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FPHP BULLETIN HOT & TOUR

THE CROSSROADS;
UNVEILING FOOD, TRENDS, & CULTURAL EXPERIENCES

NEWSLETTER VOL. 1/2023

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THE CROSSROADS; FOOD, TRENDS, & CULTURAL EXPERIENCES

INTERNATIONAL HOTEL INDUSTRY: F&B AND BEES

BY IRINA MOHD AKHIR, MOHD AZREEN MOHD MAZLAN, NOORSA RIZA JOHARI, & FAIRUZ HAKIM (DR.)



In recent years, the hotel industry has witnessed a remarkable transformation with a significant focus on the ever-evolving food culture and trends. One aspect that has gained immense traction is the sourcing of local resources for food and beverages within the hotel industry.

This paradigm shift towards supporting onsite productions has brought forth a multitude of benefits that cannot be overlooked. Embracing the concept of local resources, hotels are not only able to promote sustainability but also play a pivotal role in protecting the biodiversity and sustainability of the surrounding environment. This approach fosters a sense of responsibility

towards the ecosystem, ensuring that the delicate balance of nature is maintained and preserved for future generations to enjoy.

The decision to collaborate on many projects with an Interim Director of F&B at an international hotel in Doha has proven to be a wise move. This strategic appointment has opened a world of opportunities for learning and growth, providing an invaluable platform to delve into the intricacies of the onsite beehive centre and the fascinating world of food innovation and creation procedures. The onsite beehive centre, a hub of buzzing activity, serves as a testament to the hotel's commitment to sustainability and environmental stewardship.

There, bees pollinate flowers and produce golden nectar and honey. This natural wonder not only adds a touch of sweetness to the hotel's culinary offerings but also serves as a reminder of the interconnectedness of all living beings. The shared knowledge of the international hotel industry can be of great benefit to hotel operators in Malaysia. Through the exchange of information, best practices, and industry insights, Malaysian hotel operators can acquire valuable knowledge that can significantly enhance their operations

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and elevate the overall experience for their guests. It is worth noting that this knowledge can be gained without physically being present in the same location, as it allows hotel operators to learn from the triumphs and tribulations faced by their international counterparts. Learning that nestled in the heart of Doha, the prestigious Mandarin Oriental Hotel stands as the champion of environmental stewardship. Supporting the cause of biodiversity and sustainability through its innovative on-site beekeeping program.



'growing emphasis on food culture and trends has ushered in a new era of sustainability and environmental consciousness.'

BY IRINA MOHD AKHIR, MOHD AZREEN MOHD MAZLAN, NOORSA RIZA JOHARI & FAIRUZ HAKIM (DR.)

With a commitment to safeguarding the delicate balance of nature, they have taken up to protect crops that rely on the efforts of buzzing friends, the bees. The fact that one-third of the world's crops depended on the crucial process of bee pollination; Mandarin Oriental of Doha, with their dedication to their 'Act with Responsibility' mission, has made it their noble endeavor to ensure the continuity of this vital ecological cycle.

Interestingly, within the lush grounds of the hotel, a captivating unfolds indigenous Sidr tree becomes the source of a remarkable creation - the aromatic "Malika" honey. Derived from the nectar of these magnificent trees, this golden elixir is lovingly harvested by the skilled hands of the hotel team, "Malika," derived from the Arabic word for "queen," is inspired by the

on-site beehive centre, which serves as a sanctuary for a diverse community of bees, and now stands as a testament to the hotel's unwavering commitment to the preservation of biodiversity.

In a world where sustainability has become an urgent global concern, many hotel industries are starting to recognize the need to embrace eco-conscious practices. Mandarin Oriental, Doha, a true pioneer in this regard, has seamlessly integrated sustainability strategies into their marketing initiatives to their well-being programs, the hotel's dedicated to sustainability illuminating the path

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towards a greener future. The hotel has become a shining example of how luxury and environmental responsibility can coexist harmoniously in today's world. The exploration of food innovation and co-creation unveils a world of culinary artistry and ingenuity.

From the meticulous selection of ingredients to the careful crafting of flavors, every step in the process is a testament to the dedication of providing guests with an unforgettable gastronomic experience. The F&B directors guide the team in pushing the boundaries of culinary excellence, striving to create dishes that are not only visually stunning but also tantalizing to the taste buds.

Finally, the hotel industry's growing emphasis on food culture and trends has ushered in a new era of sustainability and environmental consciousness. The relationship establishment with the international industry player opens the opportunity to explore the onsite beehive centre, persuading food innovation and co-creation. Learning how they can embrace this ensures that they remain at the forefront of culinary excellence while also safeguarding the planet for future generations.

The authors would highly recommend that hotel operators in Malaysia consider adopting similar practices. By doing so, they not only contribute to the growth of local businesses but also offer their guests a truly authentic and memorable experience. Malaysia, with its rich and diverse food culture, has yet to fully embrace the concept of healthier eating within the local culture.

However, by seizing the opportunity to learn and implement valuable insights into international practices, local hotels can mirror the same effort and have the chance to showcase the healthier flavors and ingredients that make Malaysian cuisine more special. In addition, by supporting the biodiversity and well-being of bees through their food and beverage offerings, hotels can align themselves with the growing trend of sustainable and ethical consumption.

This is becoming increasingly important to today's conscious travelers, who are seeking not only delicious food but also a deeper connection to local food trends and culture. This receptiveness of significant endeavor not only fosters innovation but also contributes to the improvement of service quality, ultimately leading to increased competitiveness in the global hospitality market and the hotel industry. "To-Bee" friends are the new black!

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