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**Executive Summary**

For question 1: In a brief but comprehensive response, define the Hospitality Industry in your own words.

For question 2: What is the difference between the sectors and give example.

For question 3: With example, define how does the company (Hotel/Resort) practices hospitality

For question 4: define the significance of the hospitality industry to its country

This assignment is about hospitality industry, it is very diverse and global. The services in hospitality industries consist of multiple groups such as facility maintenance and direct operation. For example of direct operation is bartender, kitchen workers, management marketing and so on. Nowadays, hospitality industries are one of sector the fastest growing sector in most all countries. Furthermore, the boom in tourism and tourism also has led to the further development in hospitality industry. In hospitality industry aim big part of challenging to find advantage in location to investment and there more overview of hospitality industry .

**Introduction**

Hospitality are referred to the relationship between the guest or customer and a host. The hospitality industry has five sector which is accommodations, food and beverage, travel and tourism, entertainment industry and lastly is timeshare. The hospitality industries are important as it will contribute to countries GDPs, provide jobs and better infrastructure.

**Assignment Questions**

**Question 1**

**Define the Hospitality Industry**

What is the meaning of hospitality industry? Hospitality derived from the Latin word Hospitalet which mean to “receive as a guest”. Nowadays, many people think or define hospitality extends to hotel or restaurants, but in reality, it is beyond that this. This include with any organization that provide food or shelter and also other services to customers. Hospitality industry also provide various kind of job or career opportunities to people. There have been different definitions of hospitality industry.

First and foremost, hospitality industry can be defined as a broad group of businesses that provide services such as housekeeping, front office, food and beverage to the customers where we focused on customer’s satisfaction and provide good service for them (Samoszuk, n.d). There is broad category of field in service industry that we can see in our surrounding for example event planning, theme parks, transportation and cruise line. Secondly, Collins (2017) mentioned that hospitality industry also involves entertainment, fitness and leisure. In addition, hospitality industry refers to the companies or organization that provide accommodation or food and drink to a guest who are away from home (Mackenzie M. & Chan B., 2009).

Hospitality involve with a direct contact to customers. It involves relationship between a guest and a host where the host will be providing care and kindness in welcoming or look after basic needs to the guest without expecting any reward from them. The host usually will treat the guest with dignity and respect. Apart from that, hospitality define as “the business of helping people to feel welcome and relaxed and to enjoy themselves” (Discover Hospitality, 2015, p. 3).

Besides, accommodation in hospitality industry is based on the environment of working area such as the facilities that’d provided, the friendly customers services and so on. Not to forget, hospitality also provided an up-to-date information for new customers. This is important in orders to provide a safe, secure and clean-living environment for the customers with that accommodation also involve around customer care as it always and need to be improved based on the feedback from the customers.

Next, according to Esquivel (2014) there are many characteristic of hospitality industry such as hospitality business is always open for twenty-four hours a day, has a graveyard shift, involve guest satisfaction, and the product of hospitality business are intangible and perishable. Intangible characteristic in hospitality industry mean cannot touch or see but can felt. For example, a service can be sold or owned by the person but it cannot be open from the service provider’s service consumer. While perishable in hospitality industry will not be able last long and experience the same experience where when the service was fully rendered to the requesting service consumer irreversibly disappear. This is because its already been consumed by service consumers. According to Esquivel (2014), there are four types of scope of hospitality industry which is 1.) lodging segment 2.) food and beverages 3.) entertainment and recreation 4.) Travel and tourism.

As we all know, hospitality industry not only offer a wide range of career option to people but it can build up employee qualities. For example, the employee can improve their communication skill both orally and in writing. It also can build leadership skill where they able to command project and make significant contributions to company or organization. It also can make the employee to work well with other where it is considered as teamwork. Lastly, it also can make the employee become more knowledgeable in safety or hygiene issues. This is because they need to familiar with the rules of safety and hygiene while working other places where people spend their time.

From the history, the accommodation was generally family-owned, where they not only provided lodging but also food and drink for weary travelers. It was generally reserved for royalty and the very wealthy. However, some of the traveler were taken a part of a religious requirement or education process. During the Middle Ages, European monasteries also frequent used lodging and this trend continues until the modern transportation is become easier to access and the cost also affordable by people. There are more and more modern modes of transportation can be seen during the industrial revolution in England and this make travelling easier and common in society. The term of hotel is used for lodging during in the middle of 1700s. Hotel term was used to replace inns or taverns. Thomas Cook is the first travel agency in England. The industry has developed a lot. Nowadays, for modern hospitality industry, people become more conscious of the taste of the guest and hotel need to analyze new trends to define better criteria and improve the quality of life in hotel.

As a conclusion, hospitality industry is complex where it covers a wide range of jobs, activities, locations and economic brackets.

**Question 2**

**What is the difference between the sectors and give example.**

There are five different sectors of hospitality industry. The five sector of hospitality industry are lodging-accommodation, food and beverage, travel and tourism, entertainment industry and timeshare.

1. Lodging-accommodation

Lodging-accommodation is one of the important things that mostly needed by people when travelling. There are many types of accommodation such as hotel, hostel, motel, resort, camping and so on. Each type of accommodation has its advantages and disadvantages. The range also different, from the very basic budget-style to extremely luxurious accommodation.

Lodging is the place for people to booking lodges and rooms for their stay when there are traveling from one place to another place. For example, hostel and capsule hotel. It is a basic need that their need a place to sleep and keep safe from the atrocities of nature. Bed and breakfast is a private home where the guest can stay at night in private bedroom and usually breakfast is included in the price. Backpacker hostel suit for budget traveler and usually its bedroom is more on dormitory style Generally, all of this will only need low-budget compared to other places to sleep.

Besides from general lodges to stay, hotel sector also will provide and offers luxury suite for people to stay. However, suites are suitable for people who like formal sorts of staying. Usually suites are more expensive if compared to a regular room services. Suite might have a room with one or more bedrooms and a living space. The bedrooms can be singles, double or even twin doubles.

Apart from that, the most popular among traveler are resorts where resort will bring them close to nature and free from their formal routine. Usually in the resort, there will be more facilities can be seen for example pools, sport center, evening entertainment and many other activities to have fun. Generally, resort can be found in four different environments for example at the beach, place that near ski areas, in the desert or place that near themes parks and attraction. There also have different type of resort such as a spa resort where it provides extensive facilities in massages, ski resort where it has facilities to serve the needs of winter sports enthusiasts and lastly theme resort which this kind of resort has its own strong identity.

1. Food and beverage

According to Popova (2015), food and beverage industry also known as a foodservice industry, where it consists of businesses that prepare food for customer or guests. There are many types of foodservice operation. It can be commercial foodservice and non-commercial food service.

Example of commercial foodservice is quick-service restaurants or establishment. It also known as a fast-food restaurant that compete for customers who look for quick snack, drinks and meals. Usually these types of business have fewer employees and self-service is norm for customers. These are example of fast-food restaurant: McDonald’s, KFC, Subway, Pizza Hut, Mos Burger and Burger King.

Besides, catering business also provides food and beverages catering service for any special events such as birthday party and wedding party. Full-service restaurants are those typical restaurants which feature course meals, drinks and other kinds of food services. Usually this kind of restaurant will seat you at a table and use waiters to take food orders and serve it to customer. There is different segment of full-service restaurants such as fine dining, family or casual dining, ethnics restaurant and upscale casual restaurant.

For fine dining restaurants, usually the chef is highly trained in preparing complex food items and meal will be serve to the table by experienced serves. For family or casual dining restaurants, it usually open for three meals periods and offer affordable menu to customers. Ethnics restaurant typically is a restaurant that we can predict or reflect the owner’s cultural identity. There are many different ethnic restaurants in Singapore, one of it is BOCA Singapore. It is one of Portuguese Restaurant where the meals that prepare by the restaurant reflect much about the Portuguese cultures.

For non-commercial food service, it only offers the customer with limited selection or choice. Example of non-commercial food service is those vending and automate machine. These kinds of vending machines usually located in motels, hotels, transportation terminals or any location that easily being purchase by customer.

Apart from that, there are processes and stages that involved in food service industry of hospitality, which is food management, food presentation, beverages and restaurants management. Food management refer to the production of food, not only that food transportation and storage also play an important role in food management. Food presentation refer to the food or meal that is well represented to the customer. Beverages also play an important role in food and catering services. Restaurant management is about how to handle or manage food, beverages and maintain its quality, taste and even safety to the customers. Thus, customers will feel satisfy and make them to come again.

1. Travel and tourism

Kangut (2012) stated that UNWTO define tourism “as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose”. As we all know, travel and tourism is one of the sector that involve in production of new job and play an important part of the economic foundation and development of many countries.

Popova (2015) mentioned that business the involving moving people from place to place is known as travel industry. Examples of travel industry is rental car, busses, planes, boats and trains. On the other hands, the tourism industry is about providing those people with services that promote travel and vacations. Travel agencies, tour operators and visitor bureaus are part of tourism industry.

1. Entertainment industry

Entertainment industry is one of the component part that play an important role in hospitality industry which it offers us as a buyers or recipient of hospitality service have a chance to explore the sights, facilities or attractions. With the presence of attractions or entertainment industry, it can make the customers feel more welcoming, experience more fun and enjoy their trip to the fullest. Historical sites, heritage home, museums, art gallery, botanical garden, zoo, amusement parks and casino are example of the attractions.

For those who like to party, marinas are the most popular places to celebrate it as you can bring along your friends. It is a place where you not only can dance, but it a best place to play certain games too. For those who looking for sport and gaming, the best place is casino and swimming pools. For those who would like to free from stress, have a chit chat with friend and have drinks such as alcohol, the best place is nightclub and bars. For those who want to have a good time outdoors can go to place like botanic garden.

So, it is important to have many entertainment activities for more successful in running the hospitality business.

1. Timeshare

What is timeshare? Timeshare is a modern and flexible way that allow people to have more holidays and gives them enjoy facilities by either buying a part of facilities or by membership plan. Timeshare is a property form with particular form of ownership, where the property usually refers to typical resort apartment, a condo or like a hotel. Usually timeshare is a good investment for frequent travelers.

Basically, there are places such as convention centers, villas and resorts which people can own for the time being, under the timeshare rule. For example, convention centers allow people to gather in for seminars, expos and conventions. Apart for that, under the timeshare rule, people can own villas or resort, where they can bring this place under their use and have rights to a place for a specific period time.

**Question 3**

**With example, define how does the company (Hotel/Resort) practices hospitality**

According to Popova (2012) there are two main business sectors in hospitality industry which is the first one is accommodation and the second is food and beverage. Accommodation further divided into two which is commercial and non-commercial. Example of non-commercial is private home or shelter while example for commercial is hotel. There also have different types of criteria to classification the hotel, for example the location, function, price and staff per ratio, hotel ownership which can be private, local group or international group, rating of the hotel and so on. There also have different types of hotel such as resort hotels, spa hotel, conventional hotel and so on (Popova, 2012).

For the hotel management, it can be either operated by independently owned and operated, or by management contract. Independently owned means that no affiliation and its being managed by the owner while management contract means hotel management companies which operate properties owned by other entities. There are benefits of hotel management company such as the property will be manage followed with the contract period and management fee will be obtained during the contract period (Popova, 2012).

To determine the success or failure of the hotel service, it is important to understand the structure of hotel and regardless the size of the hotel, the organization structure will be basically the same. There will be several department. The larger the hotel and the more the facilities offered by the hotel, then there will be more specialized department needed. There are two key executives in the hotel which is the first one is the general manager, the responsibility is like providing leadership to the management team, coordinate the work from all department and fully responsible for the overall hotel’s performance. Second, the resident manager, who is responsible in developing and executing plans develops by the owner such as general manager, check on operations and responsible for the daily operation and management of the hotel (Popova, 2012).

There are different types of major hotel department. Firstly, the engineering department which responsible in maintaining the hotel electrical, plumbing, air conditioner, elevator and so on. It is all about the mechanical and technical condition of the hotel. Second is security department which responsible in protecting the safety and security of the hotel. For example, monitoring the surveillance equipment. Third, human resources department who is responsible in hiring, training, wages, employee relation and staff work development. Fourth, food and beverage department that responsible in provides the food and beverages service to hotel guest. Fifth, the sale and marketing department which involve in coordinating advertising, sales promotion to enhance the hotel’s image. Sixth, account department, which responsible in monitoring all the financial status of the hotel such as keep records of assets and preparing the monthly profit and loss statement and so on. Seventh, rooms division department which can be further divided into two: 1.) front office department 2.) housekeeping department. The function of front office department is selling the rooms hotel, providing service or information to guest, monitor for reservation status and so on. While for housekeeping department, they will responsible in organize room cleaning, providing service or needs that requested by the guest and even maintaining the public area and also office back (Popova, 2012).

**Question 4**

**Define the significance of the hospitality industry to its country.**

According to Pawar (2015), service sector such as hospitality industry or tourism play an important role in economic growth, where economic growth is the increase in the market value of the service or goods produced by an economy. The hospitality industry contributes to countries GDPs, where GDP refer to growth domestic product, it is the total market value of final goods and services produced within a country in a given year. GDP per capita always being considered as an indicator of the country’s standard of living (Pawar, 2015).

The hospitality not only contributes to countries GDPs but it also play an important role in providing millions of jobs to people. Pawar (2015) mentioned that India is one of the top 15 countries with highest GDP in 2011 and in India most of the service sector in future will provide about 70 percent of the new job opportunities in the economy. Employment is increasing due to the improvement and development of service sector.

According to Mussio (2014), she also mentioned that Macau, one of the islands that mostly rely on tourism industry as this island do not have a lot of economic resources and land. Macau able to contributes 44 percent of GDP from the tourism industry, where then this big amount of money will be used to build infrastructure and road, it also being used to pay for education, government building and as well as jobs.

Besides that, hospitality industry also will positively impact to its country as it will help in contributes to local economic and helps in explore new countries. Not only that, it also will contribute to create an image of a country or region. Traveler also will be feel the joy and happiness while travelling to other countries.

However, there are also negative impact of the hospitality industry, where it might harm local environment. For example, climate changes and deforestation, where more land will be used to build infrastructure or building

**Conclusion**

As the conclusion, I have learnt about the meaning of hospitality and there are 5 sectors in hospitality which is lodging accommodation, food and beverages, travel and tourism, entertainment industry and timeshare. Furthermore, I also learnt about the historical background of the hospitality industry and its journey down memory lane. Besides that, I also learnt that each sector is different from each other. Lastly, I also learnt about the hospitality industry’s significance.

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