

**A RESEARCH ON DETECTION OF
BASIC PRODUCTION LOSSES IN
FOOD AND BEVERAGE BUSINESSES**

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INTRODUCTION

In food and beverage businesses whose mission is to provide nutritionally adequate, healthy and safe products, minimizing losses that may occur during the production processes is important in ensuring customer satisfaction by ensuring the quality of the final product. In addition, error-free production processes are also important in terms of minimizing the negative impact on the environment and increasing profitability by reducing the amount of waste generated during production. Implementing the error-free production philosophy that supports the sustainability movement in food and beverage businesses will also contribute to the transfer of existing resources to future generations (Sariođlan et al., 2024).

According to the United Nations World Tourism Organization (UNWTO), the share of food and beverage expenditures in world tourism revenues is around 30%, and approximately 88% of tourists state that food is an important factor in their destination selection decision (Arıkan, 2017). In terms of the US tourism industry, food service is an integral part of the tourism industry and the main source of income for the sector. According to a study conducted, the share of gastronomy tourists devoted to eating and drinking is 1.5 times that of other foreign tourists (CED, 2017).. Intangible services, as well as tangible services offered by a destination, have a significant impact on tourist satisfaction. The impact of food service on overall holiday satisfaction has been recognized by many researchers. (Rimington & Yuksel, 1998). Approximately 88% of tourists state that food is an important factor in their destination selection decision (Arıkan, 2017).

Global food and beverage services not only have social and economic importance, but also bring significant environmental impacts. The size of these impacts, or whether they are positive or negative, is directly related to the operational processes of the sector in question and how accurately these processes are managed (Bostan Sarıođlan & Deveci, 2021). In food and beverage services, excess water takes various forms during the production phase. These forms include issues such as carbon footprint formation, excess water use and waste production, overproduction, overportioning, improper cooking, and production losses. Customers who prefer food and beverage businesses are becoming increasingly aware of these impacts, leading them to demand more sustainable food systems and businesses. In line with customer demands, food and beverage businesses have become aware of this issue and are carrying out various studies. This study will aim to determine the reasons for production losses in food and beverage businesses.

The quality of the service offered in the service sector is becoming more important day by day for many reasons. One of these reasons is that it is one of the responsibilities of service providers towards society to produce high quality products or services. Another reason is from finance to education. Service sector businesses and food and beverage businesses in this sector that want to stand out in competition and become a leader in the market in a globalizing and shrinking world have to keep up with the transformation that occurs with technology. Food and beverage businesses, which have an important place in the tourism industry, must be able to effectively use the rapidly occurring change and transformation in all business processes in order to have a long lifespan and achieve their profitability targets (Barıř, 2021). Who emphasizes the problem of low income and profit margins in the food and beverage industry, Infor (2012) also argues that food and beverage companies can only produce better

quality and/or more value and/or provide faster service and/or at lower cost. It emphasizes that they can be successful as long as they can produce products at the rate of their competitors.

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