

Name : Tan Yng Chun

Login ID : tanyngchun@oasis-portal.com

Course title : Executive Diploma in Culinary Arts & Hospitality Management

Subject Code : CA01 Introduction to Hospitality Industry

Submitted date: 6th July 2017

**Table of Contents**

|  |  |  |
| --- | --- | --- |
| **No** | **Details** | **Page** |
| 1 | Executive Summary | P2-P3 |
| 2 | Introduction | P4 |
| 3 | Assignment Question | P5-P10 |
|  | Part 1 | P5 |
|  | Part 2 | P6 |
|  | Part 3 | P7-P9 |
|  | Part 4 | P10 |
| 4 | Conclusion | P11 |
| 5 | References | P12 |
|  | Appendix | P13 |

**Executive Summary**

**For Question 1,**

**In a brief but comprehensive response, define the Hospitality Industry in your own words.**

In summary for question 1, the successfully of hospitality industry depend on the customers. The customers exist, the hospitality exist. Hospitality industry is the investment with higher risk, because hospitality never expected reward whenever it keeping receives the visitors or pilgrims which have the difference background with goodwill. It meets the needs of people in a various of establishment.

**For Question 2,**

**What is the difference between the sectors and given example?**

In summary for question 2, as a fast-growing sector, hospitality industry takes the balance with travel and tourism industry, in the strategies and method for successful of business. It tells us about the trade name and what it will bring to us. It represents how much it value for, the country how much it has. We can easily know the differences of the country through what the standard of hotel it has, it seem simply but difficultly.

**For Question 3,**

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

In summary for question 3, we learned about the every department in hospitality industry and thoroughly realize the details about it. We need to explain, or we call it description the job, what it doing for, why it exist, and what it can done to people, the advantage and disadvantage.

**For Question 4,**

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

In summary for question 4, we know about the importance and advance of hospitality bring to a country. We deeply research what is the meaning of hospitality industry toward to us. It represents what the people need and how do we do to people who in need. Hospitality industry exist in any place, any time, the conductor on a bus or a train, the waiters or waitress in a café, the reception of a beauty salon, the nail specialist, the barber or coiffeur of a hair salon, and the nurse. Hospitality industry as stability economic sources to a country, that makes it not so easily topple down.

**Introduction**

Hospitality Industry is a growing sector to a country. It is a type of service industry, it is concern to the relationship in the midst of a guest and a host, encompass the reception and entertainment to guests, visitors, or strangers.

Hospitality mean warmly providing care and kindness to someone is in demand. The [hospitality industry](http://www.wisegeek.com/what-is-the-hospitality-industry.htm) is much broader than most other industries. The majority of business niches are composed of only a handful of different businesses, but this industry applies to nearly any company that is focused on customer satisfaction and meeting leisurely needs rather than basic ones.

**Assignment Questions**

**Question 1**

**In a brief but comprehensive response, define the Hospitality Industry in your own words.**

Hospitality industry defines as the craft of being geniality. It focuses on customer satisfaction. This industry depends entirely on the emotion of customers due to these businesses are based on providing pleasant services. Minority hospitality businesses provide a basic service that people need, like eatable or wearing apparel.

Besides, hospitality is reliance on disposable income and leisure time. For this reason, the majority of these businesses are for tourists or rich patrons. If disposable income decreases because of a slump or recession cause customer do not have the extra money to enjoy their services. Hence, hospitality is always the first businesses to be influent.

**Question 2**

**What is the difference between the sectors and given example?**

Most people think that hotels alone belong to the hospitality industry, but hotels are only one sector of this industry. Many forms of hospitality that meet the demand to sightseers are also part of this business world. For example, this niche incorporates food and beverages, entertainment industry, accommodation, and even travel and tourism industry. Restaurants, theme parks and event planning also belong to this niche.

In hospitality, for type of accommodation, it falls into many categories and broadly in size, style, services, and uniqueness. Examples, it has the boutique, cottage, chalets, mansion, inn, palazzo, and pension.

In travel and tourism industry, it creates the career opportunities that are dynamics. It is one of the industries that can create economic impact to a country. Whenever it is use the direct, indirect, or induced way. When travel and tourism industry more grow, the hospitality industry grows with it. The example is it can help to increase the local facilities like hotels and entertainment places in purpose for the international tourists.

For food and beverage, it dominates superlative. For examples, it is the leading factor of the hospitality industry and can take the appearance of events, banquet & catering, and restaurants & bars. Food and beverages are always open all the time as a kind of full-time service. In general, a quick-service establishment do not need many employees because usually is self-service at here. But the other side, a full-service restaurant, it can supply the trained servers to receive food order. And about the catering business, which is an original, planned, and steady. It is the most elasticity part in the food and beverages.

**Question 3**

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

The accommodation has the variety departments such as:

1. Engineering

The engineering department is responsible for maintaining the physical set of the hotel such as electricity, plumbing, air conditioning, heating and elevator systems; and for supervision all mechanical and technical circumstances of the hotel.

2. Security and Maintenance

The security department is liable for implementing procedures which aim at defending the sanctuary and security of hotel guests, visitors, hotel employees and the hotel itself. Examples consist of monitoring surveillance equipments, patrolling the hotel premises and maintaining security alarm systems.

3. Human Resources

The human resources department is responsible for evolve and set up to HR strategies and initiatives allied on the whole business strategy. Through the development of human capital, human resources help to manage the recruitment and selection process, support current and future business needs, it aid at engagement, motivation and preservation of human capital. In the human resource, we can learn about the basic knowledge of HR systems and databases. We are come to ability to architect strategy along with leadership skills, excellent vigorously at listening, negotiation and presentation skills to somebody.

4. Front Office

The front office manages the reception area. We will represent as the ‘face’ of our company and ensure visitors receive a heartwarming greeting. We will also synchronize all front desk actions, including calls, reservations and guest’s services for everyday.

As a Front office manager, we should combine a pleasant personality with a dynamic professional attitude to administer and lead our team. Our ideal nominee can deal business likely with complaints and has a solid customer service approach.

Ultimately, you should be able to ensure our front desk provides professional and friendly service to our customers. Front office is connected to supervise and office staff, including receptionists, security guards and call center agents.

5. Sales and Marketing

The main functions of the sales and marketing section involve generating new businesses for the hotel, coordinating advertising, as well as sales promotions and public relations activities aiming at enhancing the hotel’s image.

6. Accounts.

The accounts section is headed by the financial controller who, as a key member of the management team, can guide the hotel to an increasing profitability through better control and asset management. In addition, this department is responsible for monitoring all of the financial activities of a hotel. Examples include overseeing accounts receivable, accounts payable, payroll, and cost control systems of the hotel; keeping records of assets, liabilities and financial transaction of the hotel; preparing the monthly profit-and-loss statement, coordinating with purchasing department and information technology department, and handling guests’ inquiries about billing..

7. Food and Beverage

The food and beverage (F&B) department provides food and beverage services to the hotel guests and visitors through a variety of outlets and facilities. Examples include coffee lounge, raw bar, restaurants, banquet service, 24hours room service (also called in-room dining), guest amenities and delicatessen.

The F&B need daily operations within budgeted guidelines for provide the highest standards service to customers. The head chef needs to design an exceptional menu, for acquire cargos and continuously make necessary enhancements. As a member in F&B we should find out what is customer’s needs and respond positively to all of their concerns. An F&B team should be always attracting, recruiting, training and appraising talented personnel. Everyone in the team require providing a good skill at communication and cultivating a possession environment with prominence in incentive and solidarity. They are being asked for guest-oriented and service-minded as a member of F&B in all this time.

For the type of F&B service, it onto the five type of service method, it was the table service, assisted service, self-service, single point service, specialized service.

For the first one, table service, it included the French service, English service, American service, Russian service, Guerdon service, Silver service, and Snacks bar service. The French service is a presentation to guests as a chef. The food is usually completed in front of the guest, and served by the waiters or waitress, normally it start from the appetizer to entrée and final the dessert. For the English service, it serves from large serving dishes. It is a kind of service at the table. The waiters carves the meat or dishes to the guest of honor first (who are usually sit at the head of the table) and then to other guest. The American service is a pre-plated service, which one is completed and plated in the kitchen, except salads, bread and butter. It mostly like by office workers who are needs to ensuring the fast service. The Silver service mean all of the cutlery, the spoons, forks, and knives, all is sterling silverware. The food is portioned to the silver platters when in the kitchen, often it is placed at the sideboard with burners or hot plates to keep the food warm in the restaurant. The waiters take the platter from the hot plates; it is common placed at front of guest, they present the platter to the host for approval. The Guerdon service, it is types of trolley service, the food which can be carve, filler, flambéed and prepare movable by the waiters to the guest, it need the waiter which has the skilled and experienced. The Russian service is the food is finished in the kitchen with garnished; it serves by only one server. The server using the silver cutlery to serves the food for the individual. It is a formal and elegant service. The Snack bar service usually is self-service system, it obtain the pasta, sandwiches, snacks, ice cream and coke and placed it behind the counter for let the guest to choose.

About the second kind of F&B services, it is the assisted service. This is a kind of combination of table service and self-service. Customers select the food or beverages from the tray or counter and standing or choose back to the lounge part talk with friends or families. It is a buffet service and typically has a fixed price at a fixed time. It provides a waiter for serves the customer at the same time.

After the assisted service, without doubt, F&B must be included the self-service, basically the place which has the self-service is in the school canteens, colleges, hospitals and hotels. It has a fixed menu and the menu often write down in a large board and under the shop sign for easily find.

The last two type of service is single point service and specialized service, we generally has the single point service at a food court, fast food restaurant, drive thru, kiosk, and transaction machines. In the food court or a fast food restaurant like Burger’s king or Dunkin’s Donuts, the customer always orders by the machine or manual and just pay to it first, queue to take the foods that are already paid. As the time passes, we even can drive thru, it just need stop the vehicles at the counter and you order by speaker or microphone, if there are manual, there must has a walk-in window. The customer just be paid and get the food, even not need to leave the vehicles.

The specialized service is means someone who are been trained or practice for knowledge of a particular area and can explain it in particularly when the customer need. The host or waiter takes the food to where the customer is. It usually in the form of room service, grill room service, tray service and trolley service. It is a movable service. We can know this kind of service is finding at the airplane and train. In generously, it not just about the common customer, to [Social Welfare Department](http://eresources.nlb.gov.sg/history/events/cd319f33-6ce6-478d-bf13-bcb793739028) of Singapore, it is a helper to alleviating social problems, like the victim of domestic violence.

Why food and beverages important in a hospitality industry? It helps to promote people to a highest standard, it always treat as a majority whether in the hospitality industry or in service industry. It affords a meritorious service to guests whether where are they come from.

**Question 4**

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

Hospitality industries have significance for a country’s source of income. It helps to develop of a country’s economics. Hospitality industry does the potential for become a multi-billion-dollars contributor to its country. Because it is be able to provide the jobs to millions of people, not even the skilled or unskilled workers.

The reaction of chain is bigger. It comprehensive upgrades the image of the country. People normally thinks a country which has a famous hotel must has a good administer, this cause many people come to the country and bring the enormous benefit of economic.

The hospitality industry becomes important for the time. It starts to spend the time and money for training a security guard, front office, housekeeper and server at any cost, because the country knows it is value for. The more peoples it has, the more benefit it got.

**Conclusion**

The hospitality industry becomes the mostly legendary industry in the world and well-known by the people. On averages, peoples normally think hospitality industry is a pronoun or a dub of hotel industry, we actually should call it a service industry in totally. From the hospitality industry, we got a entirely cognition to it and even development the new meaning for what it can be, what it mean to somebody. We know how can we analysis the standard of service level to a restaurant or hotel. Because the service level is important for get a solid customers.

**References**

Mussio, M. (2016, Oct 4th). Retrieved Jun 19th, 2017,

https://www.quora.com/What-significance-does-the-hospitality-industry-have

Kumar, M. (2013, Sep 6th). Retrieved Jun 20th, 2017,

https://www.slideshare.net/SunilKumar148/definition-of-hospitality

Khalik, W. (2015, Mar 30). Retrieved Jun 21th, 2017,

https://www.slideshare.net/WahyuKhalik2/food-and-beverage-definition

Kumar, A. (2012, Oct 5th). Retrieved Jun 21th, 2017,

https://www.slideshare.net/jha69/types-of-food-and-beverage-services

Pandey, B. (2014, May 26th). Retrieved Jul 4th, 2017,

https://www.slideshare.net/akhilalpnapandey/hospitality-food-beverage-srvice

Dinda, S. (2013, Sep 29th). Retrieved Jul 04th, 2017,

https://www.slideshare.net/srikantadinda1/types-of-service-26676496

**Appendix**

Figure 2.1 Classifications of Hotels

THE END