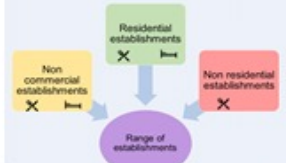


AC 1.1
The structure of the hospitality and catering industry

- The **Hospitality and Catering** sector includes: pubs, bars and nightclubs; restaurants; self-catering accommodation, holiday centres travel and tourist services; visitor attractions and hotels. Hospitals, prisons, schools armed forces and social care.
- It has grown over the last 20 years and, despite recession, is predicted to continue to grow. The sector as a whole currently employs almost 2 million people.



Residential establishments

- Hotels
 - Guest houses
 - Bed and breakfasts
 - Farmhouses
 - Motels
 - Holiday parks
 - Some public houses
- Services and food provided varies by price charged

Non commercial establishments

- Hospitals
 - Prisons
 - Meals on wheels
 - Residential care homes
 - Armed services
- Services and food provided varies by the situation and the needs of the clients. Not required to make a profit

Non residential establishments

- Restaurants
 - Fast food outlets
 - Public houses
 - Bars
 - Delicatessens
 - Take away outlets
 - School meals
 - Burger vans
- Services and food provided varies by the situation and price charged

AC 1.1
The structure of the hospitality and catering industry – styles of service

Styles of food service

- Depends on
 - Type of establishment
 - Type of food being served
 - Cost of the meal or food
 - Time available for the meal
 - Type of customer
 - Number of customers
 - Availability of serving staff

Counter service	Table service	Personal service
Cafeteria Self service Fast food Take away Buffet Carvery	Plate service Family service Silver service Guendon service	Travel service Tray service Vending service

AC 1.1
The structure of the hospitality and catering industry- hospitality at non catering venues

Contract Caterers

- food for functions such as weddings, banquets and parties in private houses.
 - prepare and cook food and deliver it to the venue, or cook it on site.
 - They may also provide staff to serve the food, if required.
 - Complete catering solutions for works canteens etc

Planning menus

- Who is the event for? Eg mixed ages, children, teenagers
- How is it going to be served? Eg hot buffet, plate service, finger food, sit down meal
- What are the special requirements? Eg vegetarians, non spicy food, traditional meal
- What foods are appropriate for the event? Eg wedding, Christmas meal, seasonal foods
- How much is the price per head? Eg cheap and cheerful, full gourmet experience, buffet

AC 1.1
The structure of the hospitality and catering industry- Standards and ratings

Benefits of ratings?

- A good establishment could see an increase in business from people wanting to try the food.
- It generates publicity for the establishment.
- Customers might come from further away to dine.
- Customers can identify less good establishments.

Food hygiene ratings is a different topic altogether.

Types of ratings



Michelin stars

Anonymous inspectors visit establishments and have a meal and write a review of the establishment can award stars for excellence.

Out of 3,600 establishments inspected in Great Britain and Ireland they awarded:

3 ○○○○
23 ○○○
143 ○○

AA Rosettes & Stars

Inspectors visit restaurants or hotels and write a review of the establishment - award rosettes for restaurants, stars for hotels.

Restaurants

12
38
173

- ***** five star**
 - Excellent staffing levels with dedicated teams with management levels.
 - Exceptional levels of proactive service and customer care.
 - All areas of operation should meet the Five Star level of quality for cleanliness, maintenance, hospitality.
 - Hotel open seven days a week all year.
 - Enhanced services offered e.g. valet parking, escort to bedrooms, 24-hour reception, 24-hour room service, full afternoon tea.
 - At least one restaurant, open to residents and non-residents for all meals seven days a week.
 - Minimum 80% bedrooms with en suite bathroom with WC, bath and shower
 - facilities e.g. secondary dining, leisure, business centre, spa,
 - At least one permanent luxury suite available, bedroom, lounge and bathroom).

Poor reviews

- What could this do for their reputation?
- How could they address these?



Good Food Guide

Members of the general public who have visited the establishment fill in a review which is compiled into a guide. Award points for excellence.



Online review sites

- There are a number of online review sites where anyone can post their reviews of an establishment.
- with a large number of reviews, a restaurant's average score is likely to be reasonably accurate.
- There are guidelines to clamp down on establishments that give away freebies for a good review or give themselves good reviews!



Suppliers

- Hospitality and catering establishments usually need to purchase supplies in large quantities.
 - From glassware to custard powder to meat to bed sheets and bathroom soap.
- Establishments use wholesalers and specialist markets where the price charged for large quantities is lower and the VAT is calculated by the establishment so not added to the cost.

- ****four star**
 - higher quality of service levels in all departments and in general higher staffing levels; as well as a serious approach and clear focus to the food and beverage offering.
 - All areas of operation should meet the Four Star level of quality for cleanliness, maintenance and hospitality, residents should have 24 hour access, facilitated by on-duty staff.
 - 24 hour room service, including cooked breakfast and full dinner during restaurant opening hours
 - services offered, e.g. afternoon tea, meals at lunchtime
 - At least one restaurant, for breakfast and dinner seven days a week.
 - All bedrooms with en suite bathrooms showers.
 - Wi-Fi or internet connection provided in bedrooms.

***** Three star**

- All areas meet the Three Star level of quality for cleanliness, maintenance and hospitality
- Residents have access at all times during the day and evening Dinner served a minimum of six evenings a week with bar snack or equivalent available on seventh
- Room service as a minimum of hot and cold drinks and light snacks (e.g. sandwiches) during daytime and evening.
- All bedrooms with en suite bathrooms.
- Internal or direct dial telephone system required
- Wi-Fi available in public areas.

*** one star**

- minimum of five bedrooms.
- All bedrooms with en suite or private facilities.
- guests have access to the hotel at all times.
- Proprietor and/or staff on site all day and on call at night.
- A dining room, restaurant serving a cooked or continental breakfast seven days a week.
- A dining room, restaurant serving evening meals at least five days a week
- A bar or sitting area with a Liquor (alcohol) Licence.
- Hotel open seven days a week during its operating season
- Proprietor and or staff available during the day and evening to receive guests and provide information
- A clearly designated reception facility



Knowledge Organiser: Year 11 subject; Hospitality and Catering LO1

Leave blank to allow students to glue.