

Unit 4

Hospitality Revision

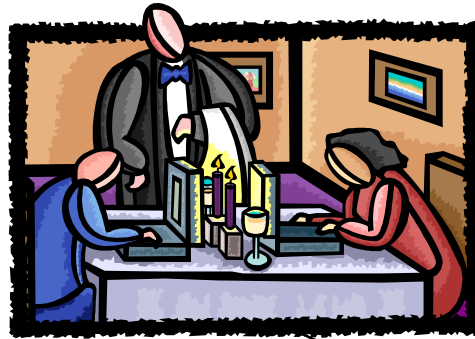
1. The Hospitality Industry

Types of outlets:

Commercial outlets

Hotels, bed and breakfast,
Guest House

Do profit.



Non-Commercial outlets :

Hospitals, prisons,
Boarding schools and
Armed Forces

**Run to make a small
profit**

1. The Hospitality Industry

Main Sectors:

Accommodation:

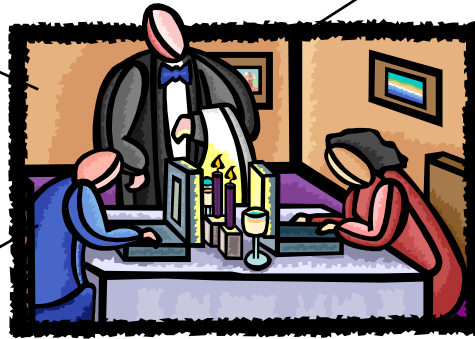
Hotels, guest houses, Hospitals, prisons, boarding schools and Armed Forces.

Meeting and Events:

Hotels and Conference Centres.

Food and Drink:

Cafes, restaurants and fast food outlets



Travel and Tourism:

Railways, aeroplanes, cruise liners and hotels.

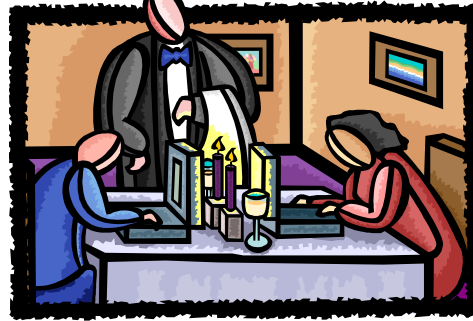
Entertainment and leisure:

Spa centres and golf clubs

1. The Hospitality Industry Staffing:

Full time:

Employment in which the employee works the full number of hours defined as such by his/her employer, usually 35hrs or more per week.



Casual and Seasonal:

refers to a situation where the employee is expected to leave the employer within a certain period of time. e.g. a summer job

Part Time:

Employment that carries fewer hours per week than a full-time job. Workers are considered to be part time if they commonly work fewer than 30 or 35 hours per week.

Questions

- **Q1: list three types of establishments you would expect to find in the entertainment and leisure sector of the industry.**

- Spa
- Golf clubs
- Theme park

- Q2. explain why a hotel situated on the seaside may employ a mixture of full, part and casual staff.

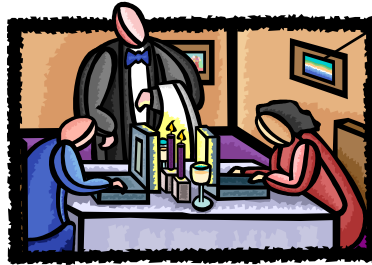
- A hotel may employ a mixture of full time, part time and casual staff because each one offers something different. Full time staff are employed on a permanent basis and often work set shifts over a seven day period. Part time staff usually work at the busiest times of the week, usually the weekends. Casual staff work for a specific function, e.g. weddings or conferences and at the busier times of the year such as summer and other holiday periods.

2. The Hospitality Industry

Types of service:

Accommodation:

Customers need a place to sleep if staying for 1 or more nights. Accommodation varies and can be basic e.g. single, twin, double rooms with en suite or luxurious rooms or suites. Cost depends on the facilities available and the location of the outlet.



Food and Drink:

This may be full meals, lunch. Breakfast or dinner, set menus – table d'hote or a la carte.

Breakfast can be continental, English or mix and match and served buffet style.

Snack menus for the bar maybe offered.

Customers attending special functions or conferences will often have pre arranged set menus.

Business delegates may require snacks and drinks all day and will usually be self service.

Function Facilities:

Customers need to hold a function e.g. wedding, birthday party. Establishments that offer this are usually, hotels, church halls, public houses. Cost will include room hire, and other requirements, customers usually provide their own food and drink and entertainment, but not all establishments will allow this.

Conference Facilities:

Rooms for a conference can be laid out in a range of styles.

Theatre- presentations

Boardroom- discussions

Cabaret- small groups

Top table- wedding receptions

2. The Hospitality Industry

Types of client groups:

Meeting Room:

- Main meeting room
- Style of layout (theatre, boardroom, cabaret or top table)
- Adjoining rooms

Equipment:

- Flip charts
- Pens
- Computer equipment
- Projector and screen
- Audio equipment
- Delegate packs (paper and pens)
- Promotional material
- Internet access (Wi-Fi or cable)

Needs of delegates at a Conference



Food and drink:

Depending on the length of the conference delegates may require any of the following;

- Breakfast, Lunch or dinner
- Tea, coffee juice, water and snacks

The following will need to be arranged before the conference

- Menu, Type of service
- Timings
- Location (refreshments served in or out of conference room)

Accommodation:

- Type of room (single, twin or double) En-suite facilities
- Wi-Fi, TV, Radio or DVD
- Car parking
- Leisure facilities

2. The Hospitality Industry

Types of client groups:

Function Room:

Layout of tables and chairs

Type of service

Space for serving food, drinks and dancing

Equipment:

Audio and visual equipment

Appropriate colour schemes


Table linen, crockery, cutlery and glasses

Cake stand

Seating plan, place cards and favours

Cleaning equipment

Needs of guest at a wedding reception at a hotel



Food and drink:

Menu (a la carte or set menu)

Type of service (buffet or table service)

Timings (of food and speeches)

Drinks (alcoholic or non alcoholic)

Accommodation:

Type of room (single, twin or double) En-suite facilities

Wi-Fi, TV, Radio or DVD

Car parking

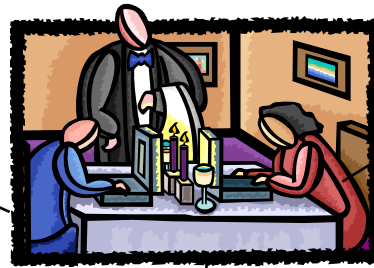
Leisure facilities

2. The Hospitality Industry

Types of clients:

Businesses:

Commercial business and organisations. (profit making)



Different age groups:

Children, teenagers, adults, older people or mixed age groups of tourists and club members.

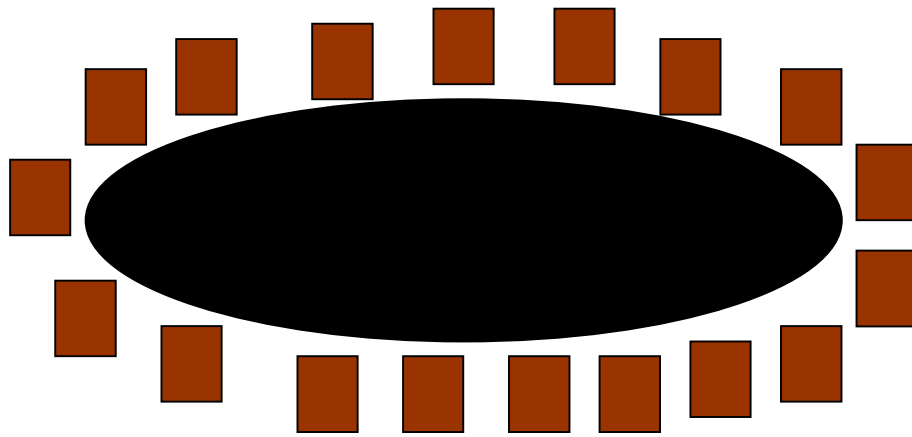
Private Clients:

Non –commercial individuals. (non profit making)

Q3. discuss the main points you would need to consider when planning a tea party for a group of elder people at a day centre.

- When considering to hold an event for elder people you have to take into account a range of things, such as access to facilities such as food preparation equipment oven tea and coffee making equipment, and how the food will be served, buffet or table service. Equipment such as crockery, table linen, glasses and cutlery are also needed. Also what other facilities may be required such as toilets, cloakroom or car parking. The layout of the room is also essential because elder people may have equipment to help them move around easily such as walking frames/ wheel chairs.

Q4. a manager had requested a meeting room for ten delegates with a boardroom layout. Draw the layout and suggest what else the delegates will need.



- Delegates will require a number of facilities during a conference, this may include accommodation the night before the conference. Food and drink this may include, breakfast, lunch, dinner, snacks, and tea or coffee. Juice and or water may also be provided. Delegate packs including, paper and pens. Audio and visual equipment may also be necessary as well as flip charts and pens and internet access. the special needs for delegates must also be taken into account, eg wheelchair access and special dietary requirements.

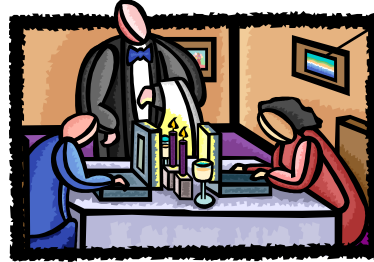
3. The Hospitality Industry

Job roles, employment and training:

Management:

Manager: person in charge of the day to day running of the business and ensuring the business makes a profit.

Assistant manager: in charge of the business during the absence of the manager. May have work delegated to them by the manager.



Food and Drink:

This may be full meals, lunch. Breakfast or dinner, set menus – table d’hote or a la carte.

Breakfast can be continental, English or mix and match and served buffet style.

Snack menus for the bar maybe offered.

Customers attending special functions or conferences will often have pre arranged set menus.

Business delegates may require snacks and drinks all day and will usually be self service.

Front office:

Receptionist: responsible for taking bookings, ensuring staff give guests the correct information, helping guest with enquires, checking in and out and complaints. Completing work rotas and staff training.

Porter: takes guests bags to and from their rooms, setting up for conferences.

Administrative staff: dealing with the day to day running of the hotel, internet bookings and maintenance, laundry and any incidents

Conference Facilities:

Rooms for a conference can be laid out in a range of styles.

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Boardroom- discussions

Cabaret- small groups

Top table- wedding receptions

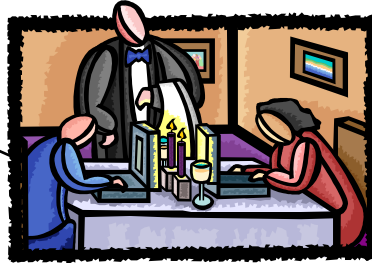
3. The Hospitality Industry

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Management:

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Assistant manager: in charge of the business during the absence of the manager. May have work delegated to them by the manager.



Accommodation:

Head housekeeper: responsible for ensuring rooms are ready for guests, does staff rotas and coordinates staff.

Housekeeper: allocating jobs to maids, checks laundry and rooms to ensure they are cleaned correctly.

Room attendant: cleans the rooms, changes beds and checks toiletries and towels are stocked correctly.

Maintenance officer: carry's out repairs

Front office:

Receptionist: responsible for taking bookings, ensuring staff give guests the correct information, helping guest with enquires, checking in and out and complaints. Completing work rotas and staff training.

Porter: takes guests bags to and from their rooms, setting up for conferences.

Administrative staff: dealing with the day to day running of the hotel, internet bookings and maintenance, laundry and any incidents

Concierge: move customer cars, book trips and outings, call taxis and look after luggage.

Q5. give five qualities needed by a receptionist working in a hotel.

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- Be polite
- Good communicator
- Ability to speak another language
- Solve problems
- Good organisation skills

Q6. explain the role of a porter

Q7. state 2 occasions when casual staff may be employed at a hotel.

Q6. explain the role of a porter

- A porters role in a hotel is to take customers bags to their rooms and also to set up conference rooms.
- Q7. state 2 occasions when casual staff may be employed at a hotel.

Busy times of the year- Christmas, new years or Easter.

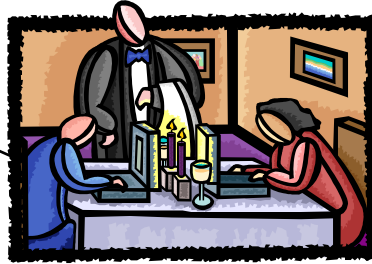
- Special events- weddings, christenings or conferences

4. The Hospitality Industry

The 3 R's and Environment:

Recycle:

- The choice of packaging materials.
- Recycling of tins, plastic, glass, card and paper.
- Composting.



Reduce:

- Reduce energy in methods of cooking.
- Transportation of food and materials. Eco Footprint.
- Ways of reducing waste food.
- Reduce the use of pesticides. Organic food production.
- Buy products with little or no packaging.

Reuse:

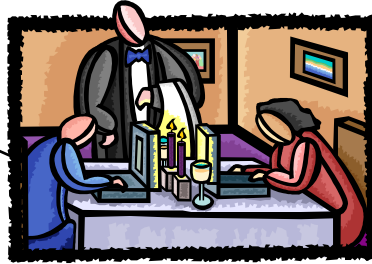
- Products that can be reused for either the same or a new purpose.
- Reuse of leftover ingredients to make other food products.

4. The Hospitality Industry

The 3 R's and Environment:

Conserving Energy:

- Use towels more than once
- Air conditioning only in guest rooms
- Use energy saving light bulbs
- Set temperature on water heaters
- Turn TV's off rather than leave in standby.
- Install energy efficient kettles, dryers
- Heating, lighting and electrical equipment that use key cards.



Conserving Water:

- Fit showers not baths
- Have push taps or automatic sensory taps
- Install toilets that use less water
- Recycle rain water to flush toilets
- Use towels more than once.

Q8. discuss ways in which a hotel can encourage guests to save energy.

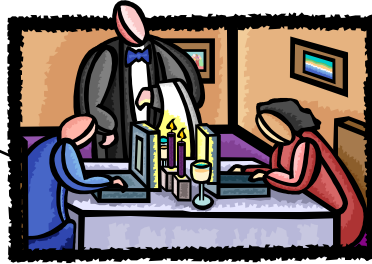
- A hotel can encourage guests to save energy by encouraging them to turn lights off and electrical equipment off when they aren't being used. Also by encouraging them to reuse their towels if they are staying more than one night. They can also fit en suites with showers not baths. Finally by encouraging guests to recycle things such as newspapers, glass and plastic bottles.

5. The Hospitality Industry

Teamwork and communication:

How to recognise good teamwork: Team members;

- work quickly
- Are happy
- Talk to each other
- Accept responsibility
- Know what is expected of them



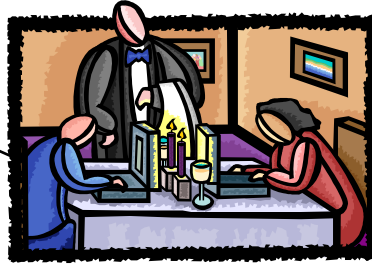
How to recognise a good team leader:

- Delegates tasks
- Supervise the team
- Motivate their team
- Good communicator
- Gives advice and support

5. The Hospitality Industry

Teamwork and communication:

- Its important to communicate effectively in the hospitality industry. Accuracy of communication is very important. Especially in the following areas:



Guest contact:

- Meeting and greeting
- Checking in and out
- Guests queries and complaints are dealt with efficiently
- Maintain a good reputation.

Booking systems

Bookings is the first contact a guest has with the outlet so a good impression is essential

Storage of personal data:

Staff must ensure they follow the Data Protection Act as they are responsible for the information gathered from guests.

Q8. discuss the importance of good teamwork when running an event

- What does good teamwork look like?
- Why is teamwork important?
- How will good teamwork impact on the guests experience?

Q8. discuss the importance of good teamwork when running an event

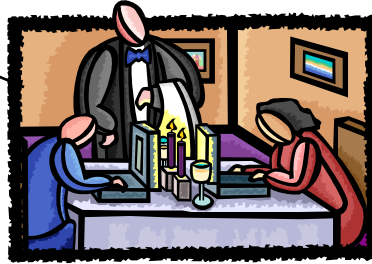
- Good communication is important when running an event to ensure that all guests are kept happy and also to ensure that all tasks that need completing are. Such as ensuring that tables are set correctly to suit the type of menu, also knowing what you are required to do during the event. With good teamwork all tasks are carried out quickly and efficiently and if staff appear happy then the guests will be happy and enjoy themselves.

6. The Hospitality Industry

Quality Assurance and Quality Control:

5* luxury Hotels

First class service and accommodation, with elegant and luxurious surroundings. Facilities include, valet parking, concierge service, fully equipped fitness centre.



1* economy hotels:

Usually located near major motorways. Simple basic facilities such as cable TV and tea/ coffee facilities. Don't have restaurants or room service

3* mid scale hotels:

Rooms and reception areas are nicely furnished with a good level of comfort. Facilities include, swimming pools, room service and parking at extra cost. Usually located near motorways or city centres.

2* value hotels:

Usually located near office parks or retail areas. Rooms are comfortable but not elegant. Don't have restaurants or room service

4* deluxe hotels:

Comfort, class and quality that guests can rely on. Located near desirable shops and restaurants. Facilities include, valet parking, concierge service, fully equipped fitness centre

7. Nutrition & Menu Planning

- A balanced diet contains a wide variety of foods
- Food contains a mixture of different nutrients which have different functions in the body.
- A healthy diet will provide adequate amounts of all nutrients needed by the body for good health.



7. Nutrition & Menu Planning

Foods containing...

protein

carbohydrate

fat

...provide the body with energy.



Food also provides...

- fibre;
- water;
- vitamins and minerals.



These substances do not provide the body with energy, but are all needed to fulfil some important 'support' functions for the body.

7. Nutrition & Menu Planning

The Balance of Good Health is based on five food groups which are:

Fruit and vegetables

Bread, other cereals and potatoes



Meat, fish and alternatives

Milk and dairy foods

Foods containing fat

Foods containing sugar

7. Nutrition & Menu Planning



Fruit and Vegetables

- Aim for at least 5 portions a day.
- Fresh, dried, frozen, canned and juiced - they all count.

Main nutrients: carotene, vitamin C, folates and fibre. Vit C needed for immune system and to prevent scurvy, fibre to prevent constipation and bowel cancer.

7. Nutrition & Menu Planning

Meat, fish and alternatives



- Help the body to grow and stay healthy.
- Eat a range of meat, fish eggs, nuts, seeds, tofu, beans, and pulses.

Main nutrients: iron, protein, B vitamins (B12), zinc, magnesium

7. Nutrition & Menu Planning

Milk and dairy foods



- Help bones and teeth to grow strong and stay healthy.
- Try lower-fat options.

Main nutrients: calcium, protein, vitamin B12, vitamins A & D

Needed for growth and repair, strong bones, Vit A&D needed for skin and eyes

7. Nutrition & Menu Planning

Foods containing fat /

Foods containing sugar



- Don't eat too many foods that contain a lot of fat. Leads to obesity.
- Don't have sugary foods and drinks too often.
- Leads to tooth decay.

7. Nutrition & Menu Planning

Menu Planning:

Government Guidelines: eat less fat, less sugar, salt, alcohol and eat more fibre should be considered in menu planning to provide a balance of dishes.

- Menus should be a balance of different starters, mains, desserts – not repetitive in terms of types of dishes e.g. fish, meat, poultry (chicken, turkey, duck), vegetarian, dishes suitable for those dieting, people who can't eat milk products (lactose intolerance) or wheat, consider religious and cultural implications.
- Colour, texture and value for money must also be considered when presenting a menu. It must be presented correctly and in a attractive and appealing manner to the consumer.



7. Nutrition & Menu Planning

Costing:

It is vital to cost dishes accurately to make a reasonable profit. Portion control (keeping the size of a portion the same every time by using the same size container or serving spoon).

The total cost of a food item depends upon 3 things:

1. **Food or materials cost** the cost of the raw materials or ingredients.
2. **Labour costs** - *Direct labour* cost e.g. the wages of the chefs, *Indirect Labour costs* - other people who work in the restaurant.
3. **Overheads** - the cost of rent, rates, heating, lighting, electricity, gas.

Sales - Food Cost = Gross Profit

Sales - total cost = Net Profit

Food cost + Gross Profit = Sales

Gross Profit is usually around 40%

Net Profit (after Labour & overheads have been taken out) is around 20%

Weights & Measure Act 1985 Weights and measurements of products must be accurate.

Q9. discuss the factors that must be considered when planning the menu for a children's tea party.

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- When considering what food to serve at a children's tea party, you have to first consider the age of the children that will be attending. You must ensure that the food served contains a range of nutrients and that the meal is balanced. Children because they are growing need to have a lot of protein as this is for growth and repair of body tissue. They also need to have a large amount of carbohydrates to give them energy to play, so foods like ham or chicken sandwiches can be served. Fat, salt and sugar should be kept to a minimum as these are unhealthy, foods like crisps, cakes and fizzy drinks can be included but in small amounts. It is best to serve fresh fruit juice or smoothies because these will help children get at least one portion of their 5 a day. Milk or other dairy products should be used as these are needed for strong teeth and bones.

Q10.explain how hotel restaurants calculate profit

- A hotel restaurant uses the following formula to calculate profit margin on the meals they serve.

$$\frac{\text{Food costs} \times 100}{40}$$

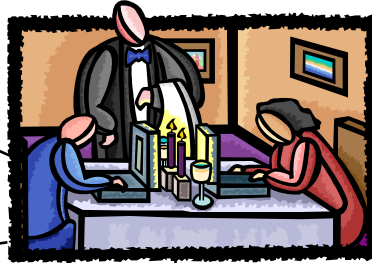
8. The Hospitality Industry

Customer care and Corporate Image:

Customer care means recognising customers needs

Maintaining customers comfort and security

Making sure customers are satisfied.



To achieve good customer care staff must:

Put customers first

Provide safe, secure, hygienic and comfortable surroundings

Make customers feel welcome and valued

Deal with issues quickly and efficiently.

Measuring customer satisfaction:

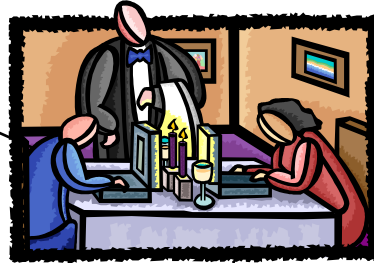
Helps organisations provide effective customer care. Feedback can be verbal or written e.g comment cards, questionnaires, mystery guests.

8. The Hospitality Industry

Customer care and Corporate Image:

Logos:

Help customers recognise an establishment, can help customers to feel comfortable and know what type of service to expect.



Layout of the establishment:

Usually the same across the country. Can help customers feel safe and secure.

Advertising:

Large companies spend millions on advertising and promoting products and services.

Uniform/dress code:

Some companies make staff wear uniform, so staff are easily identified. Uniforms may differ depending on area of establishment the staff works.

Menu:

Menus used by large companies will be the same regardless of which country the establishment is in. allows for companies to order in bulk and reduce costs and increase profit.

Q11. why is customer care important?

Q11. why is customer care important?

- Customer care is important for the following reasons; customers needs will be met and in turn will advertise the hotel. Staff self-esteem will be high and they will be happy. Hotel managers will be happy as profits and level of business will increase.

Q12. explain why large establishments have a corporate image

- Large establishments will have a corporate image so that they are immediately recognised by customers who know the brand. A corporate image can include a logo, uniform, menu and also the layout of the establishment.