**EFFECTIVE Training & Development MODEL to IMPROVE the quality SERVICE LEVEL OF Food & Beverage operation; WITH SPECIAL REFERENCE TO ‘FIVE star’ graded hotels in colombo city.**

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**ABSTRACT**

The hotel industry is a significant part of the tourism industry in worldwide. Hotel industry generates substantial economic benefits to the country. According to the world tourism organization (WTO), 940 million international tourists travel worldwide. In Sri Lanka also it contributes significantly to the country economy.

The Food & Beverage service is one of the key profit centers as well as key business processes in any hotel. Therefore it is important to deliver higher service level in this particular segment in order to attract more customers than competition. Key attributes of the Food & Beverage service could be stated as price, quality of food & beverage, innovative solutions, speed, attractiveness of facility and responsiveness. In order deliver higher service level in all the above attributes, organization needs to establish strategic competence, strategic infrastructure and strategic technologies (Kaplan, Robert S; Norton, D. P. (1992). This research therefore will mainly consider on how to improve strategic competence on this particular segment of the business and evaluate the effectiveness of Training & Development process of such segment in order to deliver the required service level. In order to keep other two strategic components in relatively constant, the research will further narrow the scope by studying particular star grade hotels as they must comply with certain and infrastructure and technology standards.

The case study with purposive sampling methodology is adopted in this research and therefore study will focus on selected star grade hotels. The questionnaire, interviews and qualitative & quantitative analysis on service level and impact on service level due to training and development components will be used.

The main objective of this research is to develop an effective training and development model for the Food & Beverage profit center of a star grade hotel. This proposed model thereafter will be validated using simulation and questionnaire.

Therefore if a star grade hotel could adopt this model, their training will be much more objective based and will result in achieving higher service level. This will be a never ending process, therefore competency always need to be revisited as per the service quality feedback received from customers. This research will further highlight industry to evaluate service level gaps periodically and bridge the gaps by adopting agile initiatives constantly.

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