

# LESSON 1 THE INDUSTRY

## INTRODUCTION

The hospitality industry is a very broad sector with a huge range of different businesses within it. This includes covers catering, cafes, restaurants, bars, accommodation services and all of those businesses associated with these things from tourism to food and beverage suppliers. All of these industries have a service and customer focus; however, the specific products and services will differ.

## SUBDIVISIONS

The hospitality sector can be viewed in different ways, according to where the primary focus of the business is. A café for instance might be considered as part of the tourism industry when attached to a resort, as part of the accommodation industry when attached to a hotel or as part of the events industry when attached to an event facility. This course is relevant

to provision of food and drink services in any of these or other contexts.

The sector within which you operate a catering operation is very broad with lots of opportunities to create a successful business. Each sector will have different customer traits and this will be an important consideration when you think about ways in which you will operate.

### Suggested Tasks: ▼

*Throughout this course you will be provided with suggested tasks and reading to aid with your understanding. These will appear in the right hand column. Remember: these tasks are optional. The more you complete, the more you will learn, but in order to complete the course in 20 hours you will need to manage your time well. We suggest you spend about 10 minutes on each task you attempt, and no more than 20 minutes.*



## THE TOURISM INDUSTRY

The tourism industry encompasses the provision of all those services used by people when travelling away from home, including booking services, transport, accommodation, food and beverage outlets and attractions.

Tourism is never static and is affected greatly by such things as natural disasters, political instability, and economic downturns. More predictably, the tourist industry is also affected by seasonal swings – with thousands of tourists visiting favoured destinations in the ‘high’ or peak season and then abandoning them in droves during the ‘low’ season which is a key consideration for any tourism related business.

The tourism industry is comprised of sectors that deal with the tourist’s needs, and catering facilities often fits in to some of these:

- Accommodation e.g. hotels, resorts, motels, campgrounds, B&Bs, caravan parks, restaurants and cafes
- Attractions e.g. theme parks, museums, zoos, gardens, and other tourist-orientated entertainment facilities

Broadly speaking, there are three types of tourism systems in each country:

1. Local or domestic tourism – residents travelling within their own country
2. Outbound tourism – residents travelling abroad
3. Inbound tourism – tourists visiting from another country

When considering the impact of this on a catering business, it would be relevant to think about the type of food that would best suit the tourist and the style of service which may be most appropriate.



## THE EVENTS SECTOR

As a massive growth sector over a number of decades, the events industry is one which encompasses a vast variety of different event types including conferences, weddings, parties, festivals and sporting events. They range in scale from those which have an impact on an entire nation, to the more intimate which may affect just a small handful of people. It is a fast paced and exciting sector with many different roles which start from event conception to event delivery. Events would often be seen as a sub-sector of Hospitality.

Many events will have some element of catering requirements. The extent to which will depend on:

- Attendee numbers
- Event purpose
- Location
- Timing

Different catering options at these events could include:

- Food trucks e.g. a fish and chip van at a concert
- Provision of pre-prepared food to a venue e.g. a picnic for a children's party
- In-house catering e.g. a conference centre using their own team of employed caterers
- Use of a temporary kitchen to provide catering e.g. a wedding hosted in a marquee on private land

## HOSPITALITY SECTOR

The hospitality industry can be a far reaching term providing an umbrella for many different types of business. It can include hotels (with or without catering), but sometimes also reception centres, camp grounds, guest houses and others.

If we consider the sector from a catering perspective there are many different options due to there being so many opportunities for different styles of food and beverage service. This can include a sole trader who has a market stall selling homemade burgers, or a fast-food outlet running as part of a well-known chain. There are also many different settings for restaurants – they can be in hotels, parts of a resort or a family owned space.

Nowadays there are so many different options available for people to eat in, take-away or food delivery services. This has developed over time with the advances in technology enabling food to be stored for longer and different packaging options so that food stays fresh whilst being transported.

Whether it is a small café, a full-service restaurant or a fast-food outlet, there are many different ways in which the food can be delivered to your customers. The types of services which can be provided separately or in combination are:

- Table Service
- Cafeteria/Buffer Service
- Counter Service
- Fast Food Operations, Food Delivery Services and Take-Away

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### Suggested Tasks

Talk to 2 different people about food services they have used over the past year. These might be friends, colleagues or relatives. They should be from two different households.

Ask them

- to list the types of food services they have purchased meals from over the past year - from restaurants and take away to anything else.
- how quality and prices vary between the different services they have used?
- what is the best value and why?

The style of operation will be an important consideration based on space, style of venture, skill of staff and budget.

## THE CATERING SERVICE SECTOR

Catering services can be incorporated within hospitality though they may also be considered a sector on their own. The concept behind this sector is that they are services which provide catering to a site. This can be in the form of pre-prepared meals (hot or cold) or preparation and service of food on site.

This is a sector which can cover much ground and many different industries e.g. providing catering to a film set or supplying meals to a retail outlet for sale. There doesn't necessarily have to be a service aspect to it in terms of serving the food to the guests. It may also be that the food is purchased through a contractor and delivered to the client.

This industry can require much flexibility with the ability to cater for small and large numbers of guests and you can come in to contact with people from many different walks of life. For many this is exciting and the variety is something they thrive on, for others this can provide challenges in having to adapt themselves to different situations.

### Types of Catering

If you are planning to start catering on any scale, it is important to consider your interests and strengths to ensure that you choose the right setting. Examples of catering types include:

### Special event catering

Special event caterers offer catering for specific events such as weddings, christenings, reunions, anniversaries, birthday parties and other large-scale celebrations.

### Business catering

Business caterers are frequently used to provide meals for business meetings, training sessions, product launches, conferences, seminars, etc. These events may be smaller than special event catering events and may, therefore, be particularly suited to a new business where food preparation/cooking facilities may be limited.

### Industrial catering

Industrial catering is much more wide scale. These businesses provide meals for hospitals/ schools/ factories etc. If you enter industrial catering you are likely to require extensive cooking/ storage / transportation facilities and a larger permanent workforce. You are also likely to be required to work to a contract.



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### Suggested Tasks

Search on the internet for the term "Catering Business Videos"

Spend 10-15 minutes watching some of the video you find and using a pen and paper, write down key points of what you discover from the video.