

Unit 1: The Hospitality Industry

Level: 3

Unit type: **Internal set assignment**

Guided learning hours: **60**

Unit in brief

Learners develop knowledge and understanding of the hospitality industry, the current trading environment and how the hospitality industry responds to trends and changes in different scenarios.

Unit introduction

This unit gives you the knowledge that will be relevant to all other units in this qualification. You will develop an overview of the importance of the hospitality industry within the economy in terms of its scale, scope and diversity. You will investigate the commercial and catering services sectors of the industry, and develop an understanding of the operations that provide accommodation, catering and related services. You will explore the diverse types of ownership, products and services offered, as well as customer types.

You will use a range of business analysis tools to determine the current trading environment for hospitality businesses at both a local and national level and will be able to understand how hospitality businesses react to and develop in response to current trends and changes in the consumer market.

Assessment

This unit has a Pearson Set Assignment Brief. Learners must complete a Pearson Set Assignment Brief.

Learning aims

In this unit you will:

- A** Explore the current structure of the hospitality industry
- B** Investigate the hospitality supply chain
- C** Use data and information to develop a business response to trends and developments in the hospitality industry.

Summary of unit

| Learning aim | Key content areas | Assessment approach |
|---|---|---|
| A Explore the current structure of the hospitality industry | A1 The hospitality industry A2 Scope and scale of the hospitality industry A3 Business organisation and ownership in the hospitality industry A4 Employment opportunities | This unit is assessed through a Pearson Set Assignment. |
| B Investigate the hospitality supply chain | B1 Industries in the hospitality supply chain and the goods and services they provide B2 Sourcing considerations | |
| C Use data and information to develop a business response to trends and developments in the hospitality industry | C1 Business analysis tools C2 Researching and collecting data and information on trends and developments C3 Use data and information to develop responses to trends and developments | |

Content

Learning aim A: Explore the current structure of the hospitality industry

A1 The hospitality industry

Sectors that make up the hospitality industry, their products and services, brands, businesses and types of ownership.

- Types of hospitality business:
 - accommodation, including hotels, resorts, spas, alternative provision
 - food and beverage outlets, including restaurants, takeaways and fast food, cafes, coffee shops, bars and nightclubs
 - contract food service providers
 - hospitality services, including retail, education, government and local authority provision
 - membership clubs, including professional or employment association clubs, sporting clubs
 - events, including music events, meetings and conferences.
- Products:
 - food
 - beverages
 - accommodation
 - information on products.
- Services:
 - meeting rooms
 - business services
 - personal services – concierge services, hairdressing, beauty
 - health and fitness
 - event management
 - vending
 - food and beverage service provision to other industries
 - facilities management.

A2 Scope and scale of the hospitality industry

- Relationships between hospitality and tourism sectors.
- Economic value and contribution to local and national economies.
- Direct and indirect impacts on local and national economies.
- Number of businesses.
- Numbers employed in the industry.

A3 Business organisation and ownership in the hospitality industry

- Operational departments:
 - food and beverage
 - food preparation and production
 - front office
 - accommodation.

- Support departments:
 - accounting and finance
 - purchasing and stores
 - sales and marketing
 - personnel and human resources.
- Business ownership and operation:
 - sole traders
 - partnerships
 - incorporated companies
 - franchises
 - licensing agreements.

A4 Employment opportunities

- Kitchen, including porter, commis chef, chef de partie, sous chef, pastry chef, head chef.
- Food and beverage, including bar person, barista, food server, food and beverage supervisor, restaurant manager.
- Front office, including receptionist, night porter, concierge, night auditor, reservations manager, front office manager.
- Housekeeping, including house porter, room service attendant, housekeeper, head housekeeper.
- Conference and banqueting, including banqueting porter, conference and event organiser, conference and events manager.

Learning aim B: Investigate the hospitality supply chain

B1 Industries in the hospitality supply chain and the goods and services they provide

- Suppliers – providing food, beverages, equipment, dry goods.
- Recruitment/staffing agencies – providing staff, pre-screening, web recruitment, recruitment campaigns.
- Tour operators – creating and operating package holidays comprising two or more products or services at an inclusive price.
- Travel agents – providing expert advice and guidance on destinations, arrange and book transport and package holidays, individual components, advice to travellers on passports, visas and health precautions, tour guides.
- Transport – providing trains, flights, buses, taxi and car services.
- Banks – providing financial services, financial advice, including loans, online/telephone banking, insurance.

B2 Sourcing considerations

- Responsible consumption and production
- Different methods of supply and trace origin data.
- Value for money.
- The range/choice on offer.
- After-sales services and warranties.
- Types of supplier payment options and methods.

Learning aim C: Use data and information to develop a business response to trends and developments in the hospitality industry

C1 Business analysis tools

Use and apply business tools to analyse and evaluate the current business environment and business risks.

- PESTLE – political, economic, social, technological, legal, environmental.
- SWOT – strengths, weaknesses, opportunities, threats.
- Competitor analysis.

C2 Researching and collecting data and information on trends and developments

- Market trends, new products and services, new concepts.
- Marketing and media influences.
- Gaps and opportunities in the market.
- Target market.
- Customer needs and wants.
- Competitors, market position, barriers to entry, pricing, product development.
- Global influences on the hospitality industry.
- Changing consumer lifestyle trends.
- Sustainability and ethical considerations.
- The impact of the digital revolution on production and consumption.

C3 Use data and information to develop responses to trends and developments

- Increase or reduce prices.
- Increase range of products and services to match changing and emerging markets.
- Encourage membership of trade organisations for financial protection and repatriation.
- Impose levies and surcharges.
- Increase security measures for maintaining security of data and minimise risk of system failures.
- Product diversification or specialisation.
- Increase research – local, national and international.
- Update technology and staff training on legislation, compliance and new systems.
- Public relations management.
- Invest in new facilities.
- Flexible opening times and staffing.
- Adopt crisis management and major incident plans
- Environmental impact and climate action.

Assessment criteria

| Pass | Merit | Distinction |
|--|---|--|
| Learning aim A: Explore the current structure of the hospitality industry | | A.D1 Assess the contribution of the hospitality business to the local and national economies through the supply of its products and services. |
| A.P1 Explore hospitality businesses in your local area, providing details of their products and services, structure and value to the local economy. A.P2 Investigate the range of job roles, entry points and progression opportunities available in a range of local hospitality businesses. | A.M1 Analyse how hospitality businesses are structured and the contribution they make to the local and national economies. | |
| Learning aim B: Investigate the hospitality supply chain | | B.D2 Assess the criteria hospitality businesses apply to select appropriate suppliers allowing them to deliver quality goods and services to their customers. |
| B.P3 Describe industry sectors involved in the hospitality supply chain and the goods and services they provide B.P4 Explain how the choice of supplier impacts the ability of hospitality businesses to deliver their goods and services. | B.M2 Analyse the way hospitality businesses select suppliers to allow them to deliver goods and services to their customers. | |
| Learning aim C: Use data and information to develop a business response to trends and developments in the hospitality industry | | C.D3 Evaluate the impact of trends and developments on businesses within the hospitality industry and the steps hospitality businesses need to take to respond. |
| C.P5 Use basic analytical tools to determine the current trading environment for hospitality businesses in your local area. C.P6 Explain current trends in the hospitality industry and how these impact on hospitality businesses. | C.M3 Analyse current trends and changes in the consumer market and how hospitality businesses react to these changes. | |

Essential information for assignments

This unit is assessed using a Pearson Set Assignment Brief. A set assignment must be used to assess learners.

Further information for teachers and assessors

Resource requirements

There are no special resources needed for this unit.

Essential information for assessment decisions

Learning aim A

For the Distinction standard, learners will be able to use data and information from a range of sources to assess the contribution of the hospitality industry to both local and national economies through the sale and supply of its products and services. At a national level, learners will assess the economic value of the hospitality industry and its contribution to the economy, the numbers employed in the industry and how the hospitality industry supports, directly or indirectly, other industries. At a local level, learners can assess the general impacts of the hospitality industry in terms of numbers of businesses, employment provision and direct and indirect support to other industry in the local area. Learners will further analyse how hospitality business are structured in terms of their ownership and operation and their internal organisation. This analysis will include a description of different hospitality businesses, the range of products and services they offer and the range of job roles, entry points and progression opportunities available in their local area.

For the Merit standard, learners will be able to use data and information from a range of sources to analyse the contribution of the hospitality industry to both local and national economies through the sale and supply of its products and services. At a national level, learners will assess the economic value of the hospitality industry and its contribution to the economy and the numbers employed in the industry. At a local level, learners can assess the general impacts of the hospitality industry in terms of numbers of businesses, and employment provision. Learners will further analyse how hospitality business are structured in terms of their ownership and operation and their internal organisation. This analysis will include a description of different hospitality businesses, the range of products and services they offer and the range of job roles, entry points and progression opportunities available in their local area.

For the Pass standard, learners will be able to use information about hospitality businesses in their local area to provide details of their operation and internal organisation and the products and services they offer. Learners will be able to describe the value of the hospitality industry to the local economy in terms of numbers of businesses, and employment provision. Learners will further be able to describe the range of job roles, entry points and progression opportunities available in hospitality businesses in their local area.

Learning aim B

For the Distinction standard, learners will be able to use a range of information to determine and assess the criteria hospitality businesses apply to select the most appropriate suppliers for their needs. Learners will analyse how the ways of applying these criteria lead businesses to select suppliers that allows them to deliver quality goods and services to their customers.

For the Merit standard, learners will analyse the ways hospitality businesses select suppliers that allows them to deliver quality goods and services to their customers

For the Pass standard, learners will be able to describe the various industry sectors involved in the hospitality supply chain and the different goods and services they provide. Learners will be able to explain how the choice of suppliers impacts on the ability of hospitality businesses to deliver their goods and services.

Learning aim C

For the Distinction standard, learners will be able to use business analytical tools including PESTLE, SWOT and Competitor analysis to provide a detailed appraisal of the trading environment in which a hospitality business is operating in a given scenario. Learners will use this information to evaluate the impacts of a given trend or development on the hospitality business and make justified recommendations about the steps the business should take to either embrace or ignore the selected trend.

For the Merit standard, learners will be able to use business analytical tools to provide an appraisal of the trading environment in which a hospitality business is operating in a given scenario. Learners will use this information to analyse the impacts of a given trend or development on the hospitality business and make recommendations about the steps the business should take to either embrace or ignore the selected trend.

For the Pass standard, Learners will be able to use basic analytical tools to provide a summary of the trading environment in which a hospitality business is operating in a given scenario. Learners will use this information to explain the impacts of a given trend or development on the hospitality business.

Assessment controls

Time: this assignment has a recommended time period. This is for advice only and can be adjusted depending on the needs of learners.

Supervision: you should be confident of the authenticity of learner's work. This may mean that learners be supervised.

Resources: all learners should have access to the same types of resources to complete the assignment.

Research: learners should be given the opportunity to carry out research outside of the learning context if required for the assignment.

Links to other units

This unit links to all units within the specification.

Employer involvement

This unit would benefit from employer involvement in the form of:

- guest speakers
- design/ideas to contribute to unit delivery
- work experience
- business materials as exemplars
- support from local business staff as mentors.

Opportunities to develop transferable employability skills

In completing this unit, learners will have the opportunity to develop research and planning skills.

