



Introduction to the hospitality industry

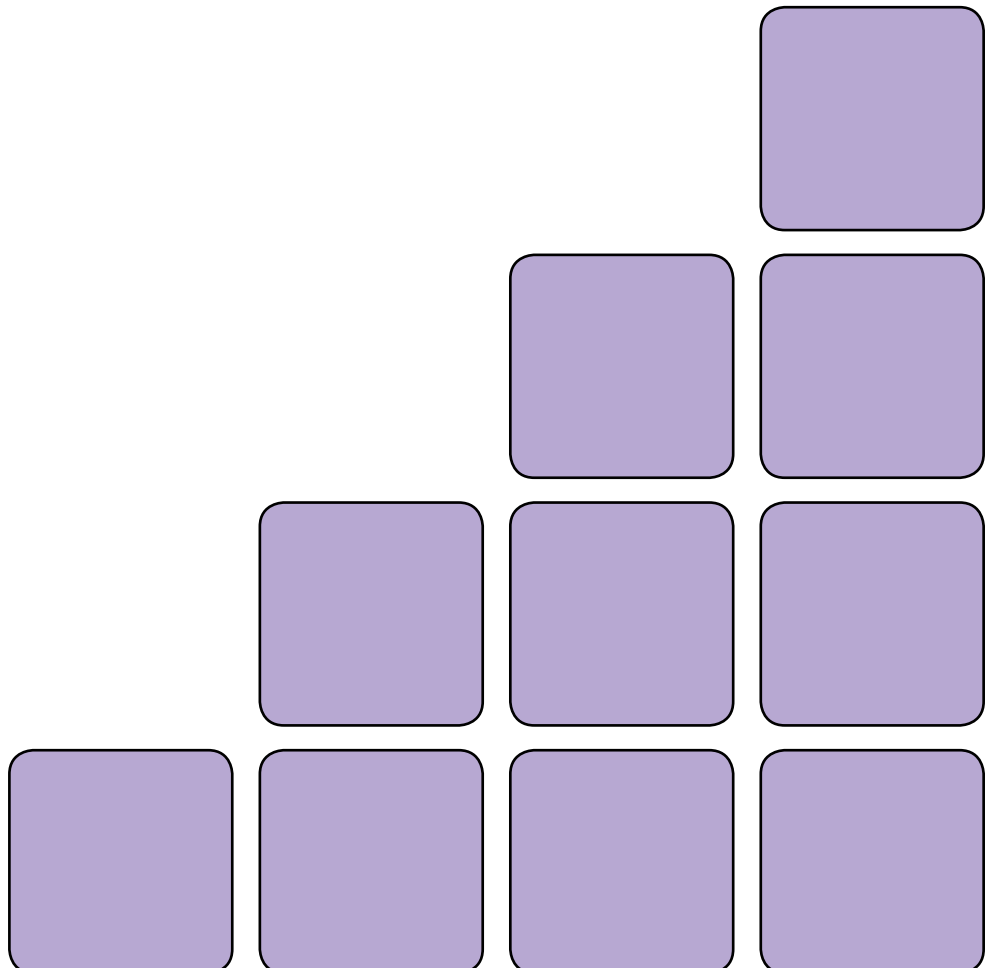
UV11258

M/502/4894

Learner name:

Learner number:

VRQ



UV11258

Introduction to the hospitality industry

The aim of this unit is to provide you with an introduction to the hospitality industry and the chance to look at the types of jobs available within the industry.

You will learn about the variety of sizes and types of organisations that are in the hospitality industry. You will investigate the types of organisation, from small sandwich shops to international hotel chains, and the types of products and services offered.

You will also learn about job opportunities, the training available and the different career paths you can follow. The hospitality industry is a 24 hour, 7 day a week industry so you will look at working patterns that are needed across the industry.

Level

1

Credit value

2

GLH

20

Observation(s)

0

External paper(s)

0



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Learning outcomes

On completion of this unit you will:

1. Know the structure of the hospitality industry
2. Know the career opportunities in the hospitality industry

Evidence requirements

1. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.
2. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
3. *External paper*
There is no external paper requirement for this unit.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

**This is not an exhaustive list.*

Knowledge



Learning outcome 1

Know the structure of the hospitality industry

You can:	Portfolio reference
a. Identify different types of outlets within the industry	
b. Outline the services offered within the industry	



Learning outcome 2

Know the career opportunities in the hospitality industry

You can:	Portfolio reference
a. Describe job roles in the industry	
b. Describe career opportunities in the industry	
c. State different working patterns in the industry	
d. Identify sources of information on training and career opportunities	

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Know the structure of the hospitality industry

Outlets in the hospitality industry:

Accommodation (self-catering, guest houses, B&Bs, holiday parks, hostels), hotels (budget, one to five star, boutique, branded, independent), food (cafés, fast food outlets, coffee shops, takeaway, restaurants including fine dining, branded, ethnic), clubs (sporting clubs, employment or association clubs), contract catering (schools, colleges, hospitals, prisons, residential homes), pubs (managed, tenanted or leased, free houses), hospitality services operations (transport catering, visitor attraction catering).

Different services offered:

Accommodation (bed, shared or ensuite bathroom, TV, clothes storage), food (breakfast/lunch/dinner, personal chef, fast food, children's menu, banquet and conference food, specialist menus (gluten free, diabetic, low fat), vending machines, drinks (alcoholic/non-alcoholic, hot/cold, tea/coffee making facilities in room), room service (24 hours, restricted hours, full menu, limited menu), business and office services (photocopying, wireless internet, faxing), facilities for children (crèche, children's play area, babysitting service, highchairs, baby cots, children's packs, toys/games console for hire, children stay free), special offers and promotions (group discounts, for regular business, for special events), conference and banqueting (birthday/special event packages, business meetings, weddings), services for disabled customers, 24-hour opening, provision of catering service on a contractual basis (school meals, hospitality meals,

works canteen, specialist groups (home delivered).



Outcome 2: Know the career opportunities in the hospitality industry

Job roles: Management (general manager, department manager, assistant manager), supervisory (shift manager, team leader), kitchen (head chef, sous chef, chef de partie, commis chef, kitchen porters, kitchen assistants), housekeeping (housekeepers, room attendants, cleaners), food and beverage service (head waiter, waiter, wine waiter, cashier, conference and events co-ordinator, banqueting porter, bar staff), general (maintenance, front office and receptionists, hall porters, concierge), sales and marketing, human resources, accounts.

Career opportunities: Local, national, international, full-time, part-time, casual, skilled, unskilled, management, supervisory, craft, commercial, public sector, graduate training programmes.

Working patterns: Shift work, split shifts, seasonal.

Sources of information: Colleagues, line managers, newspapers, careers advisors/ careers services, job centres, recruitment websites, specialist recruitment agencies, hospitality journals, further education colleges, professional organisations, trade exhibitions.