

1 The Hospitality Industry

Commercial = for profit/make money

Non Commercial = not for profit



Residential = you can sleep there

Non Residential = there is no accommodation there



The **commercial residential** sector includes guest houses, hotels, B&Bs, hostels, and holiday parks.



The **non-commercial sector** includes catering in business and industry, education, healthcare and the armed forces. These can be both **residential** and **non-residential**.



Other **commercial** hospitality businesses include:



Restaurants, Bars, Cafés, Fast Food Restaurants, Deli/Sandwich Shops, Airports, Trains, Coaches and Ships/Ferry. *All of the above need to make money to continue operating, therefore the care of their customers is paramount (very important) so that they come back!*

There are **different types** of **accommodation** in the hospitality industry to suit different budgets. For example, a businesswoman travelling to London for a meeting would not need to book a luxury penthouse apartment for one night's stay. A couple on their honeymoon might book a deluxe suite as they will have saved up for the occasion and want to make their holiday special. Look at the examples (right) and memorise them.

Types of Bedroom (Commercial Accommodation)



Youth Hostel



Deluxe Suite (Hotel)



Boutique Hotel



Budget Room



Yotel - Cabin rooms in airports



Standard Bed and Breakfast (Twin) Room

Key Words

Hospitality - Relatively modern word, meaning the **friendly** and **generous** treatment of **guests** and **strangers**.

Guest/Client/Customer - the **person/people** who **book/receive** the service, e.g. **hotel guests**.

Service - to **do/provide** something for someone else, this can be **paid** for or done for **free** depending on the business, e.g. hospitals provide free healthcare services. Restaurants provide food service that customers pay for.

Business - the **buying** and **selling** of goods/services to **make money**, e.g. airports make money from flight ticket sales/meals.

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

Catering - offering facilities to people, especially the **provision** of **food and beverages**.

Hostel - establishment which provides **inexpensive food and lodging** for a specific group of people, such as **students, workers, or travelers**.

Hotel - an establishment providing **accommodation, meals, and other services** for **travelers and tourists**.

Guest House - a **private house** offering **accommodation** to paying guests, **smaller business** than hostels and hotels.

Other types of hospitality!

There's more?!

Bowling alleys, Golf clubs, leisure centres, racetracks and the cinema.



Planes, Trains and Automobiles

People need to eat, drink and sometimes sleep when travelling. Planes, trains, coaches and ships all offer food, drink and some form of accommodation if it is a long journey.



Economy - the amount of money a region/country has

When people have jobs they have money. When they have money they spend money. When they spend money, businesses make money and can pay their workers.

It is a cycle, which can work forwards or backwards!

Hospitality helps the economy by creating jobs, so workers have money, they can spend it and other business can then grow too!



Hospitality establishments are rated by Stars and as well as by review sites like Trip Advisor. The rating what level of service to expect.



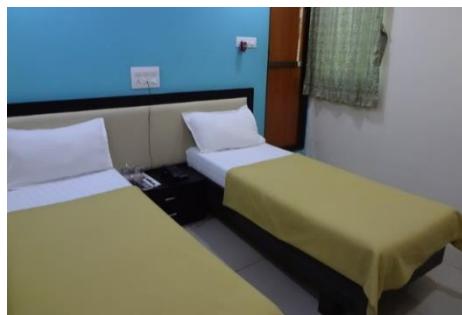
4*/5* Hotel

Well decorated, spa facilities such as pool, spa, steam/sauna rooms, massage treatments, concierge service, 24hr room service, complimentary mini bar, well maintained public areas, gardens, multiple choices of onsite restaurants/bars, porter service (carrying luggage), well staffed reception desk, modern facilities and technology in rooms e.g. docking stations, TVs, Jacuzzi bath. Staff uniform quite formal, shirt and trousers/skirt or a suit.



3* Hotel

Clean and basic, décor very minimal. Basic bed linen and pillows but still comfortable. Possibly a small fridge and TV, not likely to have modern technology or facilities. Often near airports or city centres for commuters. Popular brands: Travelodge, Premier Inn, Ibis One restaurant, dining area on site for breakfast and possibly evening meals/snacks. Menu will be limited compared to 4* and 5* hotels. Limited staff on reception, uniform may be more basic such as polo shirt and skirt/trousers with company logo. Self check out facility/key drop off (less personal but more efficient/money saving).



1*/2* Hotel

Very basic, often in city centres where accommodation is in high demand or on the outer skirts of popular holiday resorts. Rooms feature a bed, often single beds, wash facilities and cupboard/rail to hang clothes. No concierge service/porter service and possibly limited staff on reception. Won't have a fridge/minibar and likely to have one designated eating area for breakfast. Limited menu, some may serve evening meals but not all. Not very expensive.

AA Star Ratings: Hotels

AA * * * * *

1 star: Courteous staff provide an informal yet competent service. All rooms are en suite or have private facilities. A designated eating area serves breakfast daily and dinner most evenings.

*

2 stars: A restaurant or dining room serves breakfast daily and dinner most evenings.

* *

3 stars: Staff are smartly and professionally presented. The restaurant or dining room is open to residents and non-residents.

* * *

4 stars: Professional, uniformed staff respond to your needs or requests. Well-appointed public areas. The restaurant or dining room is open to residents and non-residents. Lunch is available in a designated eating area.

* * * *

5 stars: Luxurious accommodation and public areas. A range of extra facilities and a multilingual service available. Guests are greeted at the hotel entrance. High quality menu and wine list.

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AA Star Ratings: Guest Houses

AA * * * * *

1 star: Minimum quality requirements for cleanliness, maintenance, hospitality, facilities and services. A cooked or substantial continental breakfast is served in a dining room or eating area, or bedroom only.

*

2 stars: Courteous service, well-maintained beds. Breakfast prepared with a good level of care.

* *

3 stars: Friendly welcome, and good-quality, well-presented beds and furniture. A choice of good-quality, freshly cooked food is available at breakfast.

* * *

4 stars: Attentive, more personalised service. At least half of the bedrooms are en suite or have private bathrooms. Very good beds and high quality furniture. Breakfast offers a greater choice, and fresh ingredients are cooked and presented with a high level of care.

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5 stars: Awareness of each guest's needs with nothing being too much trouble. All bedrooms are en suite or have a private bathroom. Excellent quality beds and furnishings. Breakfast includes specials/home-made items, high quality ingredients, and fresh local produce.

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2 Types of Service Provided

You should be able to identify the range of services offered by the hospitality industry. **REMEMBER**, hospitality is not just about hotels and restaurants. There are many other services an establishment can provide other than bedrooms and meals.

Other services a hotel may offer include:

- Meals - breakfast, lunch, dinner, snacks
- Specialist menus for weddings or special occasions
- Meeting rooms for business people to hold corporate events
- Leisure facilities such as pools, spas, beauty treatments, play areas, gyms, tennis/football courts
- Childcare facilities such as kids clubs, crèche/nanny services
- Entertainment especially in hotel resorts for tourists
- Laundry service often used by business guests for suits
- Room Service meals/beverages brought to the room cooked to order, tea and coffee in the room



Key Words

Corporate - a large company or group

Networking - to meet and share ideas with people

Event Management - organising of large events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.

Advertising - to promote or make people aware

2 Client Groups



Business

Business guests/clients/customers will use the hospitality industry for a number of reasons:

Meetings some companies will hire corporate rooms in hotels or book restaurants to hold important meetings away from the office.

Advertising Events that promote the company.

Charity Events to raise awareness/money.

Impress Clients the business might 'wine and dine' potential clients to get their business.

Networking these are events where similar business meet up to share ideas or meet new staff.

Staff Training some businesses may send staff on courses that are far away that can last a few hours to a few days. The staff would need **accommodation** and **meals** provided if so.

Staff Parties at times such as Christmas or to celebrate a new achievement.

Awards Ceremonies some companies award their staff and host a night with food, drinks and dancing to celebrate. **Some examples are Saks (hairdressers) and EDF (energy company).**

Private

Private functions need to meet the needs of an individual, the most common private event is a wedding:

Event Management the hotel or establishment will meet with the clients to discuss their needs.

The clients will agree with the services offered and agree on the 'quote' (sum of money to be paid to hold the event). **The establishment is then**

responsible for organising numerous parts of the event, including:

- Room Décor
- Menu
- Seating Plans
- Table Plan
- Table Décor
- Room Set Up, e.g. dance floor, table positioning, aisle

Other services the establishment might offer are:

- Wedding Organiser for the day (Master of Ceremonies)
- Complimentary Champagne
- Accommodation for the bride and groom before and after the wedding
- Transportation
- Wedding Cake
- Wedding Stationery

Leisure

Some guests may only visit an establishment to use its facilities, these are often referred to as 'users'.

Hotels that have leisure facilities such as a gym, pool, sauna, steam room and spa may offer discounted memberships to local residents. **This ensures the establishment is busy all year round** and not just when hotel guests are booked in, which means **more money going into the business.**



Families

Families may visit establishments for meals together or hire venues for special occasions such as birthdays. They may use the crèche facilities at leisure centres or visit certain pubs/restaurants just because they have a play area. Popular chain restaurants that often have children's menus and play areas are The Toby Carvery and Farmhouse Inns.