

## AC 1.1

## Structure of the Industry

### Hospitality & Catering

### Hospitality

Covers all aspects of the accommodation and catering industry, for people away from home. *"the friendly and generous treatment of guests and strangers"*

### Catering

Providing a food & beverage service to people. E.g. restaurant, fast food.

#### Sectors

- Accommodation
- Hotels, resorts, lodging
- Food & Beverage
- Restaurants, fast food, catering
- Travel and tourism
- Cruise, airlines, holiday parks
- Entertainment
- Leisure attractions, Retail stores

### Contract catering

Supply businesses /establishments with food at places it is not usually provided Private functions in hotels or community halls, sports venues for parties, weddings, funerals, concerts etc.) Or airlines, hospitals, schools Food is prepared off site then delivered. (can be made on site if kitchen available)



### Suppliers

Hospitality business support local business, both for the local economy and the environment.. Local sourcing can include local and seasonal ingredients and toiletries for guest rooms and flowers for reception areas.



- Build up relationship
- Repeat business
- Know what to expect
- Create jobs
- Support local economy
- Repeat business
- Less food miles

- Advantages:**
- Accountability** –hold responsibility. Refund if unsuccessful
  - Peace of Mind** - clients can focus on event, not the catering.
  - Experts** – Know the trends. Have trusted suppliers e.g. butcher.
  - One invoice** - client only has one total invoice to pay.
  - Connections** - recruit the right people from existing pool/network. E.g. skilled chefs, silver service waiters, wedding cake designers
  - Legislative Compliance** - work within Food Safety laws/HACCP rules.

### Disadvantages

- Cost** – cost for food, preparation, transport & service.
- Stranger Danger** - strangers will be at venue
- Lack of Variety** - depending on type of catering
- Plated dinners - more limited - guests must choose between 2 or 3 options in advance.
- Buffet - increase variety, but more difficult to plan quantities /know which foods guests will prefer

### Establishment types

#### Commercial (aims to make a profit)

**Residential** Provides accommodation (somewhere to stay)

- Hotels - Guest houses - Holiday parks –Cruise ships - Glamping - Farmhouses - B & B's

#### Clients

Business groups for longer meetings in a different city – Individuals, groups or families - Holidays & leisure - Guests attending an event i.e. wedding, celebration - Overseas visitors - School trips

#### Non residential

No accommodation Hospitality & catering only

- Restaurants – Cafes - Pubs – Bars - Fast food outlets - Take away - Casinos - Food vans - Tourist attractions (e.g. theme park) - Sport stadiums – Concert/gig venues – Delicatessen - School meals - transport catering - B & B's

#### Clients

Individuals – Families - Groups - Tourists & visitors - Workers on regular hours - Shift workers

#### Non commercial (doesn't aim to make a profit)

##### Residential

- Public sector
  - Health and welfare NHS, care homes, emergency services, prisons
  - Education Colleges, schools, universities
  - Armed forces Army, navy & air force

##### Private sector

- Private nursing
- Private care home

##### Hostels and shelters

##### Non residential

- Public sector
  - Schools, nurseries
- Workforce catering
  - Canteens in shops, factories etc.
- Voluntary/health & welfare
  - Lunch club charities, soup kitchen, day care centres

#### Clients

Varies, depending on sector i.e. prisoners, elderly, students, homeless people etc.

### Types of accommodation



**Hotel** Accommodation with bedrooms and en-suites. 5\*first class service ,excellent facilities, high standard of cuisine. Valet parking, concierge, room service 24 hours, fitness centre, pool, spa & modern business areas 4\*offer comfort but fewer facilities and less luxurious than a 5\* 3\*3\* - often situated near motorways and have fewer facilities 2\* comfortable, do not have restaurants/room service - often next to a restaurant 1\*often motels on motorways and have basic accommodation and few facilities

**Suite** In a hotel but a much larger accommodation., with one or multiple connected bedrooms and bathrooms, like a fully furnished mini-apartment

**Boutique hotel** a stylish small hotel, typically one situated in a fashionable urban location. Usually unique and quirky bedrooms.

**Motel** a roadside hotel designed primarily for motorists, typically having the rooms arranged in low blocks with parking directly outside.

#### Youth hostel (YHA)

Accommodation is usually in comfortable bunk beds, sharing rooms with others. Bathrooms are shared. Bed linen provided to make up own bed. Either a full meal or self-catering. Most locations have a sitting area, drying room, cycle store.

**B&B/Guest house** Accommodation for a night & a meal in the morning, provided in guest houses & hotels.

**Cabins** small wooden shelter/house in a remote area. Usually for larger groups r families, with self catering facilities and sometimes with an outdoor hot tub.

#### What is rated?

Open all year - Number of rooms (including en suite availability – Other spaces (bars etc) – Environment & Atmosphere – Reception area – Customer care & service – Access to facilities (i.e. Receptionist all night) – Meal facilities & standards – Health and safety – Standard & Maintenance of facilities (i.e. Lighting) – Extra facilities (i.e. Spa, gym, valet) – TV & Wi-Fi – Suite availability – Cleanliness

### Standards, Reviews & Ratings

Reviews can affect businesses – good reviews boost custom, poor reviews can lead to people avoiding the establishment

#### Michelin - worldwide

Anonymous inspectors visit establishments & have a meal, They write a review & can award 1-3 stars for excellence



#### AA Rosette Awards: UK

first UK-wide scheme for assessing the quality of food served by restaurants & hotels. Focuses on the TASTE.



#### Good Food Guide

Members of the public fill in a review which is compiled into a guide. Points are awarded for excellence 1-10.



#### Online Reviews

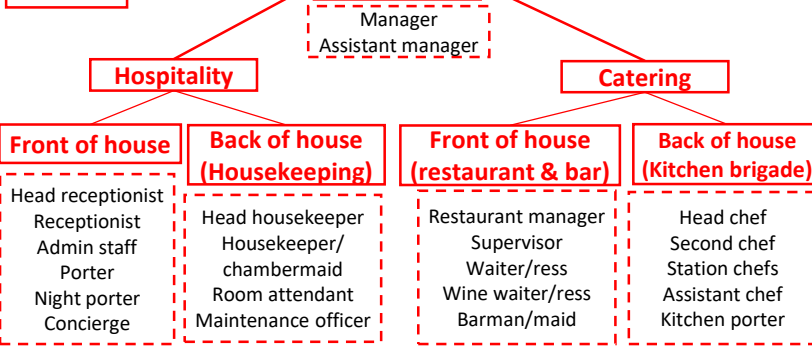
Anyone can post reviews of an establishment. Large number of reviews so an average score is likely to be reasonably accurate



#### What is rated?

Type & range of food Quality of food & ingredients Provenance (where the ingredients come from) Consistency (cooking, flavour, appearance quality) Level of skill Creativity

### Job Roles



### How to achieve a distinction

Be able to:

- Distinguish types of business/establishments
- Evaluate the suitability of different types of food service
- Explain the facilities of a range of accommodation types
- Discuss the advantages and disadvantages of different review and ratings.
- Analyse the job roles within hospitality and catering establishments



### Catering Roles

#### Head Chef (Maitre chef de Cuisine)

In charge of the whole kitchen

#### Second chef (Sous chef)

Directly in charge of production

#### Station chefs (Chefs de partie)

- Vegetable chef** (l' entremetier)
- Pastry chef** (le patissier) Prepares pastries and desserts
- Larder chef** (le garde manger) Responsible for cold foods, including salads and dressings
- Sauce chef** (le saucier) Prepares sauces, stews & hot hors d'oeuvres

**Assistant chef** (commis chef) Helps in all areas, basic jobs

**Kitchen porter** Cleans up after chefs and does the washing up



### Hospitality roles

**Management** – in charge of the business and staff

**Receptionist** - employed in a hotel to receive guests and deal with their bookings.

**Admin staff** managing information within an office. This generally includes answering phones, taking memos and maintaining files

**Porter/Night porter** employed to carry luggage and other loads, especially in a railway station, airport, hotel, or market.

**Concierge** assist guests by booking tours, making theatre and restaurant reservations, etc.

**Housekeeper/chambermaid/room attendant** does or directs the domestic work and planning, such as cleaning, bedding, refilling.

**Maintenance officer** repairs of maintenance of buildings and equipment

**Review** looking at/examining the quality of something. Usually to make a decision about or change something

**Rating** - a classification/ranking of something based on a comparative assessment of the quality or standard.

**Client** – a person/business/organisation using hospitality and catering services

**Accommodation** - a room, group of rooms, or building in which someone may live or stay

**Hospitality** - the business of entertaining clients, conference delegates, or other official visitors.

**Catering** - provide people with food and drink at a social event or other gathering.

**Commercial** - making or intended to make a profit.

**Non commercial** - not intended to make a profit. i.e. a hospital.

**Residential** - providing accommodation in addition to other services

**Contract caterer** - a catering company that is hired by a business/organisation to provide catering services i.e. for an event

**Supplier** – a company, or organization that sells or supplies something such as goods or equipment to customers

**Housekeeping** - the work or activity of cleaning and preparing rooms for customers

**Kitchen brigade** - a system of staffing hierarchy found in restaurants and hotels, commonly referred to as "kitchen staff"

**Service** - efforts made to achieve pleasant customer experience for guests and exceed expectations through quality service

### Key Terms

