

## **CHAPTER II**

### **ESTABLISHMENT BACKGROUND**

#### **2.1 Company's History And Values**

Paresa Resort Phuket is a five-star luxury resort founded by 3 founders, namely Khun Poompong Patpongpanit, Khun Somrudee Amatayakul and Dr. Yupares Nimkarn. The term Paresa is a combination of the compound words "Para" (the highest) and "Isa" (God). Names that contain the word Isa, such as Paresa, are associated with the god Siva who rules the highest realm or can be said to be the heaven of all heavens. This term also coincides with the location of Paresa itself, which is located on the Kamala cliff, in the middle of a tropical forest and with views of the blue waters of the Andaman Sea.

With its natural beauty and facilities on offer, Paresa Resort has a vision to be recognized as a leader in service from the heart of Thai hospitality and offers innovation, development and commitment to guests, society and communities to provide a unique paradise experience, growth and business success. To realize this vision, there is a mission that is implemented, namely our first priority is to respond to every guest inquiry, we treat our colleagues, guests, owners and community respectfully and equally, we work as a team, assist others and achieve goals together, we promote open communications, innovation and creativity, we accept responsibility and accountability, we create a home-like atmosphere and friendly workplace, and we always offer our guests a warm Thai welcome and "wai".

#### **2.2 Establishment Description**

Paresa Resort Phuket was founded in 2002 and is located on a hilltop high above Kamala Beach, the island's most sought after address known as "Millionaires' Mile", amidst tropical forests and with views of the blue waters of the Andaman Sea. Paresa's location is just 35 minutes from Phuket

International Airport and no more than 2.38 km, guest can visit the beautiful Kamala Beach. There are 42 private pool villas offering unmatched privacy with luxury, a vase of tranquility and stunning views. Paresa has an architecture with characteristics of southern Thai design in the style of towering pavilions, giving off a luxurious impression, as does every villa. Paresa is a high-end luxury resort that exudes romance and decadence, a beautiful location for a proposed proposal or a once-in-a-lifetime wedding venue.

Not only are the views amazing, guests are also offered several dining experiences while in Paresa by enjoying local food and drinks or international classics. Guests can enjoy the dishes provided in a variety of different atmosphere choices. There are 3 different food experiences at Paresa, namely

### **2.2.1 Talung Thai**



**Figure 2.1** Talung Thai Restaurant

Talung Thai Paresa's signature restaurant has been presented with a Michelin award from 2021 to 2024. This restaurant offers stunning views from the top of the cliff and can accommodate around 75 people to enjoy breakfast at the Talung Thai restaurant which is open at 7:00 AM - 11:00 AM. Breakfast at Talung Thai, guests can enjoy international and thai style buffet that has been provided and also order the a'la carte breakfast menu, where 1 person can order a maximum of 2 menus. All guests who book a stay at Paresa can enjoy breakfast at

Talung Thai for free. Then continue for lunch and dinner at 11:00 AM - 23:00 Am, guests can order a'la carte menus for their lunch and dinner then enjoy it at Talung Thai restaurant

### **2.2.2 Infinity Pool**



**Figure 2.1** Infinity Pool

The infinity pool is an infinity swimming pool with 30m salinity overlooking the sea and is an amazing place to relax. There are 4 sets of sunbeds that guest can use to relax while enjoying light lunch, snacks and soothing drinks which is available from 10.00 Am - 18.00 Pm. Paresa also offers the " Romantic Infinity Pool Dinner " for the ultimate dining experience just for two, dine under the star on guest floating deck while the pool glimmers underneath guest. This experience can be enjoyed from 18.00 Pm - 22.00 Pm. For guests who want to take this service, guests need to pay 7,900 or 9,900 baht per person. Guests can choose several international and thai style menus options that have been provided.

### **2.2.3 In-villa experience**

In a comfortable villa, guests can enjoy their breakfast, lunch and dinner with a choice of international and thai style menus. For the

IVD breakfast service, guests need to pay 600 baht, then guests can order food from international and thai style buffet and a'la carte breakfast menu, a maximum of 2 menus per person. Guests can also get IVD lunch and dinner services, guests just need to order a la carte menu for a minimum of 300 baht. Then, if guests want a more interesting dining experience, Paresa provides it 'floating' breakfast or sunset cocktail in the guest pool and also a BBQ in the villa.

#### **2.2.4 Floating breakfast**



**Figure 2.2** Floating breakfast

Guests can start their day by eating breakfast on a large floating tray while relaxing in the comfort of the private swimming pool. Guest can get this floating breakfast from 8.30 - 11.00 and by paying 1,900 baht guests can order international and thai style buffet menu and a'la carte breakfast menu with a maximum of 2 menus per person. Every morning, the F&B team will receive orders for floating breakfast with a maximum of 4 orders.

### 2.2.5 Floating sunset cocktail



**Figure 2.3** Floating Sunset Cocktail

From 17.30 - 18.30, guests can eat dinner on a large floating tray while enjoying the sunset view over Phuket from the privacy of the guest villa. Guests can enjoy this service with pay 4,200 baht per room and guest will get 3 dishes canape and 1 bottle wine selection. The F&B team will receive orders for floating sunset cocktail with a maximum of 4 orders in one day.

### 2.2.6 BBQ



**Figure 2.4** BBQ In-Villa Experience

Apart from enjoying the menus provided at the villa, guests can also enjoy a BBQ experience on the guest's private villa balcony from 18.30 - 22.00. For in-villa BBQ, there are 3 menu packages provided with a minimum order for 2 people. There are packages for 6,500 per person, 7,000 per person and 8,200 per person and in a day only 1 room can order this service.



**Figure 2.5** Paresa Reward

Apart from the restaurant getting the Michelin Guide, Paresa also received several awards such as travelers choice for 3 years, winner of luxury global awards 2022, in the top 10% of hotels with the best pools in the world and etc. Paresa is also passionate about its commitment to the environment and its support to the community in which we live and work. Paresa commits to a plastic free “PHUKET PLEDGE” future which promises to reduce, reuse and recycle single-use plastic in Phuket. Efforts that have been realized include Paresa replacing plastic items with more environmentally friendly options and using reusable containers. Paresa has also invested in its own water

production plant to treat, purify and mineralize all drinking water in Paresa. Apart from that, Paresa also provides a composting site where organic waste is stored and with the help of our resident worms, we can provide rich and fertile compost.

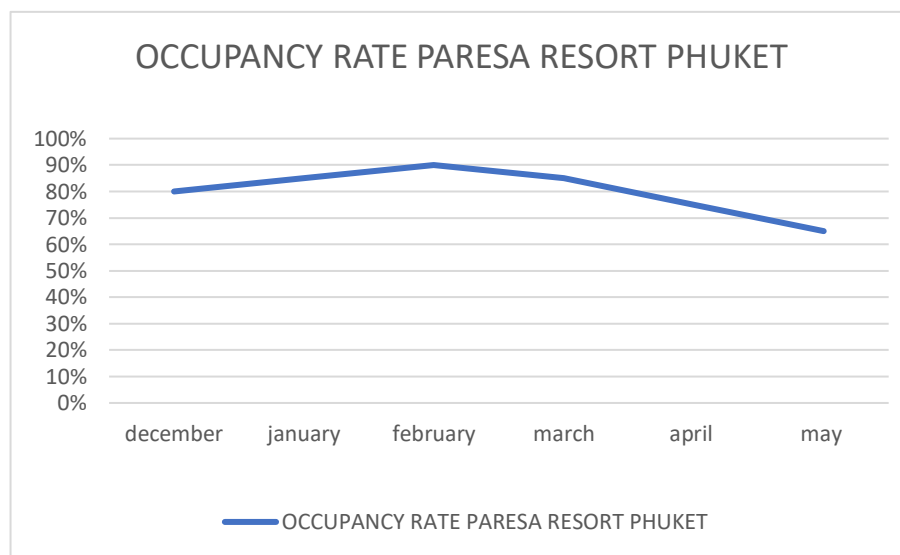


**Figure 2.6** Good Shepherd in Phuket City

Paresa also supports Good Shepherd in Phuket City which is a local charity that supports various community projects. Paresa uses products from which profits will be given to children in orphanages and donates toys, clothes and equipment to children.

### 2.3 Occupancy Rate

Paresa Resort Phuket has 42 pool villas with 5 categories. Due to the views and natural beauty on offer, many guests choose Paresa as their holiday destination or place of rest on big holidays such as Christmas, New Year, Valentine's Day, Chinese New Year, etc. Here's the monthly occupancy rate from November to May.



**Figure 2. 7** Occupancy Rate Paresa Resort Phuket

Said by the executive sous chef at Paresa Resort, in December because of Christmas and New Year the busy level reached 80%, then in January it rose again because it was still a holiday atmosphere to 90%, in February because of Valentine's Day and Chinese New Year it rose again to 95 %, at this month was very busy whether at breakfast or lunch and dinner because almost all of those who come to the resort are people from China, where most of the Chinese people eat in large portions, after finishing a busy month, the next month the level of activity has started to decrease to 85%, in April there is the big day of Eid al-Fitr where the guests who come are mostly guests from the east and the eating characteristics of these guests are not as much as guests from China so the level of activity decreased to 75% until in May it also dropped to 65%



## 2.4 Kitchen Brigade And Job Description

The author did an internship in 4 kitchen section. This is the newest kitchen brigade when the author completed his internship because during the internship process there were several member changes in the kitchen.

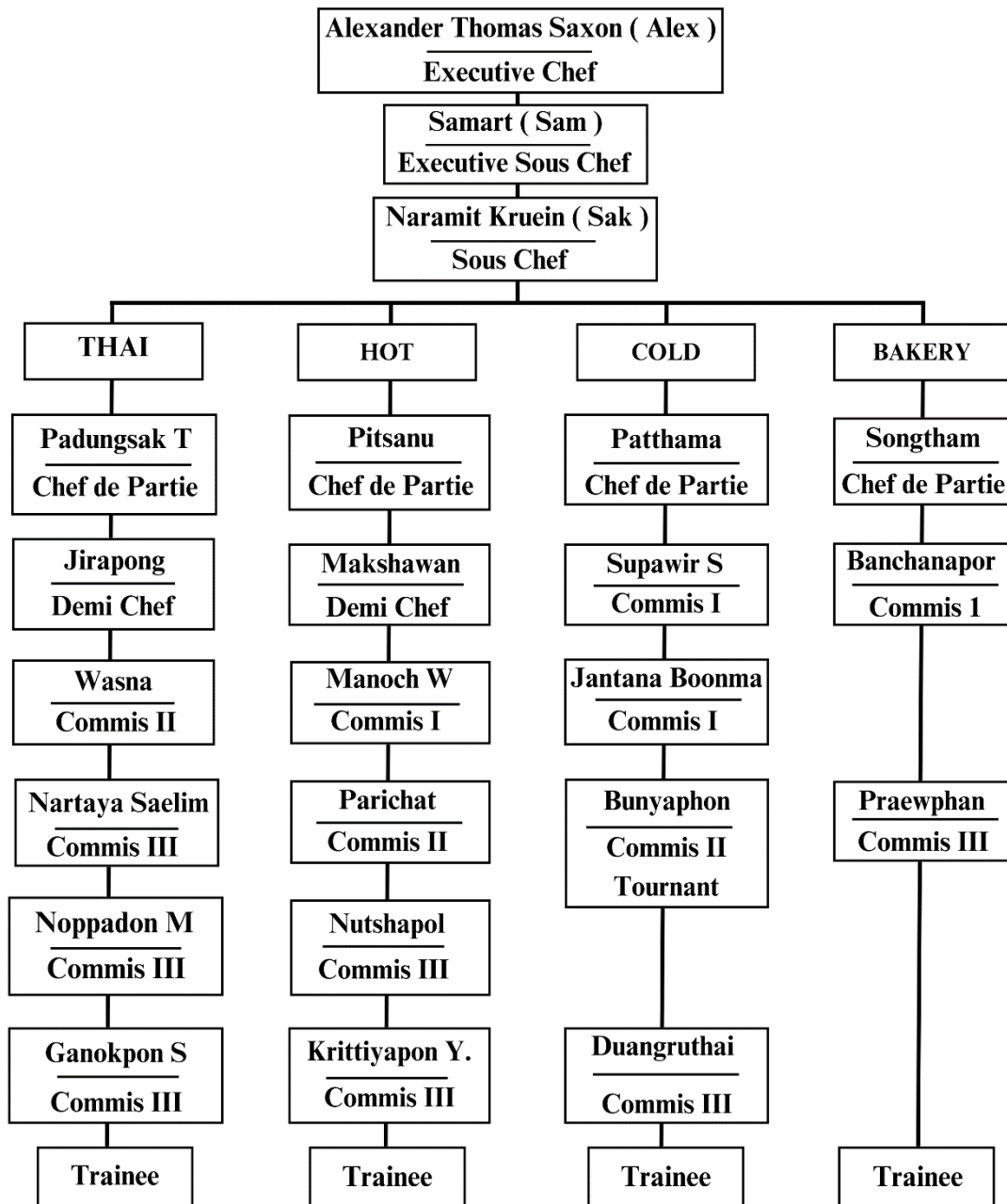


Figure 2.8 Kitchen Brigade Paresa Resort Phuket

### 1.Executive Chef

- Recruiting new kitchen employees
- Supporting menu planning and ensuring execution
- Receiving feedbacks & complaints (if any) from the Customer
- In charge of purchasing & costing
- Responsible for menu development & innovations

### 2. Executive Sous Chef

- Assist with administrative tasks like scheduling
- Spend time on the floor speaking with members
- Analyzing health and safety protocols in the kitchen
- Inventorying the kitchen and placing order
- Maintain a professional and positive environment for all kitchen staff

### 3.Sous Chef

- Plan and supervise the cooking of all menu items
- Respond immediately to any problems that may arise and help resolve them
- Mentoring and training of junior staff
- Help design and prepare food menus, special new dishes and menu items.

### 4. Chef de Partie

- Lead the team according to its section
- Take care of food preparation every day
- Estimate daily production needs and check the quality of raw and cooked food products to ensure standards are met.
- Supervise junior or commission chefs.

- Make food stocks, especially for menu items that can only be made by CDP.
- Guide and train subordinates every day for high motivation and an economical work environment.
- Ensure that the kitchen soup runs according to the executive chef's directions
- Assisting in developing new menus

#### 5. Demi Chef de Partie

- Assist CDP in developing dishes
- Prepare stock menu items
- Prepare dishes

#### 6. Commis

- Follow the chef de partie's instructions and perform various food-related tasks
- Prepare food ingredients and stock menu items.
- Receive delivery and verify that all ordered items have been delivered and are of good quality.
- Perform basic cleaning tasks and ensure work stations are properly sanitized.
- Help and make orders.

#### 7. Commis II Tournant

- Train and manage junior members of kitchen staff
- Manage kitchen stations wherever assigned
- Prepare and cook dishes

## 8. Trainee

- Responsible for helping each Chef de Partie, Demi Chef and commis according to the section schedule that has been shared
- Do all preparation, checking and refill stock boxes of food ingredients
- Assists in processing materials
- Help any section that needs help

## **2.5 Hygiene and Sanitation**

### **2.5.1 Personal Hygiene Standards**

The cleanliness and health of staff in the food industry is something that needs to be considered to prevent contamination and maintain food safety because germs carried by humans are one of the main sources of foodborne diseases, therefore there are personal hygiene standards that must be implemented by all food industry staff. The personal hygiene standards implemented by the kitchen at Paresa Resort include that every kitchen staff must take extra care of hand hygiene, make sure to wash hands with soap every time before and after touching food, using the washroom, smoking, handling cleaning agents, garbage, raw meat, touching body parts, etc. While in the kitchen area, all kitchen staff are not permitted to carry out activities such as smoking and eating. All of these activities can be done in the area provided and do not taste or touch food with hands or fingers, use clean spoon, spatula or tongs. All of these provisions can be implemented on the basis of self-awareness, but if there are staff who do not follow these standards, they will be reprimanded. When the kitchen is not busy the executive chef will gather the kitchen staff to remind and explain again about the standards that must be carried out and must think about what will happen if these standards are not implemented well so that the staff will pay more attention to the existing standards for avoid future risks.

## **2.5.2 Personal Grooming Standards**

In the hotel business there are basics of cleanliness and personal care such as appearance, posture style and discipline that must be made a priority for every staff working in front of the screen and behind the screen at the hotel. This is important for creating an individual and company personality image.

The important things in grooming that need to be paid attention to, especially for kitchen staff in Paresa. Each staff comes wearing free clothes and is then required to change into a complete uniform for kitchen staff which consists of a chef jacket, trousers, head covering, safe shoes, name tag and aprons. For women, they are required to tie their hair up then wear light, minimal make-up, nothing too distracting. For men, hair should be short, mustache and beard should be well-trimmed. Hands and toenails for both should be well-trimmed, clean and no nail color. It is permissible to use accessories but not excessively. All standards for personal grooming have also been educated by the HR team to remind and increase awareness of staff to maintain personal grooming. Apart from being aware of each individual, each team member also reminds each other to be able to jointly implement the standards that have been given so that when there are fellow staff who may have forgotten not to follow the standards, they will be reminded again.

## **2.5.3 Sanitation**

Every kitchen staff, including cooks and stewards, has an obligation to maintain food sanitation and hygiene, food storage areas, food processing areas and the equipment used. Every provision for cleaning equipment or rooms has also been determined so that everyone can follow them according to the standards that have been given.



**Figure 2.9** Tools For Cleaning utensils



**Figure 2.10** Cleaning Day

The utensils used are cleaned using soap and warm water that provided in each kitchen washing area and eating utensils such as plates, bowls, spoons and others are cleaned using a dishwasher which has been set in such a way as to be able to wash them cleanly and dried at a certain hot temperature to kill bacteria. Machine tools and other tools such as knives, cutting boards, peelers, etc, should be thoroughly cleaned after use. Each station is required to be cleaned manually using soap after breakfast time is over to make the work of the next shift staff easier and the station will be thoroughly cleaned when the kitchen is closed at night, this is done every day and currently the steward has a kitchen cleanliness checklist that must be cleaned so that nothing is missed to be cleaned then after everything is finished the steward will report it by providing a photo. Cleaning rooms such as the butcher room, vegetable room,

refrigeration room or freezer, dry storage, and big cooking machine that can not be moved around are cleaned thoroughly 2 times per month.



**Figure 2.11** Material Arrival and Checking process

Apart from where it is stored, how to handle and store food is also something that must be considered and done carefully because there are many things that need to be paid attention to so that food remains fresh and is not contaminated by bacteria. Cooking ingredients at the Paresa Resort restaurant are stored in boxes and baskets to facilitate the transfer process which are then immediately taken to the kitchen and handled by the kitchen staff. Food ingredients will be handled and stored according to the characteristics of the ingredients. Herbs, vegetables and fruit will be handled and stored in the vegetable room which has a chiller inside. Likewise, meat, seafood and poultry products that arrive will be checked for freshness first, then products that have been packaged in small quantities will immediately be put into the freezer, and large products such as meat products will be immediately trimmed, cut into certain pieces then packed, labeled and put in the freezer. The cutting process is required to use a cutting board that matches the color of the product you wish to process to prevent cross contamination and is carried out in the butcher room. For dry goods will be stored in the dry store. All of these

rooms are temperature controlled in such a way as to maintain the quality of the stored materials and also implement the FIFO system.



**Figure 2.12** 3 Types of Trash Cans

After paying attention to the storage process, storage area and how to handle cooking ingredients, the waste disposal and drainage system is also given great attention by Paresa Resort because waste is quite dangerous if not handled properly and actually if it is sorted properly it can be recycled until it can be used again. In the waste disposal area, it is divided into 2, namely waste disposal by drainage and separation of waste types. In the kitchen area there are 3 large trash cans consisting of plastic, glass and paper waste. This waste will be resold so that the kitchen gets additional income from selling this waste and unsorted waste will go into the waste grinding machine.



**Figure 2.13** Fertilizer Making Machine



Then Paresa also provides a fertilizer making machine that uses leftover food from guests. This machine can accommodate a maximum of 10 kg in one processing process which takes 2 days. The fertilizer produced will be reused for existing plants. then there is a drainage system which will be cleaned every day with chemical fluids to prevent blockages, bacterial growth and unpleasant odors.