

SERVICE MANAGEMENT QUALITY OF FOOD AND BEVERAGE

The Importance of the Food Handler in Hotel Service Quality of the City of João Pessoa, Brazil

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The management of the manufacturing process and handling of food is essential to ensure quality and food safety. The food handler is considered the cornerstone of quality products offered by the establishment. This study analyzed the importance of the food handler in the manufacturing process and food handling in the hotels in Joao Pessoa-PB, in order that the management of employees determines the quality of food and beverage service. Research Centre of character, was undertaken with seven hotels in the city studied, for it was used a checklist based on RDC Resolution 216, September, 15 - 2004 of the National Agency of Sanitary Surveillance (ANVISA). The results concerning the assessment of the handlers of the establishments visited, had a generally satisfactory result, establishments had an average rate of 73.73% adequacy, revealing that food handlers have no knowledge of the rules care with food to ensure food safety. It was found that evaluated the handler's need constant training to ensure that standards of Good Manufacturing Practices are in place in the establishments ensuring the quality of services offered by the Department of Food and Beverage.

KEY WORDS: *hospitality, manipulator, quality, Good Manufacturing Practices.*