

# CHAPTER 1

## 1.1 History of Golden Tulip

Golden Tulip Hotels was founded in the 60's as an answer from Dutch hospitality industry to the large international hotel chains that tried to penetrate the Dutch market. It was named Golden Tulip Hotels Holland, as an informal sales and marketing cooperation with then goal to promote a high-class service. In 1975, the fusion with KLM strengthened its existence, Hotels within important KLM destinations started joining in the cooperation and this triggered the founding of Golden Tulip Worldwide. Golden Tulip manages, develops and franchises 3,4 and 5 star hotels. The 4 and 5 star hotels are named Golden Tulip, and the 3 star hotel are named Tulip Inn. In 1990, all management, marketing and development activity were brought together to the Golden Tulip International holding and the company became a daughter company of KLM. The next few years, the number of management hotels increased. In 1993, KLM sold 75% of its stock to Ravast Beheer Groep, which left Golden Tulip International as an independent cooperation. However, KLM kept its support given in sales and marketing. In 1997, Golden Tulip International has made an agreement with Utell International to pump up its occupancy rate and it's positions in the market.

In July 1998, Golden Tulip and Krasnapolsky hotel went together as one company. Golden Tulip Hotels are in normal circumstances small mediums sized hotels and show certain elegance without being to be glamorous.

The hotels are trying to play the market segments and the best suitable segments at their own skills, primarily they look for a best suitable cost/profit

relationship for their hotel products. Golden Tulip Hotels think that the employees who are in direct contact with the guests or those who are important for the guests are the base of success. The Golden Tulip Hotels needed to be a place that guaranteed constant quality for the delivered product by giving the individual guests a friendliness and constant quality by friendly and well-trained staff under control by trained management.

Golden Tulip International BV currently has 250 hotels in 47 countries. With this numbers of hotels, it stands on position number 12 in the rank of hotel franchisers.

Last year, Golden Tulip Hotel was taken over by Spanish Hotel Group because they interested with this big chain hotel. One of the Golden Tulip International goals is to expand the number of their hotels to 500 hotels world wide in 2003. Building and buying new hotels, but also welcoming the new chain members will achieve this.

## 1.2 History of Golden Tulip Epe

Golden Tulip Epe was opened in 1982 as Euroase Hotel Dellenhove with 123 rooms and 8 conference rooms. It then belonged to Euroase (a group of recreation and congress hotels, bungalows and campaigns).

Their statement was that all companies must be located in beautiful nature areas. Their motto was: quiet, space and nature. That's why the hotel is located in the middle of a forest area. They have several facilities as an indoor swimming pool, four bowling lanes, sauna, Turkey's steam bath, tennis court and 2 suites. In

1992, they built 12 more conference rooms, 13 luxurious rooms and 2 suite rooms. Vast-group hotels took over the whole Euroase group in 1994, together with 3 Barron hotels. The management of the hotels is put out to contract Golden Tulip. The category of this hotel is conference hotel.

### 1.3 Profile of Food and Beverage Department

The Food and Beverage operation plays a very important role in generating hotel's annual profit / income. It also gives a strong impression of a quality hospitality service and its products. Golden Tulip Epe as a conference hotel generates 80 % of their total guest numbers from its conference service and facilities, especially on weekdays. The Executive Chef and his crew aim to bring the guests to experience variety in delicious dinners and buffets.

Food and beverages facilities at the Golden Tulip Epe:

#### 1. Restaurant Randerklippen

The restaurant serves breakfast from 07.00 - 10.00 ( 10.30 on weekend).

Various breakfast buffets are offered, such as American or English are prepared by reliable cooks. With relatively affordable price of Nfl.20 which normally comes with room package.

Lunch is served between 12.00 - 14.00 from Monday to Friday. With the price of Nfl.45, guests can enjoy warm or cold buffet courses.

Dinner starts at 18.00 - 21.00. On top of the vegetarian menu, delicious day menu or a la carte are offered.

## 2. De Brasserie

With the capacity of 30 persons, De Brasserie is open daily from 08.00 - 23.00 and it is a perfect place for guests to drink, relax and mingle. Small menu card is available for order following the kitchen-closing hour at 21.00.

## 3. Room Service

Food service is also available through room service. Variety menus are available in every room. The room service operational hours are: Breakfast (07.00-10.00), Food Service ( 12.00-21.00) **and** for Beverage is from (08.00-23.00).

### **Organizational Chart of Food and Beverage Department (see appendix 1)**

## 1.4 Kitchen

This is an essential workshop to produce quality food products. Kitchen is divided in 3 parts, which are:

### 1. Breakfast Kitchen

There is only 1 shift available to provide breakfast and lunch menu in this part of the kitchen, which is from 06.00 - 15.00

### 2. Dinner Kitchen

This kitchen part provides various day menus or a la carte dinner and it has only 1 shift to run its operation from 13.30 - 21.00

### 3. Utility/Dishwasher

This part of the kitchen is responsible for kitchen equipment and maintenance.

There are 2 shifts available to perform this task: morning shift at 08.30 - 16.00  
and evening shift at 16.00 - 23.00.