hospitality sector ~~like hotels and restaurants~~ need to embrace and follow the changes.

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References

- Adzoyi, P. N., & Honyenuga, B. Q. (2014). Exploring Knowledge, Attitudes and Practices towards Food Hygiene by Hospitality Students in Ghana. *Food Science and Quality Management*, 26.
- Doub, A. E., Levin, A., Heath, C. E., & LeVangie, K. (2015). Mobile app-etite: Consumer attitudes towards and use of mobile technology in the context of eating behaviour. *Journal of Direct, Data and Digital Marketing Practice*, 17(2), 114-129.
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