



Hospitality and catering providers

You must understand, be able to name, and explain the two different provisions in hospitality and catering.

Commercial: the business aims to **make profit** from the hospitality and catering provision that they provide.

Non-commercial: the service provider **doesn't aim** to make a profit from the service they provide.



Commercial (residential)

Commercial (residential): meaning the hospitality and catering provision aims to create a profit from the service they provide, but also offers accommodation.

For example:

- hotels, motels & hostels
- B&B, guest houses and Airbnb
- holiday parks, lodges, pods, and cabins
- campsites and caravan parks.

Non-commercial (residential)

Non-commercial (residential): the hospitality and catering provision offers accommodation but does not aim to make a profit from the service they provide.

For example:

- hospitals, hospices, and care homes
- armed forces
- prisons
- boarding schools, colleges, and university residences.

Commercial (non-residential)

Commercial (non-residential): catering establishments that aim to make a profit from their service, but no accommodation is provided.

For example:

- restaurants and bistros
- cafes, tea rooms and coffee shops
- takeaways
- fast food outlets
- public houses and bars
- airlines, cruise ships, long distance trains
- pop up restaurants
- food and drink provided by stadiums, concert halls and tourist attractions
- mobile food vans and street food trucks
- vending machines.

Non-commercial (non-residential)

Non-commercial (non-residential): catering establishments with no accommodation provided and don't aim to make a profit from their service.

For example:

- schools, colleges, and universities
- meals on wheels
- canteen in working establishments (subsidised)
- charity run food providers.



Level 1/2 Hospitality and Catering: Unit 1-1.1.1 -

Types of service in commercial and non-commercial provisions



Types of service in commercial and non-commercial provision

You need to be able to understand and know the different types of service within commercial and non-commercial provision. They are split into two main categories of food service and residential service.



Food service

The different types of food services in the catering sector are listed below. You should know the meaning of each one and be able to provide examples. For instance;

Table service

- Plate: the food is put on plates in the kitchen and served by waiting staff. Good portion control and food presentation consistent.
- Silver: a waiter will transfer food from a serving dish to the customer's plate using a silver spoon and fork at their table.
- Banquet: a range of foods suitable for large catered events such as weddings, parties, or award ceremonies.
- Family style: the food is placed on serving bowls on the customer's table for customers to share between them.
- Gueridon: is served from a trolley to the customer's table, the food is then cooked and/or finished and presented in front of the customer. Creates an atmosphere of sophistication and entertainment.

Counter service

- Cafeteria: all types of food and drink are shown on a long counter for customers to move along with a tray for them to choose what they want to eat.
- Fast food: the food and drink is displayed on a menu behind the counter, often with pictures. Quick, simple, and usually served with disposable packaging.
- Buffet: a range of foods served on a big serving table where customers walk up to collect their plate and help themselves to food and drink. The food can be hot or cold, and some items could be served by waiting staff.

Personal service

- Tray or trolley: the meals are served on trays from a trolley and customers sometimes order items in advance.
- Home delivery: the customer's order is made over the phone or online, and is then delivered by the business to their address.
- Takeaway: food that's cooked by the business onsite and then eaten elsewhere.

Residential service

Listed below are the different types of residential types of service in the hospitality and catering sector. You should know the different types of service offered in various hospitality provisions.

Rooms:

- single/ double/ king/ family
- suite (en-suite bath/ shower room, shared facilities).

Refreshments:

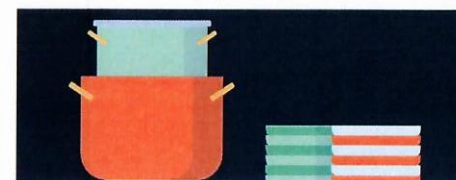
- breakfast/ lunch/ evening meal
- 24-hour room service/ restaurant available.

Leisure facilities:

- spa
- gym
- swimming pool.

Conference and function facilities:

- large rooms
- overhead projector and computer
- pens and paper provided
- refreshments available.





Standards and ratings: You will need to be able to know the importance of standards and ratings within the hospitality and catering industry, they are hotel and guest house standards, and restaurant standards.

Hotel and guest house standards

Hotels and guest houses standards are awarded and given star ratings. You should know what criteria is needed to be met for an establishment to receive each star rating.

Star rating 1 = Basic and acceptable accommodation and facilities. Simple rooms with no room service offered.

Star rating 2 = Average accommodation and facilities, a small establishment, and would not offer room service or have a restaurant.

Star rating 3 = Good accommodation and facilities. One restaurant in the establishment, room service available between certain hours, and Wi-Fi in selected areas are provided. The establishment could have a pool and gym.

Star rating 4 = Very good accommodation and facilities. Large hotel & reception area of a very good standard. Certain hours of room service, with a swimming pool and valet parking offered.

Star rating 5 = Excellent standard of accommodation, facilities, and cuisine. Offer valet parking, 24 hr room service, spa, swimming pool, gym, and concierge service.

Restaurant standards

Restaurant standards have three main possible awards or ratings that you should know. They are listed below:

AA Rosette award

Ratings between one and five rosettes could be awarded based on the following:

- different types and variety of foods offered
- quality of the ingredients used
- where the ingredients are sourced
- how the food is cooked, presented and tastes
- skill level and techniques used as well as the creativity of the chef.



<https://www.stirkhouse.co.uk/about-us/awards/attachment/award-rosette>

Michelin star

A rating between one and three Michelin stars could be awarded based on the following:

- quality of ingredients used
- cooking and presentation techniques
- taste of the dishes
- standard of the cuisine
- value for money.



<https://guide.michelin.com/us/en/california/to-the-stars-and-beyond>

Good food guide

A rating between one and 10 could be awarded based on the following:

- cooking skills
- quality of ingredients
- techniques and cooking skills shown.

Level 1/2 Hospitality and Catering: Unit 1-1.1.2 -

Types of employment roles and responsibilities within the industry



Types of employment roles and responsibilities within the industry

There are four main areas within the industry that you should know the roles and responsibilities within. They are listed below:



Front of house

- Front of house manager: oversees all staff at the restaurant, provides training, hiring of staff, and ensures good customer service.
- Head waiter: oversees the waiting staff of the restaurant in high-end eating establishments.
- Waiting staff: greets customers, shows them their table, takes food and drink orders from customers, and serves them their order. Makes sure customers' needs are met, and that the food order is made correctly.
- Concierge: advises and helps customers with trips and tourist attractions. Books taxis for customers and parks customer cars.
- Receptionist: takes bookings, deals with questions and complaints from customers, checks-in customers, takes payment, and provides room keys.
- Maître d'hôte: oversees the service of food and drinks to customers. They greet customers, check bookings, reservations, and supervise waiting staff.

Kitchen brigade

- Executive chef: in charge of the whole kitchen, developing menus and overlooking the rest of the staff.
- Sous-Chef: the deputy in the kitchen and is in charge when the executive chef isn't available.
- Chef de partie: in charge of a specific area in the kitchen.
- Commis chef: learning different skills in all areas of the kitchen. Helps every chef in the kitchen.
- Pastry chef: prepares all desserts, pastry dishes and bakes.
- Kitchen assistant: helps with the peeling, chopping, washing, cutting of ingredients, and helps washing dishes and stored correctly.
- Apprentice: an individual in training in the kitchen and helps a chef prepare and cook dishes.
- Kitchen porter/ plongeur: washes the dishes and other cleaning duties.

Housekeeping

- Chambermaid: cleans guests' rooms when they leave, and restocks products that have been used, they also provide new bedding and towels.
- Cleaner: cleans hallways and the public areas of the establishment.
- Maintenance: repairs and maintains the establishment's machines and equipment, such as heating and air conditioning. These responsibilities could also include painting, flooring repair or electrical repair.
- Caretaker: carries out the day to day maintenance of the establishment.



Management

- Food and beverage: responsible for the provision of food and drink in the establishment which will include breakfast, lunch, dinner, and conferences.
- Housekeeping: ensuring laundering of bed linen & towels, ordering of cleaning products and overseeing housekeeping staff duties.
- Marketing: promotes events and offers to increase custom at the establishment, and is responsible for the revenue of the business.



Level 1/2 Hospitality and Catering - Unit 1-1.1.2: Personal attributes, qualifications and experience

You need to be able to know and understand the different personal attributes, qualifications and experience that an employer would look for to fulfil different job roles in the hospitality and catering industry.

Personal attributes

The list below names the different personal attributes that employees could need to fulfil different jobs in the industry:

- Team player
- Organised
- Flexible
- Good communicator
- Friendly
- Calm under pressure
- Willingness to learn and develop
- Pleasant
- Hygienic
- Punctual
- Hardworking
- Reliable
- Approachable
- Good listener
- Leadership qualities
- Sense of humour
- Ability to be proactive
- Good attention to detail
- High standard of personal appearance.



Qualifications

Apprenticeships and experience in the role or sector are two ways to fulfil certain job roles. Named below are some of the qualifications that could be required to fulfil certain jobs within the hospitality and catering sector.

Hospitality sector

- Level 1 Certificate in Business and Administration (office administration).
- Level 2 Certificate in Front of House Reception (hospitality and catering).
- Level 2 Diploma in Reception Operation and Services (hospitality and catering).
- GCSE English / Maths / Hospitality and Catering / Business / IT.

Catering sector

- Diploma in Catering.
- NVQ Food preparation and cooking.
- Bachelor's degree/catering management.
- City & Guilds diplomas in professional cookery.
- BTEC HND in professional cookery.
- A foundation degree in culinary arts.
- Health and safety and food hygiene certificates/food hygiene.
- Level 1/2 hospitality and catering.
- GCSE Food and Nutrition.
- Level 3 Food Science and Nutrition.
- First aid.



Level 1/2 Hospitality and Catering: Unit 1-1.1.3 - Working conditions in the hospitality and catering industry



Types of employment contracts and working hours

You need to know the following types of employment contracts and working hours.

- **Casual:** this type of contract could be provided through an agency and used to cover employees that are absent from work due to illness. There is no sick pay or holiday entitlement with this type of employment.
- **Full time (permanent):** working hours including start and finishing times are fixed and stated in this type of contract. A contract of this nature allows the employee to have sick pay and holiday entitlement.
- **Part-time (permanent):** working hours mean that the employee works on certain days of the week. Work times are stated in the contract, including the starting and finishing times that are fixed in this type of contract. The employee has sick pay and holiday entitlement in this type of contract.
- **Seasonal:** this type of contract is used when a business needs more staff due to busy times throughout the year, such as the Christmas period. The contract will state for the employee to work for a specific time frame only. Also, the contract would not expect further or regular work after the contract is complete.
- **Zero hours contract:** this type of contract is chosen between the employer and the employee. This means that the employee can sign an agreement to be available for work when the employer needs staff. No number of days or hours is stated in the contract and the employer doesn't require to ask the employee to work, and neither does the employee have to accept the work offered. No sick pay or holiday entitlement is offered for this type of contract.



Pay and benefits in the industry

The following pay and benefits are what you should be aware of in the industry.

- **A salary:** this type of pay is a fixed amount of money paid by the employer monthly, but is often shown as an annual sum on the contract.
- **Holiday entitlement:** employees are entitled to 28 days paid a year. Part-time contracts are entitled less depending to their contract hours.
- **Pension:** on retirement age, an employee qualifies for a pension contribution by the employer and the government.
- **Sickness pay:** money paid to the employee with certain contracts when they are unable to go to work due to illness.
- **Rates of pay:** national minimum wage should lawfully be offered to all employees over 18 years of age. This rate is per hour and is reviewed each year by the government.
- **Tips:** money given to an employee as a 'thank you' reward for good service from the customer.
- **Bonus and rewards:** given from an employer to the employee as a way of rewarding all the hard work shown from the employee throughout the year, and helping make the business a success. Also known as remuneration.

Working hours

The working hours directive in the UK states that employees on average cannot work more than 48 hours which is worked out over a period of 17 weeks. Employees can choose not to follow this and work more hours if they want to.

People under the age of 18 cannot work more than eight hours a day and 40 hours a week.

Employees that work six hours or more a day must have a break of 20 minutes, and have the right to have at least one day off every week.

Level 1/2 Hospitality and Catering: Unit 1: Contributing factors to the success of hospitality and catering provision (AC1.4)



Contributing factors

The hospitality and catering sector is very competitive, and many businesses fail in the first year of operation. There are many factors that must be managed carefully for hospitality and catering businesses to make a profit and continue to operate in the long term.

Basic costs

Labour: These costs include employee wages, National Insurance contributions and pension contributions.

Material: These costs include decoration, furnishings, kitchen and dining equipment, ingredients, printing and health and safety equipment.

Overheads: These costs include rent, rates, gas and electricity, insurance, licensing, training and maintenance.

Economy

The value of the pound (£) can affect the hospitality and catering sector. If the economy is good, people will be willing to spend more. If the economy is weak (recession), people may decide that eating out or going on holiday is a luxury and will spend less.

VAT (Value Added Tax) is added to the final cost of goods and services offered in the hospitality and catering sector. The money from VAT goes to the government to pay for services everyone uses for example the NHS.

Environmental impact

Running a hospitality or catering provision uses a lot of resources. Businesses are encouraged to **reduce, reuse, and recycle**. Energy efficient equipment such as low energy light bulbs can save a business money. Using local and seasonal ingredients reduces the amount of CO₂ released into the atmosphere during transport. All waste should be separated and recycled or composted when possible.

Profit

Gross Profit: The difference between how much a menu item costs to make and how much it sells for. Ingredient costs should not be more than 30% of the gross profit. If the ingredient cost for a chocolate brownie dessert is £1.50 and the menu price is £4.50, the gross profit is £3.00.

Gross Profit % = $(3.00 \div 4.50) \times 100 = 66.6\%$

Net Profit = What is left from the gross profit once all costs (as listed above) are covered.

New technology

New technologies have benefitted the sector in positive ways. These include:

- **cashless systems** such as contactless cards and mobile payment apps
- **digital systems** such as online booking/ordering and key cards
- **office software** such as stock ordering systems.

Media

The hospitality and catering sector is very competitive, so most businesses try to make good use of the media to advertise. Most businesses will have their own **website**, which customers can use to view menus and make bookings.

- **Print Media:** Ads in magazines and newspapers, flyers and money-off vouchers.
- **Broadcast media:** Television, radio and online ads.
- **Social media:** Customer feedback and reviews.

Consumers are increasingly using smartphones to book, order, pay and review.

Level 1/2 Hospitality and Catering - Unit 1-1.1.4:

Positive and negative uses of media

You need to be able to know and understand the different types of media, as well as the positive and negative impacts they can have on the hospitality and catering industry.

Different types of media

The list below names the different types of media that can be used to promote the hospitality and catering industry.

- **Printed media:** Different types of printed media can include:
 - ◊ magazines
 - ◊ newspapers
 - ◊ billboards
 - ◊ business cards
 - ◊ posters.
- **Broadcast:** Different types of broadcasting media include:
 - ◊ television
 - ◊ radio.
- **Internet:** Ways of promoting through the internet include:
 - ◊ social media, e.g. Facebook, Instagram, Twitter, etc.
 - ◊ Websites, e.g. TripAdvisor
 - ◊ ads on podcasts
 - ◊ blogs
 - ◊ email.
- **Competitive:** This could include being competitive with other establishments to attract and retain customers through competitions, deals, special offers and themed events.

Positive and negative uses of media

Named below are some of the positives and negative impacts the media can have on the hospitality and catering sector.

Positive impacts:

- Social media is free and isn't an extra cost for the business.
- Able to contact a larger and wider audience quickly.
- Attracts new customers.
- Builds business awareness.
- Customers can feel more of a personal connection with the business.
- Creates and builds customer loyalty.
- Media can target specific groups easily.

Negative impacts:

- Advertising in media is expensive, e.g. printed media and broadcasting.
- Having a bad or negative review/comment on social media can rapidly decrease the reputation of a business, e.g. through a comment retweet or share.
- Rapid spread of negative reviews, comments and/or feedback can be detrimental to the success of a business, leading the business potentially having to close.
- Having a bad reputation would decrease customer loyalty and less likely to attract new customers.

