

LEVEL 1 / 2 HOSPITALITY AND CATERING LO1

Revision Pack.

All you need to help you get the best
possible grades.



MAKE SURE YOU ARE EXAM READY

Questions are written in a range of ways. We are going to look at the specification content and then answer some exemplar questions.



LO1 UNDERSTAND THE ENVIRONMENT IN WHICH HOSPITALITY AND CATERING PROVIDERS OPERATE

IN THIS SECTION WE WILL LOOK AT EACH AC IN DETAIL AND COMPLETE TASKS, QUESTIONS AND SCENARIOS TO TEST YOUR KNOWLEDGE.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

- ◉ **What is the hospitality and catering industry?**
- ◉ The hospitality and catering industry is very diverse. A Hospitality and catering establishment is defined as one that provides food, drink and/or accommodation. This is known as product-and-service provider.
- ◉ Many different kinds of commercial (for money) businesses operate in the hospitality and catering industry, but there are also non-commercial businesses in the industry.
- ◉ Types of establishment
- ◉
- ◉ **Residential accommodations include:**
- ◉ Hotels
- ◉ Guest houses
- ◉ Holiday parks
- ◉ Farmhouses that offer accommodation
- ◉ Public houses that offer accommodation
- ◉ Bed-and-breakfast establishments.



AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

- ◉ **Non-residential establishments only provide food. These include:**
 - ◉ Restaurants Cafes
 - ◉ Fast-food outlets
 - ◉ Public houses
 - ◉ Wine bars
 - ◉ Delicatessen and salad bars
 - ◉ Take-away outlets
 - ◉ School meals and transport catering
 - ◉ Burger vans.
 - ◉
- ◉ **There are also non-commercial residential establishments within the industry. These include:**
 - ◉ Hospitals
 - ◉ Residential Care homes
 - ◉ Prisons
 - ◉ Armed services.



AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

- ◉ Contract caterers



- ◉ There are also caterers who provide food and drink for a function where catering facilities are not already provided. These are known as contract caterers.
- ◉ They prepare food for functions such as weddings, banquets, garden parties and parties in private houses. They may prepare and cook the food in advance and deliver it to the venue, or they may cook it on site. They may also provide staff to serve the food, if required. Contract caterers are used by a wide variety of organisations as it relieves them of the pressures involved in catering for such events.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

MATCH THE ESTABLISHMENTS

- Below is a list of establishments are they commercial or non commercial?
- Hotel Wine bar School Bed and Breakfast Caravan Park Prison Hospital
- Armed forces Restaurant Café Public House Burger Van
- Care home Guest House
- Produce a chart like the one below and complete. The first one is done for you.

| Type of establishment | Commercial | Non commercial |
|-----------------------|------------|----------------|
| Hotel | ✓ | |

| Type of establishment | Commercial | Non commercial |
|-----------------------|------------|----------------|
| Hotel | ✓ | |
| Wine Bar | ✓ | |
| School | | ✓ |
| Bed and Breakfast | ✓ | |
| Caravan Park | ✓ | |
| Prison | | ✓ |
| Hospital | | ✓ |
| Armed Forces | | ✓ |
| Restaurant | ✓ | |
| Cafe | ✓ | |
| Public House | ✓ | |
| Burger Van | ✓ | |
| Care Home | | ✓ |
| Guest House | ✓ | |

HOW MANY
DID YOU
GET
RIGHT?

?/14

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY QUESTIONS

1. Name 2 commercial and 2 non commercial establishments. (4 marks)
 2. Describe the role of a contract caterer when preparing food for a function. (6 marks)
- ⦿ When question say name or state they are short answers.
 - ⦿ When questions say discuss, describe, assess or evaluate you must explain you answer in detail.

ANSWERS

1. One mark for each correct answer.

◉ **Commercial.**

- ◉ Hotels
- ◉ Guest houses
- ◉ Holiday parks
- ◉ Farmhouses that offer accommodation
- ◉ Public houses
- ◉ Bed-and-breakfast establishments.
- ◉ Restaurants Cafes
- ◉ Fast-food outlets
- ◉ Public houses
- ◉ Wine bars
- ◉ Delicatessen and salad bars Take-away outlets
- ◉ School meals and transport catering
- ◉ Burger vans.
- ◉ Train/plane/ship

Non Commercial

- Hospitals
- Residential Care homes
- Prisons
- Armed services.

ANSWER

2. Describe the role of a contract caterer when preparing food for a function.

This question is worth six marks so you must include points and give examples and explanations to gain the higher mark band.

Example 1.

A contract caterer prepares food for a function and delivers it to the venue.

How many marks would you give for this answer?

It has two points - these are prepares food and delivers to venue.

Are these detailed? Are they explained.? An answer like this would only get 1 or 2 marks.

Example 2.

A contract caterer would speak to the host before the event and get all of the details. They would check the details again two days before the event and make note of any changes that may have been made. They might prepare the food in their kitchens which would be offsite, (away from the venue). They would then deliver and set up the food on the day. They might prepare the food at the venue, depending on the kitchen facilities available. They would also provide the staff to serve the food at the function.

This is a detailed answer with clear points that are explained. This answer would get you six marks. Key points are underlined to show where marks are awarded.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

- ◉ **Hotels can be given star ratings according to the facilities they provide.**
- ◉ 5* offer first class service and accommodation with excellent facilities and high standard of cuisine and sometimes famous chefs. Facilities will include valet parking, concierge service, room service 24 hours, fitness centres, swimming pools and modern business centres.
- ◉ 4* offer comfort and fewer facilities
- ◉ 3* hotels are often situated near motorways and have fewer facilities
- ◉ 2* Are comfortable and do not have restaurants or room service they are often next to a food chain restaurant
- ◉ 1* are often motels on motorways and have basic accommodation and few facilities



STAR RATINGS SIMPLIFIED

Direct Tourism Services gradings made easy:



Simple, practical, no frills

Well presented and well run

Good level of quality and comfort

Excellent standard throughout

Exceptional with a degree of luxury

STAR RATINGS EXPLAINED IN DETAIL 5*****

- These are hotels that offer only the highest level of accommodations and services. The properties offer a high degree of personal service. Although most five star hotels are large properties, sometimes the small independent (non-chain) property offers an elegant intimacy that can not be achieved in the larger setting. The hotel locations can vary from the very exclusive locations of a suburban area, to the heart of downtown. The hotel lobbies are sumptuous, the rooms complete with stylish furnishing and quality linens. The amenities often include: VCR's, CD stereos, garden tubs or Jacuzzis, in-room video library, heated pools and more. The hotels feature up to three restaurants all with exquisite menus. Room service is usually available 24 hours a day. Fitness Centers and valet and/or garage parking are typically available. A concierge is also available to assist you.
- Typical National Chains:** Ritz Carlton, Four Seasons.



STAR RATINGS EXPLAINED IN DETAIL 4*****

- ◉ Mostly large, formal hotels with smart reception areas, front desk service and bellhop service. The hotels are most often located near other hotels of the same calibre and are usually found near shopping, dining and other major attractions. The level of service is well above average and the rooms are well lit and well furnished. Restaurant dining is usually available and may include more than one choice. Some properties will offer continental breakfast and/or happy hour delicacies. Room service is usually available during most hours. Valet parking and/or garage service is also usually available. Concierge services, fitness centers and one or more pools are often provided.
- ◉ **Typical National Chains:** Hyatt, Marriott



STAR RATINGS EXPLAINED IN DETAIL 3***



- Typically these hotels offer more spacious accommodations that include well appointed rooms and decorated lobbies. They are often located near major expressways or business areas, convenient to shopping and moderate to high priced attractions. The hotels usually feature medium-sized restaurants that typically offer service breakfast through dinner. Room service availability may vary. Fitness centers and pools are often provided.



- Typical National Chains:** Holiday Inn, Hilton.

STAR RATINGS EXPLAINED IN DETAIL 2**

- Typically smaller hotels managed by the proprietor. The hotel is often 2 - 4 stories high and usually has a more personal atmosphere. It's usually located near affordable attractions, major intersections and convenient to public transportation. Furnishings and facilities are clean but basic. Most will not have a restaurant on site but are usually within walking distance to some good low-priced dining. Public access, past certain hours, may be restricted.
- Typical National Chains:** Days Inn, LaQuinta Inn.



STAR RATINGS EXPLAINED IN DETAIL 1*



1 *

- Usually denotes independent and name brand hotel chains with a reputation for offering consistent quality amenities. The hotel is usually small to medium-sized and conveniently located to moderately priced attractions. The facilities typically include telephones and TV's in the bedroom. Some hotels offer limited restaurant service; however, room service is usually not provided.



- Typical National Chains:** Travelodge.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY TASK

- Look at the images below and suggest what star rating you think it is and give reasons for your answer. Compare your answer to the website description.



THE LANDMARK HOTEL LONDON

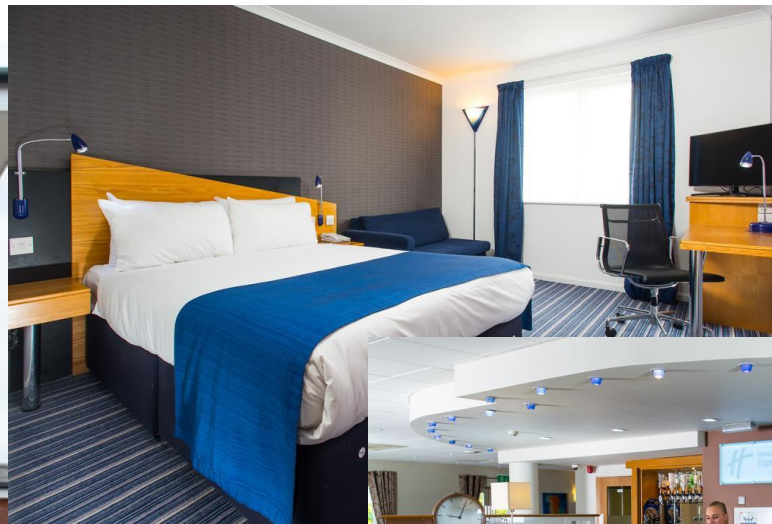
WEBSITE DESCRIPTION

- ◉ This is a five star hotel. Key points are underlined on the website description below:
- ◉ *We are delighted to welcome you to one of the most popular 5-star hotels in London, The Landmark London. We rank among the finest of the capital's leading luxury hotels in London and have a distinctive style and ambience that makes us unique.*
- ◉ *Our luxury hotel combines classic British elegance and grandeur with the deluxe facilities required by today's discerning travellers, such as hotel conference rooms, fantastic restaurants and bars, a luxurious Spa & Health Club with a 15-metre swimming pool and a gymnasium.*
- ◉ *At our hotel in London, we continually strive to ensure that we not only meet our guests' expectations but that we exceed them. We take pride in offering the highest level of service to ensure that we continue to be one of the leading 5-star hotels in London and is the reason why we are one of the most popular wedding hotels in London, too. Therefore, if you want to indulge in a night of pure bliss and relaxation, we recommend you visit our London hotel.*

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

3 STAR HOTELS

- This is an example of a 3* rating Hotel.



3 STAR HOTEL DESCRIPTION

- ◉ This **Holiday Inn Express** offers modern rooms, each with a flat-screen TV, just 10 minutes' drive from Manchester's bustling centre. There is a lounge, a residents bar and free parking. Etihad Stadium is 2.5 miles away. Free Wi-Fi is available throughout.
- ◉ All of the contemporary rooms have Freeview TV, free tea and coffee and a work area. The modern private bathroom facilities feature a power shower and a hairdryer.
- ◉ The Great Room serves a range of hot breakfast items, with pastries, fresh fruit and cereal also offered. The Lobby bar stocks chilled drinks and snacks, and shows sports on a large TV.
- ◉ Bar meals are available in the Great Room in the evening from 18:00 and guests can also enjoy a 3-course meal, including fresh salad, hot pizzas and tasty curries.
- ◉ Junction 24 of the M60 motorway is just a mile away, and Piccadilly and Victoria Stations are within 3 miles. Old Trafford Stadium is a 15-minute drive, and Belle Vue Train Station is just a mile away. Stockport town centre is 10 minutes' drive and the town of Denton is half a mile away.
- ◉ The hotel is approximately a 20 minutes drive from Manchester International Airport.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

TASK

- ◉ Describe the difference between the five star and three star hotel examples. (4 marks)
- ◉ Describe the standard of service you would expect in a five star hotel. (4 marks)
- ◉ Use the mark sheets provided to mark your work, justify the marks given.
- ◉ REMEMBER when a question starts with describe you should answer in full sentences and try to PEE all over your paper.
- ◉ Make a Point, give an Example and Explain



AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

MARK SCHEME

- ◉ **Describe the difference between the five star and three star hotel examples. (4 marks)**
- ◉ Award 1 mark for a list or one or two points compared
- ◉ Award 2 marks for three or four points **compared**
- ◉ Award 3 marks for four points discussed and **compared**
- ◉ Award 4 marks for a detailed response covering most aspects of both hotels with detailed comparison of at least five points.
- ◉ Answers may include:
 - ◉ Concierge
 - ◉ Valet parking
 - ◉ Furnishings
 - ◉ Facilities within the hotel e.g. gym, spa, pool
 - ◉ Restaurant facilities
 - ◉ Room service
 - ◉ Facilities within the guest room, e.g. toiletries, robes slippers, Wi-Fi, tea and coffee making, mini bar, refreshments.
- ◉ This list is not exhaustive, please award marks for any reasonable answer.

Use this mark scheme to mark your partners answer, justify the marks you have given and suggest how to improve their answer to enable them to gain higher marks.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

MARK SCHEME

- ◉ Describe the standard of service you would expect in a five star hotel. (4 marks)
- ◉ Award 1 mark for a list or one point described.
- ◉ Award 2 marks for two points described
- ◉ Award 3 marks for three points discussed
- ◉ Award 4 marks for a detailed response covering at least four points.
- ◉ Answers may include:
 - ◉ Excellent customer care, short response time to queries
 - ◉ 24 hour room service
 - ◉ Wait service for meal and not a buffet
 - ◉ Breakfast cooked to order
 - ◉ Laundry service
 - ◉ Towels changed daily as routine not when requested
 - ◉ Attentive staff throughout
 - ◉ Knowledgeable concierge who can book taxis, shows and give details of local attractions
 - ◉ Valet parking
 - ◉ Gym with instructors to assist
 - ◉ Treatments by qualified beautician in spa
- ◉ This list is not exhaustive, please credit any reasonable answer.
- ◉ Look at the exemplar answer on the next slide, then use this mark scheme to mark your partners answer, justify the marks you have given and suggest how to improve their answer to enable them to gain higher marks.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

EXEMPLAR ANSWER

- Describe the difference between the five star and three star hotel examples. (4 marks)
- Exemplar answer. *The examiner will look for key points and tick, highlight or underline them as shown below.***
- The difference between a three star and five star hotel is shown with the facilities they have to offer for example a five star hotel will have quality furnishings, these will be noticeable as soon as you enter the hotel. The services they offer will be valet parking, concierge, excellent food in various restaurants that offer excellent food and a la carte menus. They will offer free Wi-Fi and large TV's in the rooms. They will offer tea and coffee making facilities, refreshments and often fruit along with a mini bar. The bathroom will include good quality complimentary toiletries along with bath robes and slippers. They will also have a health suite and pool offering a range of treatments. They will also be a gym.*
- In comparison a three star will offer clean rooms with good furniture, no valet parking, they may have concierge. There will be a restaurant in the hotel with a choice of menus although they may be limited often a set menu and daily menu. Wi-Fi may be free but could be limited to public areas only and chargeable in your rooms. There may be a health suite, gym and pool that will also be open to the public. Toiletries are often refillable and not individual and no robes or slippers are offered. The room will have a limited supply of tea and coffee making facilities but no snacks or mini bar.*
- This is a detailed answer covering most aspects of the differences between the star ratings. This answer would get full marks.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY DIAMOND RATINGS

- ◉ **Guest houses are given diamond ratings.**
- ◉ 5 diamond offer excellent quality with lots of room. Breakfasts are fresh and cooked to order, with excellent customer care. Some may offer an evening meal at extra cost
- ◉ 4 diamond offer a good level of comfortable bedrooms and good choice of breakfast and good customer care.
- ◉ 3 diamond offer comfortable bedrooms with good choice of breakfast and customer care. The rooms are not as well equipped.
- ◉ 2 diamond offer basic comfortable bedrooms and simple breakfast
- ◉ 1 diamond offer basic rooms with continental or basic breakfast and customer care is not as good.

EXAMPLES OF GUEST HOUSES / B AND B



DESCRIPTION OF THE B AND B TAKEN FROM THE WEBSITE

- ◉ Built in 1897, Lee-Side B&B offers accommodation situated at the top of Robin Hood's Bay and is just a 4-minute walk to the sea. Featuring free Wi-Fi,
- ◉ Each room comes with a hospitality tray, TV and hairdryer and has central heating. Some rooms have views of the sea or garden. Most rooms are en-suite and some feature a roll-top bath.
- ◉ Guests can enjoy the shared guest lounge at Lee-Side and an outdoor seating area.
- ◉ Breakfast is freshly cooked with local produce and is served in the dining room which still has the original features.

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY TASKS

- ◉ List five facilities the B and B has.(5 marks)
- ◉ What are the advantages of staying in a B and B? (2 marks, one for each point made)
- ◉ Where are you more likely to find a B and B? (1 mark)
- ◉ Use the mark scheme provided to mark your own or someone else's answers. Justify the marks given and suggest ways to improve the mark.
- ◉ REMEMBER questions that start with list or give may only require short or one word answers.
- ◉ What and Where questions should be answered in a sentence.

MARK SCHEME

- ◉ **List five facilities the B and B has.(5 marks)**
- ◉ Award one mark for each correct answer.
- ◉ En suite bathrooms
- ◉ Dining room for breakfast
- ◉ Comfortable rooms with TV
- ◉ Small communal lounge
- ◉ Tea and coffee making facilities
- ◉ Sea view rooms
- ◉ Outdoor seating
- ◉ Family rooms
- ◉ **What are the advantages of staying in a B and B? (2 marks)**
- ◉ Award one mark for each answer
- ◉ Can choose where to eat for lunch and dinner
- ◉ Small friendly may make small children feel more at home
- ◉ Cheaper
- ◉ Often close to beaches and local attractions
- ◉ Breakfast provided and often cooked to order
- ◉ **Where are you more likely to find a B and B? (1 mark)**
- ◉ Award 1 mark for a correct answer.
- ◉ Seaside towns
- ◉ Countryside villages

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

SCENARIO STYLE QUESTION

A new B and B is going to open in a busy seaside town. Describe the facilities they should offer to suit families with young children. (6 marks)

How could they promote the new business? (3 marks)

- ◉ Use the mark scheme to mark your partners answer, give reasons for marks awarded.

MARK SCHEME

- ◉ **A new B and B is going to open in a busy seaside town. Describe the facilities they should offer to suit families with young children. (6 marks)**
- ◉ Award 1 mark for a simple list
- ◉ Award 2-3 marks for an answer that describes at least two or three points in detail.
- ◉ Award 4-5 marks for an answer that describes four or five points in detail.
- ◉ Award 6 marks for a detailed answer covering at least five points with justification for points made. **For example: Family rooms so that young children are in the same room as their parents therefore making them feel safe.**
- ◉ **Answers may include:**
- ◉ En suite bathrooms
- ◉ Dining room for breakfast with children's choices e.g., mini cereal boxes
- ◉ Comfortable rooms with TV with children's channels available
- ◉ Small communal lounge with toy area
- ◉ Tea and coffee making facilities and facilities to buy juice and refreshments
- ◉ Close to beach
- ◉ Outdoor seating and play area.
- ◉ Family rooms
- ◉ Baby changing facilities

MARK SCHEME

- ◉ **How could they promote the new business? (3 marks)**
- ◉ Award 1 mark for a simple list
- ◉ Award 2 marks for an answer that describes at least two points in detail.
- ◉ Award 3 marks for an answer that describes more than two points in detail.
- ◉ Answers could include:
- ◉ Advertising in local papers
- ◉ Advertising on local radio
- ◉ Website
- ◉ Social media page e.g. Facebook, twitter
- ◉ Leaflets and brochures in other local attractions

AC1.1 DESCRIBE THE STRUCTURE OF THE HOSPITALITY AND CATERING INDUSTRY

| Category of standards | What is being judged? | How are the ratings awarded? | Who judges? |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Restaurant | <ul style="list-style-type: none"> Type / range of food being offered Quality of food and ingredients used Provenance of food (where the food comes from) Consistency of the cooking, flavour, appearance and quality of the food The level of culinary skill, creativity and excellence of the chef(s) | <p>The Michelin Guide awards one, two or three stars</p> <p>The AA awards rosettes (one to five)</p> <p>The Good Food Guide scores restaurants between 1 and 10</p> | Organisations such as the AA, The Good Food Guide and the Michelin Guide, send people (often anonymously) to different restaurants to eat the food and then write a review about it. |



"A very good restaurant in its category"



"Excellent cooking, worth a detour"



"Exceptional cuisine, worth a special journey"



TASKS

- ◉ TASK
- ◉ Research local restaurants near you and see what rating they have. Justify why they have been given this rating by looking at the previous slide and the website reviews.
- ◉ Suggest ways in which they could improve their current rating.

AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

JOB ROLES MANAGEMENT

- ◉ Manager - in charge or establishment responsible for making a profit
- ◉ Assistant manager- responsible for establishment when Manager is off
- ◉ Conference manager- responsible for all functions at the establishment
- ◉ Executive chef - responsible for the day to day running of the kitchen
- ◉ Restaurant manager- responsible for the day to day running of the restaurant.



AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

THE ROLE OF A CONFERENCE MANAGER

- ◉ Taking bookings
- ◉ Dealing with special requests
- ◉ Relaying information to appropriate people e.g. special diets and numbers of guests to chef
- ◉ Taking contact information from the customer
- ◉ Checking final arrangements with the customer prior to the meeting
- ◉ Setting up the room for the meeting
- ◉ Checking with customer that they have all they need for the meeting
- ◉ Ensuring everything is ready for the meeting
- ◉ Checking all is ok during the meeting
- ◉ Telling person in charge of meeting about fire safety and when food will be served

TASKS AND QUESTIONS



- ◉ There may be a question on conferences.
- ◉ These are meetings held in hotels.
- ◉ They can be for business people, teachers and groups.
- ◉ Think about the equipment they might need for the conference.
- ◉ You may also be asked what information will be required when booking the conference or the role of the conference manager.

TASKS AND QUESTIONS

- ◉ What information would you need when taking a booking for a conference (meeting)? (4 marks)
- ◉ Evaluate the role of the conference manager on the day of the conference (meeting) (6 marks)
- ◉ What equipment might you need for a conference (meeting)? (4 marks)



ANSWERS

- ▶ **What information would you need when taking a booking for a conference (meeting)? (4 marks)**
- ▶ Name, credit card details, number of delegates, equipment needed
- ▶ **Evaluate the role of the conference manager on the day of the conference (meeting) (4 marks)**
- ▶ The role of the conference manager on the day is to ensure firstly that the room is set up as required. They will brief the staff involved to ensure they know what they have to do during the day and when to serve the refreshments. They will also speak to the chef to ensure he is aware of the number of guests expected and check dietary needs and what time the food will be ready to be served. When the organiser arrives they will meet and greet them and check they are aware of fire procedures and where the toilets are. They will check they have everything they need and tell them the meal times. They will check throughout the day that everything is ok and may ask the organiser to complete an evaluation form in at the end of the day. They will also ask if everything was ok and if anything could be done to improve their service.
- ▶ **What equipment might you need for a conference (meeting)? (4 marks)**
- ▶ Pen, food, OHP,
- ◎ **Use the mark scheme to mark these answers, justify the marks given.**

MARK SCHEME

- ▶ What information would you need when taking a booking for a conference (meeting)?
- ▶ Award one mark for each correct answer.
- ▶ Answers could include:
 - ▶ Name, address,
 - ▶ credit card details,
 - ▶ special requirements,
 - ▶ number of delegates,
 - ▶ layout of room,
 - ▶ meals required,
 - ▶ accommodation,
 - ▶ Equipment
 - ▶ Times for breaks and refreshments

MARK SCHEME

- ▶ Evaluate the role of the conference manager on the day of the conference (meeting) (4 marks)
- ▶ Award one mark for a list
- ▶ Award 2 marks for two or three points explained
- ▶ Award 3 marks for an answer that shows some understanding of the role of a conference manager, some areas may be omitted.
- ▶ Award 4 marks for a clear and detailed answer showing a clear understanding of the role of a conference manager. Answer is in clear sentences with points explained.
- ▶ Answer may include:
- ▶ ensure firstly that the room is set up as required
- ▶ brief the staff involved
- ▶ when to serve the refreshments.
- ▶ speak to the chef to ensure he is aware of the number of guests expected and check dietary needs and what time the food will be served
- ▶ When the organiser arrives meet and greet them
- ▶ Inform host of fire procedures and where the toilets are
- ▶ They will check the host has everything
- ▶ tell them the meal a times
- ▶ check throughout the day that everything is ok
- ▶ ask the organiser to complete an evaluation form
- ▶ ask if everything was ok and if anything could be done to improve their service.

MARK SCHEME

- ▶ What equipment might you need for a conference (meeting)?
- ▶ **Award 1 mark for each correct answer**
- ▶ Pens
- ▶ Paper
- ▶ Water on tables
- ▶ Refreshments
- ▶ Over head projector
- ▶ White board
- ▶ Flip chart
- ▶ ICT facilities
- ▶ Toolbox with scissors etc.

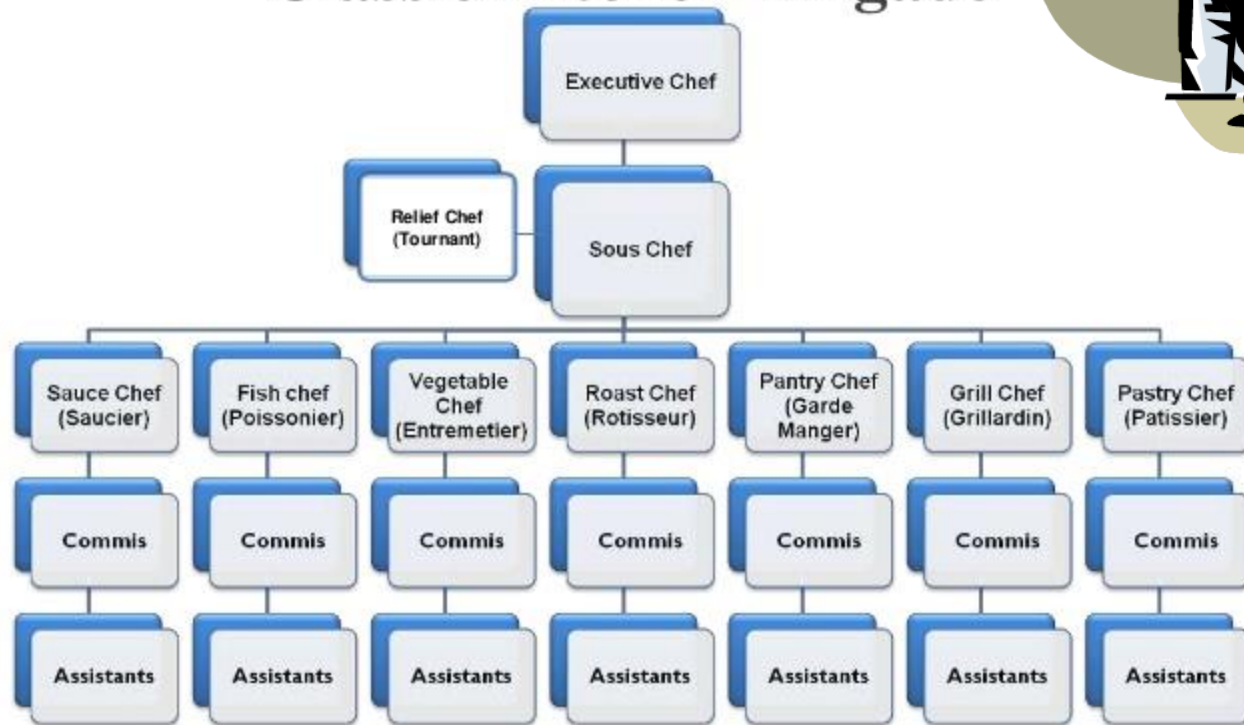
AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY INFORMATION REQUIRED WHEN TAKING A BOOKING

- ◉ Name of person running the meeting
- ◉ Contact details e.g. Phone number, e mail
- ◉ Number of guests expected
- ◉ Number of rooms required for guests staying overnight
- ◉ Equipment required e.g. Whiteboard, projector, screen, pens, paper
- ◉ Meals and refreshments required throughout the day
- ◉ The way the room should be set out

AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

JOB ROLES KITCHEN BRIGADE

Classic Kitchen Brigade



AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

JOB ROLES FRONT OF HOUSE

- ◉ Head receptionist - leads a team of reception staff, deals with complaints, sets rotas, deals with customers needs
- ◉ Reception staff - deals with customers, first person customer comes in contact with
- ◉ Porter - takes cases to rooms
- ◉ Concierge - organises car parking and tickets for events such as shows



AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

JOB ROLES RESTAURANT

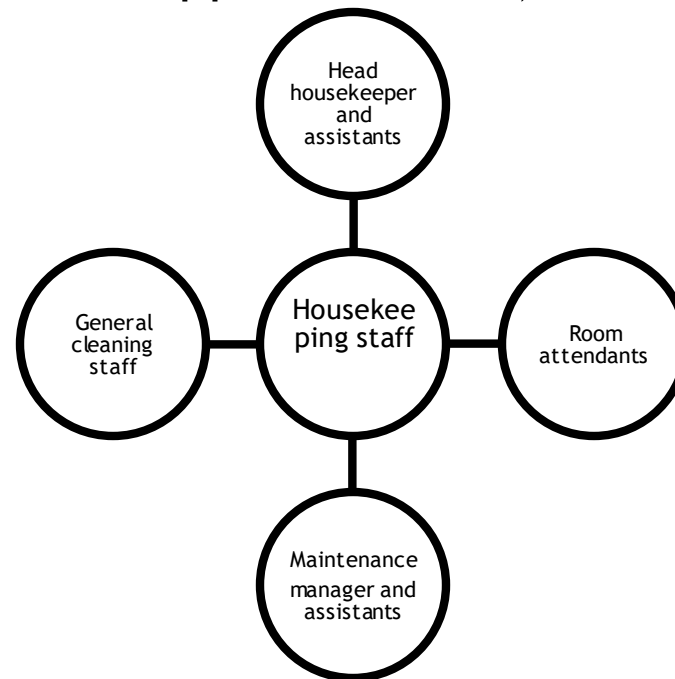
- ◉ Restaurant manager - in charge, completes rotas, staff training, orders equipment, deals with complaints, relays information to kitchen
- ◉ Head waiter - greets and seats, in charge of staff, sets out who serves which tables
- ◉ Wine waiter - serves drinks
- ◉ Wait staff - serve the customers



AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

JOB ROLES HOUSEKEEPING

- Housekeeping staff work 'behind the scenes' to make sure that rooms, communal areas, dining rooms, conference facilities, bathrooms and other facilities are clean, tidy, safe, pleasant, comfortable and well maintained (e.g. replace light bulbs, mend broken appliances etc.).



AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

JOB ROLES ADMINISTRATION



TASKS AND QUESTIONS

- ◉ **Task 1.**
- ◉ Open the envelope with the job role cards in. Match the jobs to the department and then match the job description to the person. E.G. Waiter, restaurant, serves food.
- ◉ **Task 2.**
- ◉ Research the job role you have been given by looking in “The Caterer” online. Find out as many facts as you can about the job, e.g. pay, additional benefits, qualifications required, uniform, experience needed.
- ◉ Then write down questions that may be asked in an interview. You can follow this on by interviewing your class mates, this will test their knowledge about the job role as well as give you interview experience. Interview three people then feedback to the class on who you would apply for the job and why.

TASKS AND QUESTIONS

- ◉ List 2 job roles in the restaurant. (2 marks)
- ◉ Who is the team leader in the restaurant and what is their job role? (4 marks)
- ◉ Use the mark scheme to mark the model answers on next slide.

MODEL ANSWERS

- ◉ **List 2 job roles in the restaurant. 1 mark for each correct answer.**
- ◉ Restaurant manager. Head waiter/less. Wait staff. Wine waiter, bus boy, counter attendant.
- ◉ **Who is the team leader in the restaurant and what is their job role? (4 marks)**
- ◉ Restaurant manager. Rotas, in charge, orders equipment, greet and seat, bookings, chef, training, complaints.
- ◉ The person in charge of the restaurant is the restaurant manager. Their job role is to ensure the restaurant runs well and to complete the staff rotas to show what days and times they are working. They also order equipment such as napkins and check the laundry is sent off and returned on time. They greet and seat the customers and tell them who their wait staff will be. They take all the bookings and liaise with reception and the chef to check how many are expected and the times they are due in. They will speak to the chef to check what the daily specials are and relay any information to the wait staff. They will speak to the chef regularly to check foods that may be running low. They will also organise any staff training and deal with any complaints quickly and effectively.

MARK SCHEME

- ◉ **List 2 job roles in the restaurant. 1 mark for each correct answer.**
- ◉ Restaurant manager
- ◉ Head waiter/ess
- ◉ Wait staff
- ◉ Wine waiter
- ◉ bus boy
- ◉ counter attendant

MARK SCHEME

- Who is the team leader in the restaurant and what is their job role? (5 marks)
 - ▶ Award one mark for identifying the restaurant manager.
 - ▶ Award one mark for a list of the role
 - ▶ Award 2 marks for two or three points explained
 - ▶ Award 3 marks for an answer that shows some understanding of the role of a restaurant manager, some areas may be omitted.
 - ▶ Award 4 marks for a clear and detailed answer showing a clear understanding of the role of a restaurant manager. Answer is in clear sentences with points explained.

- Restaurant manager. (1 mark)
- Answers may include
 - ensure the restaurant runs well
 - complete the staff rotas
 - order equipment such as napkins
 - check the laundry is sent off and returned on time
 - greet and seat the customers and tell them who their wait staff will be
 - take all the bookings and liaise with reception and the chef
 - check how many are expected and the times they are due in
 - speak to the chef to check the daily specials
 - relay any information to the wait staff
 - speak to the chef regularly to check foods that may be running low
 - organise any staff training
 - deal with any complaints quickly and effectively.

TASKS AND QUESTIONS

- ◉ List three jobs in the reception (3 marks)
- ◉ Describe the job role of the head housekeeper (4 marks)
- ◉ Describe the role and responsibilities of the hotel manager (5 marks)
- ◉ Answer these questions and swap answers with your partner.
- ◉ Mark their work and justify the marks given, include suggestions to improve marks.

MARK SCHEME

- ◉ List three jobs in the reception.
- ◉ 1 mark for each correct answer
- ◉ Head receptionist
- ◉ assistant receptionist
- ◉ Concierge
- ◉ Porter
- ◉ night porter.

MARK SCHEME

- Describe the job role of the head housekeeper
 - ▶ award one mark for a list of the role
 - ▶ Award 2 marks for two or three points explained
 - ▶ Award 3 marks for an answer that shows some understanding of the role of a housekeeper, some areas may be omitted.
 - ▶ Award 4 marks for a clear and detailed answer showing a clear understanding of the role of a housekeeper. Answer is in clear sentences with points explained.

Answer could include

- in charge of cleaning and preparing the rooms for guests and for meetings and events
- organise staff rotas
- tell the staff which guest rooms need cleaning
- ensure all rooms are ready for the guests
- any requests for extra towels or pillows are met
- liaise with reception to see which rooms will be empty
- order products such as shampoo for the rooms
- make sure the tea and coffee making equipment is safe
- speak to maintenance about any repairs
- responsible for making sure rooms are ready and cleaned for events and meetings
- Staff training
- Interview potential staff

MARK SCHEME

- Describe the role and responsibilities of the hotel manager
 - ▶ award one mark for a list of the role
 - ▶ Award 2 - 3 marks for two or three points explained
 - ▶ Award 4 marks for an answer that shows some understanding of the role of a hotel manager and their responsibilities.
 - ▶ Award 5 marks for a clear and detailed answer showing a clear understanding of the role of a housekeeper. Answer is in clear sentences with points explained.
- Answers could include:
- Roles
 - in charge of the day to day running of the hotel
 - delegate jobs to the team leaders
 - hold regular meetings with the team leaders
 - oversee staff rotas
 - ensure each area within the hotel is running smoothly
 - If complaints cannot be dealt with by team leaders then the hotel manager will deal with them
 - organise training for staff
 - ensure the hotel is safe at all times
- Responsibilities
 - making a profit
 - oversee the hotel webpage
 - advertising and promotional offers
 - interview new members of staff along with the team leaders
 - complete staff appraisals at regular intervals
 - set targets and offer promotion.

AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY QUALITIES OF STAFF

When employing staff in the hospitality and catering business you should look for:

- ◉ The person should have the relevant qualifications e.g. City and Guilds, B Tec or in house training
- ◉ They should have experience in the job they are applying for
- ◉ Should be able to work well under pressure
- ◉ May need to speak different languages
- ◉ Should be able to solve problems
- ◉ Should have good customer care skills
- ◉ Should be a team player
- ◉ Have good ICT skills



AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY STAFF TRAINING

There are several ways that staff can gain experience through training. These are:

- ◉ On the job training with existing staff
- ◉ College training
- ◉ Day release - where they go to college one day a week and work on the job the rest of the week
- ◉ Evening classes
- ◉ ICT training
- ◉ B Tec, City and Guilds, diplomas



AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

TEAMWORK



- ◉ In the hospitality and catering industry, it is usual to work as a member of a team. This might be in the kitchen, as one of the kitchen brigade, in the restaurant as one of the restaurant brigade, in the housekeeping brigade or front of house brigade. Sometimes teams are called groups. Every member of staff needs to feel part of a group or team. The hospitality and catering industry relies heavily on ‘teamwork’ to provide the products and services the customer wants.

AC 1.2 ANALYSE JOB REQUIREMENTS WITHIN THE HOSPITALITY AND CATERING INDUSTRY

TEAMWORK

- ◉ Team members communicate (talk to each other) effectively
- ◉ Team members feels able to suggest ideas
- ◉ Team members know what is expected of them
- ◉ Team members 'share' responsibility to ensure tasks are done
- ◉ Tasks are carried out quickly
- ◉ Tasks are carried out effectively
- ◉ Team members are happy in their jobs
- ◉ Team members have high self esteem



TASKS AND QUESTIONS

- ◉ Answer the following questions.
- ◉ Use the mark scheme to mark your own answers, suggest ways to gain more marks.
- ◉ Describe the qualities you need to be a team leader? (4 marks)
- ◉ Discuss the importance of staff training in a hospitality establishment. (3 marks)
- ◉ Discuss the qualities and skills needed to be a head receptionist (4 marks)
- ◉ Can you see similarities in the first and last question?
- ◉ The answers may be very similar but remember to refer to the job in the question.

MARK SCHEME

- ▶ Describe the qualities you need to be a team leader? (4 marks)
- ▶ Award one mark for a list qualities
- ▶ Award 2 marks for two or three points explained
- ▶ Award 3 marks for an answer that shows some understanding of the role of a team leader, some areas may be omitted.
- ▶ Award 4 marks for a clear and detailed answer showing a clear understanding of the role of a team leader. Answer is in clear sentences with points explained.
- ▶ Answers may include.
- ▶ good communication skills
- ▶ be able to help and advise your team
- ▶ be approachable
- ▶ assertive without being a bully
- ▶ be smart and set the standards
- ▶ be flexible in the hours that you work
- ▶ good time keeping
- ▶ experience in the job
- ▶ Knowledgeable
- ▶ delegates work
- ▶ motivates the team
- ▶ **REMEMBER** the question is about the qualities and not the job role.

MODEL ANSWER

- ◉ The qualities needed to be a team leader are that you should have good communication skills as you have to relay information to the rest of the team. You should be able to help and advise your team and be approachable. You should be assertive without being a bully as you want the best from your team. You should be smart and set the standards you expect from your team. You should be flexible in the hours that you work as you may be asked to work longer or start earlier and you should have good time keeping. You should have experience in the job that you do so you can pass on your knowledge to others. A good team leader delegates work and motivates the team so that you get the best possible results.
- ◉ How many marks would you give for this answer?
Explain your reasons to your group.

AC 1.3 DESCRIBE WORKING CONDITIONS OF DIFFERENT JOB ROLES ACROSS THE HOSPITALITY AND CATERING INDUSTRY

- ◉ Both employees and workers in the Hospitality and catering industry have employment rights, which cover a range of issues including:
 - ◉ how long they work on a shift
 - ◉ breaks they are allowed
 - ◉ sick pay
 - ◉ Holiday entitlement
- ◉ There are different types of employment contracts:
 - ◉ **Full-time; permanent contract** - hours of work and start/end times are specified. Any shift work is specified. Entitled to holiday pay and sick pay.
 - ◉ **Part-time; permanent contract** - days of the week and hours of work and start/end times are specified. Sick pay and holiday pay pro rata.
 - ◉ **Casual/Seasonal work/agency staff** - no contract, seasonal or available through an agency e.g. to cover someone who is away from work due to illness. No sick pay or holiday pay.
 - ◉ **Zero hours contract** - this type of contract is between an employer and a worker, where the worker may sign an agreement to be available to work when they are needed by the employer, but no specific number of hours or times to start and end work are given. The employer is not required to offer the person any work and the worker is not required to accept any work that may be offered.

AC 1.3 DESCRIBE WORKING CONDITIONS OF DIFFERENT JOB ROLES ACROSS THE HOSPITALITY AND CATERING INDUSTRY

- People under 18 years of age cannot work more than 8 hours a day or 40 hours a week.
- People are entitled to have one day off work each week and if they work for 6 or more hours a day, they must be given a rest break of at least 20 minutes.

WORKING TIME DIRECTIVE?

The PM wants to renegotiate the EU's working time directive and reduce regulation on the UK. But few of us know what this actually means. **Here are five of the key minimum rights at work we'd stand to lose:**



Working Time Directive 1998

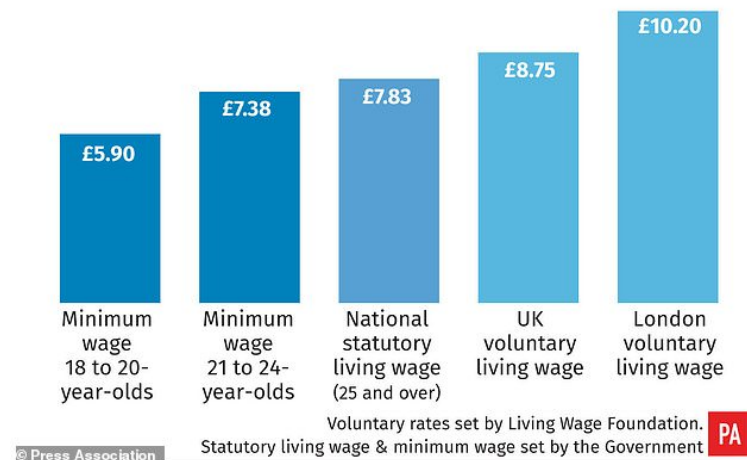
Designed to protect employees from a requirement to work excessive hours, the WTD provides workers with the following statutory rights:

- four weeks' paid annual leave
- a limit on average weekly working time to 48 hours (although this can be averaged out over 4 months and there are some exemptions)
- rest break after 6 consecutive hours of work
- 11 hours' rest between working shifts
- at least a day's rest per week
- a limit on night workers' average daily working time to 8 hours

AC 1.3 DESCRIBE WORKING CONDITIONS OF DIFFERENT JOB ROLES ACROSS THE HOSPITALITY AND CATERING INDUSTRY

- ◉ Rates of pay
- ◉ In the UK, workers and employees have the right, by law, to receive the **National Minimum Wage**. This is the minimum hourly pay, which most workers over school leaving age will earn.
- ◉ There is also the **National Living Wage**, which is for all working people aged 25 years and over.
- ◉ The hourly rates of pay for these are reviewed every year by the Government, and employers can be taken to court if they do not pay their workforce the correct amount.

Minimum wage rates



AC 1.3 DESCRIBE WORKING CONDITIONS OF DIFFERENT JOB ROLES ACROSS THE HOSPITALITY AND CATERING INDUSTRY



- ◉ **Tips and gratuities** - money given to someone by a customer as a way of saying 'thank you' for good service
- ◉ **Service charges** - a percentage added to a customer's bill to reward the employees who have provided the customer with a service
- ◉ **Bonus payments and rewards** - given by some employers as a way of rewarding their hard work throughout the year and helping to make the business successful
- ◉ **Holiday entitlement.**
- ◉ This is 28 working days (not weekends) and can include some or all of the public and bank holidays that are available in England and Wales.

TASKS AND QUESTIONS

- ◉ List three points from the Working Time Directive (3 marks)
- ◉ How many days holiday are you entitled to a year? (1 mark)
- ◉ Describe the difference between full time and seasonal work. (4 marks)
- ◉ Produce a leaflet for a new member of staff to explain their entitlements when working for the hotel.

MARK SCHEME

- ◉ List three points from the Working Time Directive (3 marks)
 - ◉ Award one mark for each correct answer
 - ◉ 4 weeks paid annual leave
 - ◉ A limit of 48 hours per week working
 - ◉ Rest breaks every 6 hours
 - ◉ 11 hours rest between shifts
 - ◉ One day off a week
 - ◉ Night work limited to eight hours
-
- ◉ How many days holiday are you entitled to a year? (1 mark)
 - ◉ 28 days

MARK SCHEME

- Describe the difference between full time and seasonal work. (4 marks)
 - ▶ Award one mark for a list
 - ▶ Award 2 marks for two points compared
 - ▶ Award 3 marks for an answer that shows some understanding of the comparison of full time and seasonal employment.
 - ▶ Award 4 marks for a clear and detailed answer showing a clear understanding of the comparison of full time and seasonal employment. Answer is in clear sentences with points explained.
 - ▶ Answers may include.
 - ▶ FULL TIME
 - ▶ permanent contract
 - ▶ hours of work and start/end times are specified
 - ▶ shift work is specified
 - ▶ Entitled to holiday pay and sick pay.
 - ▶ SEASONAL
 - ▶ no contract
 - ▶ seasonal or available through an agency
 - ▶ to cover someone who is away from work due to illness
 - ▶ Employed at busy times of the year e.g. Christmas
 - ▶ Employed specifically for functions.
 - ▶ No sick pay or holiday pay.

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS COSTS, PROFIT, ECONOMY

- There are various factors that are used to measure the success of a business.
- Profit:**
 - Is the business making or losing money?
 - Can it pay all its bills and costs and still make a profit?
- Customer satisfaction:**
 - Are the customers happy with the service provided? How does the business measure customer satisfaction?
 - Do customers come back again?
 - How many new customers use the business?
- Employees:**
 - Are employees happy and working hard to make the business a success?
 - Are there enough suitably trained employees?
 - Does the business measure the performance of employees?
- Competition:**
 - Are other similar businesses in the area more or less successful? Why might this be?
 - Is the business keeping up with the competition?
- Development:**
 - Is the business keeping up with developments in Hospitality and Catering and society; e.g. new trends in eating; social media; leisure and lifestyle trends
 - Is the business conducting market research to find out what customers want and need?



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

What could go wrong if you don't keep good records?

- ◉ Rooms will be overbooked
- ◉ Functions may not be recorded
- ◉ Customers will complain
- ◉ Food may not be ordered
- ◉ Will not know how many customers to expect
- ◉ Repairs will not take place
- ◉ Loss of customers= loss of profit
- ◉ Closure of business

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

STOCK CONTROL AND STOCK ROTATION

Stock control is when you check the quantities of food in a kitchen store

Stock rotation means

- First in first out
- Ensuring foods are of good quality
- Keeping a check on foods in stock
- Only buying foods that are needed
- Keeping records of foods in stock
- Storing food safely
- Accepting deliveries, checking dates and goods delivered



QUESTIONS AND FULL MARK ANSWERS

- ◉ **What is meant by “overheads” when working out the cost of a meal? (2 marks)**
- ◉ Over heads cover things like rent, mortgages, gas, electricity, loans and repairs and are included in the selling price.
- ◉ **What is VAT? (2 marks)**
- ◉ VAT stands for value added tax, it is set by the government and is currently 20%
- ◉ **What do “labour costs” cover? (2 marks)**
- ◉ Labour costs cover the cost of staff wages both permanent and agency.
- ◉ **Why is it important to make a profit? (4 marks)**
- ◉ If you don't make a profit then you can't afford to improve the building, repair anything that is broken. This will mean that you will eventually have to lay staff off because you can't afford to pay them, no staff will mean poor customer care and then you will lose customers and eventually have to close down.

QUESTION

- ◉ How can you improve things if you don't make a profit? (4 marks)
- ◉ Decorate, training, menu, special offers, advertise
- ◉ If you are not making a profit there are several things you can do. You could re decorate to give the establishment a new image, this would encourage customers to come in and see how it has changed. You could also retrain the staff on customer care and customer service, they would then know that the customer comes first and would give a better service, this would mean that customers would tell their friends and you would get more customers. You could reduce the menu and change it so that you do not have as much food waste, you could include special meal deals such as 2 for £10. Lastly you could advertise on local radio, or by posting flyers through doors and by putting an advert in the local paper showing the special deals you are offering.
- ◉ Use this question and answer to produce a mark scheme. Break down what you would expect for 1,2,3 and 4 marks. Give points that should be included in the mark scheme.

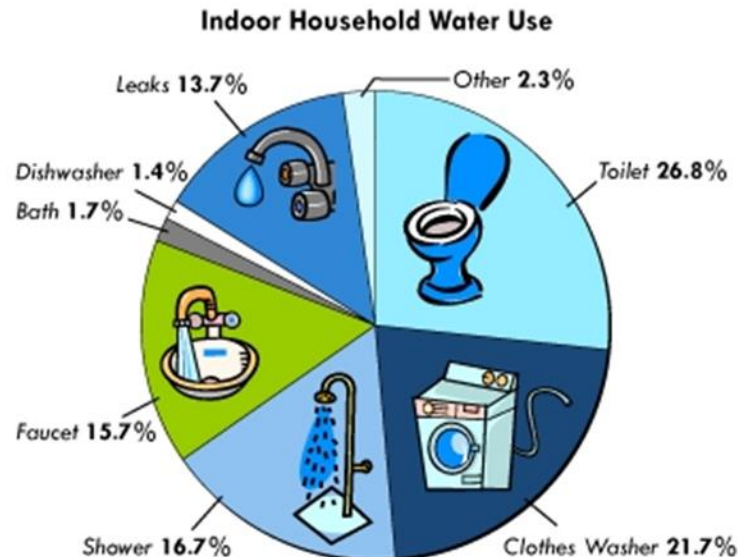
AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS ENVIRONMENTAL FACTORS

Why is it important for the hospitality industry to take into account environmental issues?

Gives the industry a good reputation

Allows guests to see that they care about what is happening in the world

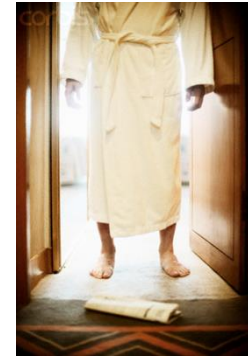
Sets a good example and encourages others



Source: Awwa Research Foundation (1999)

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS ENVIRONMENTAL FACTORS

- ◉ How can hospitality and catering establishments reduce waste?
- ◉ Only giving a newspaper when the guests request them
- ◉ Encourage guests to recycle by putting recycle bins around building
- ◉ Cutting down on the number of free items given to guests in their bedrooms, for example sewing kits and slippers
- ◉ Reusing paper for notes and messages
- ◉ Fitting large shower soaps dispenser to the wall that can be refilled rather than using individual bottles
- ◉ Not putting new toilet rolls out for new guests, but make the remaining half of the roll look good by folding the edges
- ◉ Many hotels now have signs in the bathrooms to encourage guests to use the towels again by hanging them back up. This reduces the amount of times they are washed therefore saving water
- ◉ Fit showers rather than baths
- ◉ Having taps that only send out short bursts of water when customers are washing their hands
- ◉ Advise guests not to leave the tap running while brushing their teeth



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS ENVIRONMENTAL FACTORS

- ◉ How can hospitality and catering establishments reduce waste?
- ◉ Installing modern toilets that use less flush water (dual flush)
Or have hippo bricks in older toilet cisterns
- ◉ Only serving water on the tables when guests ask for it
- ◉ Having lights that work only when the key card is placed in the slot
- ◉ Setting the heating to come on for a few hours a day or only when the guest is in the room



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS ENVIRONMENTAL FACTORS

- ◉ How can hospitality and catering establishments reduce waste?
- ◉ Installing modern toilets that use less flush water (dual flush)
Or have hippo bricks in older toilet cisterns
- ◉ Recycling glass, tins, cardboard and paper
- ◉ Reusing large containers to store things in
- ◉ Using vegetable peelings to make a compost for the garden
- ◉ Using washing up water to water the gardens or having a water butt to catch the rain water
- ◉ Only serving water on the tables when guests ask for it



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS ENVIRONMENTAL FACTORS

- ◉ Having air conditioning on only when the guest is in the room
- ◉ Advising guests of the establishments policy on helping the environment and asking them to unplug electrical equipment when not in use and not to leave equipment like computers on standby
- ◉ Using energy saving light bulbs
- ◉ Have sensor lights that only come on when there is movement
- ◉ Install double glazing and solar panels
- ◉ Setting the heating to come on for a few hours a day or only when the guest is in the room



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

ENVIRONMENTAL FACTORS

- ◉ Buy ingredients that are fresh or with less packaging
- ◉ Buy ingredients in bulk
- ◉ Recycling glass, tins, cardboard and paper
- ◉ Reusing large containers to store things in
- ◉ Using vegetable peelings to make a compost for the garden
- ◉ left over vegetables to produce another meal
- ◉ Use stock control
- ◉ Invest in energy saving appliances
- ◉ Have regular maintenance checks
- ◉ Put lids on pans when boiling water



QUESTIONS AND MODEL ANSWERS

- ◉ **How can a hotel show customers they have an environmental policy? (2 marks)**
- ◉ By having posters up around the hotel, many have them in lifts. They can also put signs in bathrooms asking customers to shower rather than bathe and re use towels.
- ◉ **Why should a hotel have an environmental policy? (2 marks)**
- ◉ To help save the planet. To encourage guests to do the same. It is a government requirement. To save money by reducing waste, re using things where possible and recycling.
- ◉ **How many marks would you give for each answer? Justify your reasons. Produce a mark scheme.**

QUESTION

- ◉ **Discuss how a hotel can conserve (save) electricity and water. (6 marks)**
- ◉ Electricity – lights, key cards, heating, air con, bulbs, advising guests, thermostat.
- ◉ Water – towels, showers, flush, taps, drinking water, washing up, washing
- ◉ A hotel can conserve electricity in a range of ways. They can use key cards that only turn the lights on when they are in the slot at the side of the door. They can have lights in corridors that are set off by sensors so they only come on when someone is actually in the corridor. They can only put the heating on when it is cold and only use the air conditioning when needed. They can use energy saving light bulbs in all rooms and advise guests to turn things like televisions off when they are not in use. The heating can also be thermostatically controlled so that it cuts off when the room reaches temperature. They can save water by asking guests to use towels more than once and to take showers rather than baths as it uses less water. They can have dual flush toilets or put hippo bricks on them to save water. They can have taps that only set out small jets of water when washing hands. They can only serve water on tables when customers ask for it and lastly they can re-use washing up water to water the gardens or use economy wash cycles for bedding and towels.
- ◉ **Use the mark scheme on the next slide to mark this answer. Suggest ways to improve.**

MARK SCHEME

- Discuss how a hotel can conserve (save) electricity and water. (6 marks)
- Award one mark for a list
- Award 2/3 marks for a brief answer covering 2/3 points from both electricity and water saving with some explanation
- Award 4 /5 points for a detailed answer covering at least 4/5 five points with explanation.
- Give six points for an answer that covers the majority of points with clear detailed reasoning.
- Answers may include:
- Electricity
- Motion sensor lights
- Key cards
- Only having heating/ air con on when guests in room
- Turn equipment off when not in use
- Energy efficient equipment
- Lids on pans
- Regular maintenance checks
- Full loads of washing
- Water
- Only serve when asked for
- Fit showers
- Motion sensor taps
- Dual flush toilets
- Hippo bricks
- This list is not exhaustive credit any correct answer.

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS TECHNOLOGY, INNOVATIVE COOKING TECHNIQUES

- ◉ Technology affects many aspects of business and it is important to be aware of technological developments and incorporate them into a business where it is appropriate to do so, for example developments in:
- ◉ Information and Communication Technology (ICT) - which may mean the need to perform an upgrade or replacement of existing computer systems in a business
- ◉ Social media - may be used for customers to provide feedback and suggestions for developing a business, and for advertising and promotion of the business
- ◉ Kitchen technology - e.g. equipment, food storage and packaging, food service, hygiene and food safety
- ◉ Food technology - e.g. preservation techniques, flavouring, ingredients and ready-made foods, food deliveries by drone

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS TECHNOLOGY, INNOVATIVE COOKING TECHNIQUES

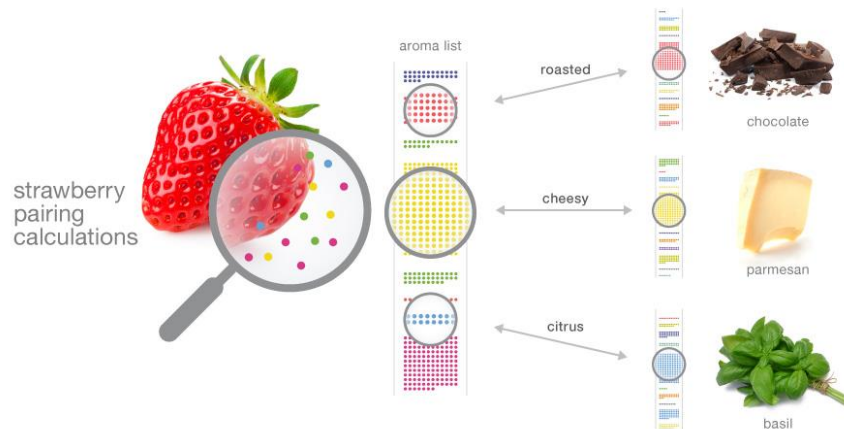
- ◉ As with all industries, innovative (new, original) production techniques and technology are continually emerging and being taken up by hospitality and catering businesses. This is especially true in the kitchen, where successful chefs will keep up with new developments and bring some of them into their menus.



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

TECHNOLOGY, INNOVATIVE COOKING TECHNIQUES

- ◉ Examples are:
- ◉ Food pairing
- ◉ Food pairing is a scientific method to identify which foods & drinks go well together. To understand why ingredients match it's important to know how humans perceive flavour.



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

TECHNOLOGY, INNOVATIVE COOKING TECHNIQUES

- ◉ Molecular gastronomy
- ◉ Cocktails in ice spheres. Caviar made of olive oil. Disappearing transparent raviolis. Sound cool? Well these are all examples of Molecular Gastronomy. Molecular Gastronomy blends physics and chemistry to transform the tastes and textures of food. The result? New and innovative dining experiences. The term Molecular Gastronomy is commonly used to describe a style of cuisine in which chefs explore culinary possibilities by borrowing tools from the science lab and ingredients from the food industry. Formally, the term molecular gastronomy refers to the scientific discipline that studies the physical and chemical processes that occur while cooking. Molecular gastronomy seeks to investigate and explain the chemical reasons behind the transformation of ingredients, as well as the social, artistic and technical components of culinary and gastronomic phenomena.



Cocktail Ice Sphere



Transparent Ravioli



Aperol Gel & Paper

TASKS AND QUESTIONS

- ◉ Task 1 Research or try food pairing and give three examples of foods that go well together, you could also suggest a drink. For example black pepper brings out the flavour of strawberries.
- ◉ What are two advantages of using molecular gastronomy when cooking?
- ◉ Give 2 examples of molecular gastronomy.

MARK SCHEME

- ◉ What are two advantages of using molecular gastronomy when cooking?
- ◉ 1 mark for each correct answer.
- ◉ Answers could include:
- ◉ Gives intense flavour
- ◉ Gives unusual textures
- ◉ New and innovative dining experience
- ◉ Unusual appearance
- ◉ Less waste
- ◉ Looks appealing and different

- ◉ Give 2 examples of molecular gastronomy.
- ◉ 1 mark for each correct answer
- ◉ Answers could include:
- ◉ Caviar made from olive oil
- ◉ Transparent ravioli
- ◉ Cocktails in ice spheres
- ◉ Fizzy fruit
- ◉ Dehydrated fruit and vegetables

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS CUSTOMER SERVICE AND CUSTOMER CARE

- ◉ Why do we need customer care?
- ◉ All Catering establishments rely on income from customers.
- ◉ Customers will be satisfied if their needs are met.
- ◉ Customers who are satisfied will come back.
- ◉ How do you ensure customers are happy with the service you provide?
- ◉ Putting your customers first
- ◉ Making them feel valued and important
- ◉ Making them feel comfortable and safe
- ◉ Making them want to return



AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS CUSTOMER SERVICE AND CUSTOMER CARE

- ◉ Every establishment has a complaints procedure, it is important that complaints are dealt with quickly so that customers will return.
- ◉ Apologise
- ◉ Take details
- ◉ Refer to team leader
- ◉ Solve
- ◉ Offer something free
- ◉ Apologise



TASKS AND QUESTIONS

- How would you deal with a complaint about poor service?
(4 marks)
- Why is it important to deal with complaints quickly?
(2 marks)



MODEL ANSWER

- **How would you deal with a complaint about poor service?**
- Apologise, details, team leader, solve, free, apologise
- The first thing you would do is apologise to the customer. Take the details of the complaint and the customer's name, then if you are not a team leader you would refer the issue to your team leader who may then take over. You would ensure the problem is resolved and the team leader might offer them something free such as a free meal or free bottle of wine. You would then apologise to the customer again.
- **Why is it important to deal with complaints quickly?**
- ◉ It is important to deal with complaints quickly so that the customer feels valued. They will then pass on this to their friends and family and then you will get more customers. If you don't deal with complaints quickly this will have the opposite effect and they will tell people about the poor service and then others won't come to the establishment.
- ◉ Produce a mark scheme for the questions above. They both got full marks, why do you think this is?

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS CUSTOMER SERVICE AND CUSTOMER CARE



- ◉ There may be a question on customer care and customer service.
- ◉ You should understand how to give good customer care and why it is important.
- ◉ Customers will return.
- ◉ They will tell their friends and family.
- ◉ Business will improve.
- ◉ Business can expand.
- ◉ Employ more staff.
- ◉ Customers will leave a good review on website or trip advisor

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

CUSTOMER SERVICE AND CUSTOMER CARE

- ◉ Define the term customer care. (1 mark)
- ◉ Describe the effects poor customer care will have on a business. (4 marks)
- ◉ Answer the questions and mark your partners work using the mark scheme.



"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."

MARK SCHEME

- Define the term customer care. 1 mark for correct answer, may be part of the following.
- Customer care means putting the customer first and making them feel valued and happy with the service t you provide.
- Describe the effects poor customer care will have on a business.
- Award one mark for a list
- Award 2 marks for a brief answer covering 2/3 points on the effects of poor service with some explanation
- Award 3 points for a detailed answer covering at least 4/5five points with explanation.
- Give 4 points for an answer that covers the majority of points with clear detailed reasoning.
- Answers may include:
 - Unhappy customers
 - More complaints
 - Customers tell friends
 - few customers
 - More food waste
 - lay off staff
 - loss of profit
 - close down.
- Example answer:
 - If you have poor customer care the customers will not be happy. When they go home they will tell their friends and family and word will get round. This will then mean that fewer customers will come to the establishment and food that has been bought in will be wasted because no one has come in to eat. You will eventually have to lay staff off as you will have more staff than customers and you cant afford to pay the wages if you don't have money coming in. This means you will not be making a profit and can't pay any bills so you will have to close down.
- How many marks would you give for the example answer?
- Sometimes the question may ask about good customer care, remember the answers will be the opposite. Always ensure you read the question fully before answering.

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

COMPETITION, TRENDS, POLITICAL FACTORS, MEDIA

- ◉ The hospitality and catering industry is very large and there is a lot of competition between businesses to attract and retain customers.
- ◉ To be successful, it is important for a business to use a variety of competitive strategies such as:
- ◉ Reply to customer enquiries and provide a proposal and price quote within 24 hours
- ◉ Make sure the business has an extensive, reliable, user-friendly and regularly updated website
- ◉ Carry out market research to find out the number and types of businesses that will be in competition with your business and their competitive strategies
- ◉ Research the demographics in the local area

AC 1.4 EXPLAIN FACTORS AFFECTING THE SUCCESS OF HOSPITALITY AND CATERING PROVIDERS

COMPETITION, TRENDS, POLITICAL FACTORS, MEDIA

- ◉ Trends and media.
- ◉ A business should be aware of and keep up with trends which will directly affect their success. An example of a continually developing trend which has been influencing the Hospitality and Catering industry for many years, is the use of information and communications technology (ICT), which has grown very rapidly with the development and use of social media, smart phones and other communication devices.
- ◉ Political factors.
- ◉ Policies, laws and regulations are made by politicians and many have a direct effect on the running of and success of hospitality and catering businesses. All businesses have to think about licensing laws, employment policies and health and safety.

TASKS AND QUESTIONS



"Someone calling themselves a customer says they want something called service."

- Task.
- Research licensing laws and list the main points. (2 marks)
- Give two ways in which a bed and breakfast establishment could ensure success. (2 marks)

MARK SCHEME

- ◉ Licensing laws.
- ◉ The requirement for a business to have a licence to sell alcohol
The trading hours during which businesses are allowed to sell alcohol
The minimum age that a person has to be to buy or sell alcohol
- ◉ Give two ways in which a bed and breakfast establishment could ensure success.
- ◉ 1 mark for each correct answer.
- ◉ use a variety of competitive strategies
- ◉ Reply to customer enquiries
- ◉ provide a proposal and price quote within 24 hours
- ◉ Make sure the business has an extensive, reliable, user-friendly and regularly updated website
- ◉ Carry out market research
- ◉ find out the number and types of businesses that will be in competition
- ◉ Research the demographics in the local area

REVISION TIPS

