

Unit 201: Understanding the hospitality industry

Worksheet 1: Hospitality industry structure (Tutor)

1. Describe what is meant by a **multinational/global** organisation.

A multi-national organisation has locations or facilities in multiple countries, but each location functions in its own way, essentially as its own entity. A global company also has locations in multiple countries, but they are managed with a set company culture with one set of processes that facilitate a more efficient and effective organisation, for example hotel brands such as the Hilton Group.

2. Describe what is meant by a **franchise** business operation.

Franchising is an alternative to buying into an existing business. A franchise is a joint venture between a franchisee, who buys the right from a franchisor to copy a business format, and a franchisor, who sells the right to use a business idea in a particular location, e.g. popular fast food chains such as McDonalds or KFC, and branded coffee shops such as Starbucks.

3. Describe **two** different types of hospitality establishments:

Any two of the following:

- **Restaurants** – a restaurant is a place where you can eat a meal and pay for it. In restaurants, your food is usually served to you at your table by front of house staff. Some restaurants have takeaway facilities.
- **Hotels** – a commercial establishment providing accommodation, meals, and other guest services.
- **Pubs and bars** – ‘pub’ is short for ‘public house’. A pub is licensed to serve alcoholic beverages. A bar is an establishment licensed to serve alcohol beverages and is named after the counter or bar on which drinks are served.
- **Contract catering** – is a catering business that is hired by a business or organisation to provide catering services every day or on a very regular basis. e.g. hospital and school catering.
- **Event catering** – catering for events like banquets, conferences, conventions and weddings. Food may be produced on-site or transported to the event's location.
- **Cafes and coffee shops** – small business that sell coffee, tea, cakes, sandwiches and light meals. These are found in most towns and can be chained or independently owned.

4. Describe the following departments commonly found in hospitality establishments:

- **Food and beverage department**

Commonly referred to 'front of house', this is composed of different areas and roles, including restaurant services, bar services and hosting guests. The role is important to ensure that the guest interaction and experience are met. Roles will include setting up front of house areas, including laying tables, serving guests food and beverages, and clearing areas.

- **Housekeeping**

First impressions play an important part in the overall guest experience; guests will expect a certain level of cleanliness and service when they walk and stay in an establishment and this can help to build a good reputation for the organisation. Housekeeping is not just cleanliness; it includes keeping public and guest areas neat and orderly, maintaining the safety and security of guests, visitors and employees. Effective housekeeping can help control or eliminate hazards.