

Bakery and Pastry Production Level-I

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Acronym:

GUI) : The graphical user interface

CAD: Computer aided design systems

CRS: Central reservation system

Introduction of the Module

This module describes knowledge, skills and attitude required to perform hospitality and tourism industry basic activities, including the role of different industry sectors and key legal and ethical issues that must be considered by hospitality and tourism industry personnel in their day-to-day work. For many, the hospitality industry holds a certain glamour and sophistication. This is partly due to the image most hotels choose, refine, and project to the public. Much of this image is created through architecture and design. Yet a building is really only bricks, mortar, steel, glass and furnishing. The property's architecture and style may be important in setting the theme, but other factors are also important in differentiating one hotel from another. These factors can include the property location, variety and quality of food service, special features and amenities, and perhaps most important, a staff that puts all of this together with service to create the overall image and competitive position. Front office personnel are literally on the front line in creating that image. Reservations agents are often the first to have contact with the guest, while front desk agents, Concierges, bell attendants, and door attendants are among the first needed to satisfy guest needs make front office work interesting and This module is designed to meet the industry requirement under the bakery and pastry production

Occupational standard, particularly for the unit of competency: Hospitality Industry Services **This module covers the units:**

- Hospitality Industry
- Information on ethical issues
- Updating Hospitality Industry Knowledge

Learning Objective of the Module

At the end of this session, the students will able to:

- Understand Hospitality Industry
- Apply information on ethical issues
- Update the hospitality industry knowledge.

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Perform Operation Sheets which were provided at the end of units
4. Do the “LAP test” giver at the end of each unit and
5. Read the identified reference book for Examples and exercise

Unit one: Hospitality Industry

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Concepts of Hospitality Industry
- Historical background of hospitality industry
- Information Sources on Hospitality Industry
- Types of Hospitality Industry

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Apply the Hospitality Industry
- Use Historical background of hospitality industry
- Apply Information Sources on Hospitality Industry
- Know the Types of Hospitality Industry

1.1. Concepts of Hospitality Industry

The concept of hospitality is reception and entertainment of guest/ visitors with liberality and good will. The most important aspect of the hospitality refers to warm welcome, reception and cordiality. It is the warm reception, which invariably induces providing a pleasant atmosphere by means of its available facilities and activities. Hospitality service is about creating a sense of well-being to the guests. It is a feeling that their needs are being met and their business are valued.

- Hospitality Service Can be characterized as follows:
 - ✓ Intangibility: The customer cannot touch, feel or smell. They can simply develop an imaginary picture about what they are going to see at the meeting point.
 - ✓ Inseparability: A person who possesses a particular skill by using equipment to handle a tangible product provides a service.
 - ✓ Heterogeneity: in hospitality, the service and products are offered to humans simultaneously. The human element is very much involved in providing and rendering services.
 - ✓ Perish ability: In hospitality, service cannot be stored because they are perishable.
 - ✓ Ownership: When one buys a product s/he becomes its owner- be it a shop, book, food, etc. In case of service you only pay for it but you never own it. for e.g. a guest simply hires the hotel rooms but does not own it.

1.1.1 Hospitality Industry

The hospitality industry consists of broad category of fields within the service industry that includes accommodation, restaurants and bars, event planning, theme parks, transportation, cruise line and additional fields within the travel and tourism industry. Specifically, hospitality industry is part of travel and tourism industry, but accommodation and catering is a part of hospitality industry, which is limited within the periphery of hotels and catering industries. It ranges from small accommodation to star category hotels and restaurant. It is the industry of providing required and necessary service to the travellers to different purpose, especially for leisure/pleasure activities. Generally, hospitality industry is divided into two sectors they are:

Private sector: Industries owned by the group of individuals or franchised by the expertise of

Hospitality management in a sole of entrepreneurship is called private sector. Hospitality industries in the private sector include accommodation, catering, travel agency, tour operators, transport, guide, and information service entertainment and leisure products. Public/government sector: Industries owned by the government or public association and sole entrepreneurship is called public sector. Hospitality industries in the public sector include planning and development (NTB, in the case if Nepal), transport immigration, custom and excise, marketing licensing and regulation, etc. The new names of hospitality industries have increasingly been created by the retailer of its business, namely hotel, resort, guesthouse, rest house, safari lodge, cottage, pub, bar and other groups. It has to be focused on the basic needs of the guest and they physical e.g. a safe and comfortable surroundings to live in, quality food and beverage, and excellent service; psychological, e.g. the urge to buy, it can be helped by indirectly advertising the various things in the establishment that may appeal to them; social e.g. guests/ visitors want a pleasant atmosphere for relaxation and entertainment; practical e.g. guests/visitors want facilities for travel arrangement. This services is about creating a sense of wellbeing in guests, making them feel welcome and valued, and at the same time ensuring that their more than expected. Guest's needs and expectations must be always anticipated by the employees. This will not only bring profit to the establishment but also will yield extra individual benefits to the staff.

1.1.2. Hospitality and Services

The word 'hospitality and services' is referred to willing and doing something for some body in the best way. It is a human behavior of elegancy that is based upon the theoretical and practical exercise. Hospitality and services are two sides of coin, without one side the coin remains incomplete. It is about catering services to guests who are away from their home environment and have high expectation and needs of quality products, services and atmosphere. Hospitality and service is about creating a sense of well-being to the guests, as they become customer wishing to receive the required services. It is a feeling that their needs are being met and their business valued. It is difficult to weigh or measure the hospitality services. The different services in the hospitability industries mean giving guests a little more than they expect. the guests are ignored, treated rudely or cheated, they are left with negative feelings or anger and frustration, and the future business of the hotel is negatively affected.

- In the concept of hospitality and service, there are two main types of services:

- ✓ **Personal service:** It is an intangible services that exists, but difficult to desire to describe, understand and measure. It is about creating a sense of well-being to the travellers/guests, making them feel welcome and valued, while at the same time ensuring that their needs are looked after. It is a non-material service which does not exist as a physical thing but is largely more emotional than rational. So it requires the interpersonal skill and attitude such as honesty, loyalty, willingness, trustworthiness, dependability and reliability. It refers to service personnel as the key to provide a high level personalized/ individualized service.

Material services: it is referred to as tangible services. It denotes something that can be touched or felt physically, or that can clearly be seen to exist. It is generally something provided good personal service without the person service without the back-up of goods material service. It is a product of the industry that is regarding as the physical facilities that customer buys and uses. So, customers are more likely to comment on material service when it is below the standard. The key to success in the hospitality business is to provide a quality standard of both personal and matter service. Every establishment supplies its guests with transportation, accommodation, food and drinks, and other facilities. But if the establishment also focuses on providing a high level of personal service simultaneously, then the business will have the competitive frame. Have you ever stayed at a hotel, flown on a plane, or eaten at a restaurant? If so, you have experienced the hospitality industry. The hospitality industry is a broad group of businesses that provide services to customers. It's focused on the satisfaction of customers and providing specific experiences for them. The hospitality industry is unique because it relies so heavily on discretionary income and free time. Think about your last vacation. You didn't necessarily need to go on the trip, but you did because you had both the free time and the extra money. In this lesson, we'll look at different areas of the hospitality industry, its strong focus on customers, and levels of service provided, as well as economics of the industry.

The hospitality industry refers to a variety of businesses and services linked to leisure and customer satisfaction. A defining aspect of the hospitality industry is also the fact that it focuses on ideas of luxury, pleasure, enjoyment and experiences, as opposed to catering for necessities and essentials. The hospitality industry is made up of a collection of fields within the service industry that focus on leisure. There are four primary segments of the hospitality industry: food and beverage, lodging, recreation, and travel.

A. Food and Beverage

The food and beverage industry is its own massive industry under the category of hospitality. It's the largest segment of the hospitality industry and consists of bars, restaurants, food trucks, food carts, tasting rooms (like at vineyards: see the wine industry growth rate), and more. It consists of any business that sells food or drinks that are meant to be consumed either on- or off-premises. That includes *parts* of other businesses, too. Like the concessions in a movie theater or the dining options in a stadium or hotel. Restaurant and bar POS (point-of-sale systems) and other restaurant tech are also part of the food and beverage industry.

B. Lodging and Hotels

This segment consists of any location designed to accommodate a guest for one or more nights' rest.

- ✓ Hotels
- ✓ Motels
- ✓ Hostels
- ✓ Campgrounds
- ✓ RV parks
- ✓ Bed and breakfasts

C. Recreation and Amusement

This segment includes any business that provides enjoyment or leisure.

- Great examples include:
 - ✓ Zoos
 - ✓ Amusement parks
 - ✓ Sporting events
 - ✓ Casinos
 - ✓ Concerts
 - ✓ Art galleries
 - ✓ Museum

Most of these venues have a casual dining establishment or concession stands for people who get hungry during their visit. Many experts consider the relaxation industry a part of subsection this segment, which includes spas, massage studios, and other wellness-related services.

D. Travel and Tourism

Travel and tourism are services involved with the movement of people and the exploration of a place. This includes trains, planes, cars, buses, cruise ships, and cabs, along with tours and places of interest. The travel and tourism sector targets both leisure and business travelers, meaning those who travel for play and those who travel for work. There is a lot of synergy between this sector and other sectors. Travellers spend a lot of money on all the other hospitality segments

1.2. Historical background of hospitality industry

In the beginning, there was a fire at the hearth, a warm meal and a roof over one's head. Thus begins the history of the hotel industry. People have been providing hospitality for weary travellers since our ancestors inhabited the earth about 100,000 to 200,000 years ago. Some years down the line, in the age of antiquity, spas and bathhouses often provided sleeping facilities and were popular attractions for those seeking rest and relaxation.

In medieval times, it was mostly cloisters and abbeys that provided travellers with accommodation. It was also during this period that more and more inns and guesthouses were opened on popular trade routes to provide food and lodging for travelling merchants and their horses. These were not hotels as we know them today. Hotel chains such as the “Ritz” only came into being hundreds of years later and were a manifestation of the growing prosperity of developing industrial nations. The hotel industry, which always strove to meet a changing society's needs and demands, has meanwhile developed into a highly complex branch of the economy. Today, the hotel industry includes all categories of establishments from inexpensive guesthouses to luxurious 5 star hotels. Hotel management strategies have had to adapt to these developments and it could be said that these strategies have even entered the realm of science. The demand for and the choice of subjects that can be studied such as hotel or hospitality management show the increasing academisation of the hotel industry.

1.2.1 Milestones of the Hotel Industry

Bordello is considered to be the first proven/verified/confirmed hospitality establishment that also charged for lodging.

The first real guesthouses can be traced back to the early eighth century in Japan. The *Nishiyama Onsen* and *Hoshi Ryokan* are the first hotels in human history: 47 generations later, the latter establishment is still owned by the original family.

It took another millennium for the first establishment to call itself a hotel. The *Grand Hotel* opened its doors in London on 25th January 1774.

Today, just 250 years later, there are countless (according to estimates, over 500,000) hotels and gastronomical establishments around the world.

According to the Guinness Book of Records, the biggest hotel in the world with 7351 rooms is the First World Hotel in Pahang, Malaysia.

The Ritz-Carlton in Hong Kong has the distinction of being the highest hotel in the world. The hotel is located on the 102nd to the 118th floor of the International Commerce Center and lies at an altitude of 484 meters. The record holder for the all time most expensive hotel to be sold is the Waldorf Astoria New York in Manhattan. It was sold to the Chinese Anbang Insurance Group for 1,95 billion US dollars in 2014.

The hospitality industry is vast and can be broken down into separate sectors. The top four sectors consist of; ‘Food and Beverage’, ‘Accommodation’, ‘Travel and Tourism’ and ‘Entertainment and Recreation’. Although the industry is segmented, there is significant overlap to improve customer experience. Food and Beverage

Food and Beverage is the largest of the four hospitality sectors in the UK, and is integrated through all segments of the industry. For example, when a restaurant is part of a hotel, the Service it provides can enhance the guest experience by presenting excellent food and first-class customer service.

There are different levels of service within the sector. Quick-service establishments, which offer snack food, have fewer employees in comparison to larger full-service restaurants because they rely on self-service. Restaurants themselves hire differently depending on their style – fast-food and takeaway restaurants tend to hire cheaper, lower-skilled people, whereas fine-dining establishments need to secure more experienced staff.

There are also the food and beverage companies that come to you! Catering businesses offer food and beverage services for any special occasion – from weddings and conferences to buffet and al a carte. More standalone businesses tend to be found in this part of the sector, as opposed to the big brand chains seen in fixed locations.

- Accommodation

The accommodation sector is incredibly broad, ranging from caravan grounds right up to luxurious resorts. Essentially, any business that provides a place for people to sleep overnight are all players in this industry.

These businesses market to other market segments based largely on location. Those in cities target business people, long-stay visitors, backpackers, and special travellers (government, airlines, and military). Resorts in more scenic areas are mostly popular among holiday makers where they provide a space for the customer to have a break from their ‘everyday’.

- **Entertainment and Recreation**

Recreation is any activity that people do for rest, relaxation, and enjoyment. The goal of recreation is to refresh a person's body and mind. The entertainment industry relies on its Consumers having disposable income. Entertainment businesses such as cinemas or theatres and attractions such as zoos and museums, spectator sports and participatory sports are all parts of the recreation business.

- **Travel and Tourism**

Many people consider tourism synonymous to hospitality, but it is in fact a different sector within the hospitality industry. The major function of tourism is to encourage people to travel in order for people to spend money on hospitality.

All other parts of hospitality rely heavily the success of this all-encompassing sector. Without travel and tourism, all other businesses in any given that location would not be able to grow or even sustain them.

1.3 Information Sources on Hospitality Industry

A deep understanding of customer needs through collected information also enables hoteliers to stay relevant through their ability to offer personalized services to every guest, thus increasing their likeliness to return. The hospitality and tourism industry is a vast sector that includes all the economic activities that directly or indirectly contribute to, or depend upon, travel and tourism. This industry sector includes: Hotels & Resorts.

- **Accreditation operators**

- associations and organizations
- developers of codes of conduct or ethics
- journals
- seminars
- discussions with experienced industry personnel

Industry:

- ✓ networking with colleagues&suppliers
- ✓ documents issued by government
- ✓ regulators, that describe laws
- ✓ libraries
- ✓ computer data, including the Internet
- ✓ media
- ✓ personal observations and experience
- ✓ reference books
- ✓ training courses
- ✓ unions
- ✓ Use of industry codes of conduct or ethics
- ✓ Reference books

In order to obtain product information on food and beverage products it is essential to be proactive. You must make an effort and take action to find things out. This section describes sources of this information and identifies the aspects of food and beverage products about which you should obtain information.

It is vital for every hospitality employee to have an excellent knowledge of the products and services offered by their workplace.

In particular, you need this knowledge so you can take every opportunity to demonstrate professionalism, promote dishes, recommend beverages and generally assist customers.

Opportunities to promote products frequently arise during service sessions, and elsewhere in the general hospitality environment.

These opportunities mainly occur when taking orders, and present an excellent opportunity to show-off your skills, as well as to inform the customer of the various products or services offered by your place of work.

‘Product knowledge’ is at the heart of providing information on food and beverages.

1.3.1 Product knowledge

Knowledge about food, beverages, the services you offer and the facilities available is called ‘product knowledge’, and you can never have too much of it.

Product knowledge involves almost anything relating to the area and venue where you work.

Food waiters are expected to have detailed food knowledge, a good knowledge about the venue generally but less knowledge about beverages.

Beverage waiters are expected to have detailed knowledge about drinks, a good knowledge about the venue generally but less knowledge about food.

Those who are as both food and beverage waiters are expected to have a good knowledge about both. Product knowledge is different to skills/competencies: for example, a food waiter may have knowledge about gueridon cook but not have the skills to provide gueridon service.

- Relevant information sources

A. Internal sources

Within the property you can obtain product knowledge information from:

- Menus, drink lists, wine lists and cocktail lists – many of these contain descriptions about beverages and dishes
- Taste the products – subject to whatever workplace restrictions apply, one of the best ways to really learn about food and beverages is to ‘experience’ them – smell them, feel them, taste them!
- Recipes – for information on individual dishes such as ingredients and cooking styles

- Experienced staff – such as chefs, cooks, cellar staff, senior F&B service staff, purchasing officers, bottle shop sales assistants, managers and owners
- Operational manuals – for details relating to the way things should be done in the room/property
- Policies and procedures manuals – for background information about the venue
- Wrapping and packaging material – many items are delivered in packaging that contains information about the product
- Doing a tour of the premises – to meet staff, find the locations of departments and facilities, and to generally learn about the property
- Talking to customers – to benefit from their experience/s, what they have learned and their preferences.

B. External sources

Outside the venue you can obtain product knowledge information from:

- Product suppliers – by asking direct questions to the sales office or sales representatives, or by asking them to send you product information sheets
- The media – it must become standard practice for you to read, watch or listen to anything that relates to food and beverages: this should include reading, watching and listening to the general media as well as obtaining and reading trade magazines and journals
- Books – see what your local library has, check out the newsagents, visit the local library
- Internet – loads of information is available through targeted searches: see below for some examples
- Trade shows, exhibitions and F&B festivals – keep an eye on the media and invitations sent to your employer. Make the time to go – many shows/exhibitions are free to industry personnel and they are a great way to establish industry networks and keep abreast of what is happening in the industry

- Food and cooking demonstrations – you can always learn something from these events even where they are conducted by a company with a vested interest in promoting their range of products
- Promotional activities – many suppliers run promotional events to advertise their products and you should attend these whenever possible. Trade magazines, local media and invitations sent direct to your workplace are the best sources of when and where these are conducted.

The hospitality industry is comprised of various sectors that house, feed, transport, and entertain visitors. Each sector covers a broad range of fields, providing a distinct variety of goods and services. It's important to note that while separate from one another, they can often overlap and work in conjunction to create one complete and comprehensive hospitality experience. Below, we'll investigate each sector individually to fully define the hospitality industry.

Tourism is the activity by the tourists where they engage in travelling to destinations where they want to experience recreational and leisure activities and most of the time avails of accommodation, food and beverage. The hospitality industry is the supplier of the services for tourism.

1.4 Types of Hospitality Industry

There are different types of business within the hospitality industry. However, these businesses usually fall under four broad categories i.e. accommodation, food and beverage, travel and tourism, and entertainment. The discussion that follows aims to explore these four types of hospitality businesses.

This article aims to explore different types of business within the hospitality industry. Hospitality is one of the biggest industries in the world and contributes immensely to the global economic output. It is an industry that connects different types of business with each other. Use of digital technologies by both businesses and consumers and, an increase in consumer purchasing power have propelled a rapid growth in the global hospitality industry.

- **Bed & Breakfasts**

Bed & breakfasts, also known as B&Bs, are small establishments, which offer overnight stays and breakfast in the morning. Most B&Bs owners live in the property, while guests are provided

with a private room and, in most cases, they will also have a private or en suite bathroom. However, bathroom facilities are sometimes shared.

- Hotels

Arguably the most obvious form of accommodation that falls within the hospitality industry, hotels cater to people who require overnight or longer-term stays. Aside from offering lodgings, they tend to provide various other services, including room service, housekeeping, and facilities for eating and drinking.

- Motels

Motels are similar to hotels, but are specifically designed for use as overnight accommodation by motorists. With this in mind, they are generally situated at the roadside, and will have free car parking facilities. Unlike hotels, however, motels usually offer little in the way of additional services or amenities.

- Hostels

Hostels are a form of communal accommodation, where multiple guests will usually sleep in a shared room, with the guests effectively renting a bed. Bathroom and kitchen facilities are usually shared and hostels offer less privacy than hotels. Yet, they are usually significantly cheaper, making them a solid option for those with a low budget.

- Resorts

A resort is similar to a hotel, but it will provide a wider range of facilities and amenities. This means that guests are able to access sleeping facilities, food and drink facilities, entertainment facilities, shopping facilities and other amenities without needing to leave the resort. Many resorts also offer all-inclusive pricing.

- Food & Drinks

While food and drinks are necessities, most food and drinks services also fall under the hospitality industry umbrella, due to the fact that they offer people a way of spending their leisure time and disposable income, as well as an opportunity to socialise and enjoy an experience. Again, the food and drinks sector caters to a wide range of customers, including tourists, locals, ex-pats and passers-by.

- Restaurants

Restaurants provide customers with food and drinks services, with the food either being eaten in the establishment, or taken away for consumption. This section of the hospitality industry

includes fine dining restaurants, takeaway restaurants, fast food restaurants and a variety of other restaurant types.

- Catering

Catering services are food services provided within a particular site, or in a more remote location, where food and drink are not necessarily the main service provided. Examples of this include catering provided at parks, arenas, stadiums, hotels, event venues and on certain forms of public transport.

- Bars & Cafés

Bars and cafés provide customers with options to go out, socialise and enjoy food and drinks. They also tend to be a more casual option than most sit-in restaurants. Cafés generally focus on coffee, tea and light snacks, while bars tend to prioritise alcoholic drinks and soft drinks, and may also offer additional entertainment.

- Nightclubs

Nightclubs are one of the main ways the hospitality industry caters to people in search of night-time entertainment. They serve alcoholic drinks, are kept open until late, and often place an emphasis on both music and dancing. Many nightclubs have specific themes and they may cater for locals, as well as visitors or tourists.

- Tea & Coffee Shops

Tea rooms and coffee shops provide a similar function to cafés, primarily serving varieties of tea and coffee, as the name suggests. With that being said, tea and coffee shops are often individual room within larger buildings, such as hotels, and they may also sell products to be taken away, such as tea bags and coffee beans.

- Travel and Tourism

It is important to understand that the hospitality industry and the travel industry are closely linked. Many of the services that are classed as travel industry offerings are also hospitality offerings, because they are linked to leisure, customer satisfaction, pleasure, experiences and the use of disposable income. Importantly, the cross-over between the tourism industry and the hospitality industry centres on services, rather than end-products.

- Travel Agents

Essentially, travel agents serve to sell travel products to customers, on behalf of suppliers. They will often receive a commission for successful sales and can be a convenient option for

inexperienced travellers, providing them with advice on the best travel products for their particular needs.

- Tour Operators

A tour operator offers a combination of travel and tour products, combining them into a package, which is then sold to customers. This might, for instance, include travel to a destination, transfers from a hotel or train station to a hotel, as well a number of trips, activities or experiences throughout the customer's stay.

Online Travel Agencies (OTAs)

Online travel agents, or OTAs, perform many of the same functions as traditional travel agents, albeit over the internet. However, the use of online platforms means customers often have access to a greater level of self-service, with the OTAs helping users to search for the travel products that best suit their requirements.

- Cruises

Cruises are voyages on cruise ships, undertaken for pleasure, rather than for the sole purpose of transportation. A cruise may have various stops along the way, but passengers will spend the vast majority of their time aboard the cruise ship, which will provide them with lodgings, entertainment, catering and more.

- Car Rental

Car rental services cater to customers who require short-term access to a car. In many cases, these services are used by tourists travelling to other parts of the world, although some locals may also wish to rent a car, especially if they do not have regular access to one, or if they require a larger number of passenger seats.

- Casinos

Finally, a casino is an entertainment establishment, which provides customers with opportunities to gamble. These gambling opportunities are predominantly offered via luck-based games. In addition to the gambling component, many casinos also stage live performances, offer food and drinks, and are connected to hotels.

1.4.1 Accommodation in the hospitality industry

A broad sector of the hospitality industry is accommodation (lodging) comprising of different types of hotels and facilities that have the provisions of overnight accommodation for people in

travelling. Budget hotel, luxury hotel, spa hotel, hotel resort, boutique hotel, and bed and breakfast are some of the most important players in this industry.

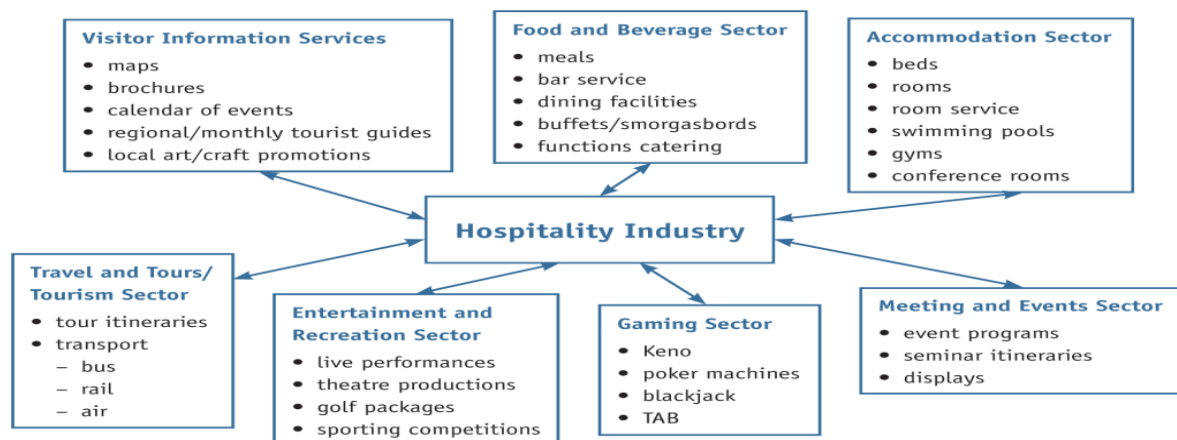
According to the World Tourism Organization (cited in WorldAtlas, 2021), the total number of visitors visited France in 2019 is 89 million. In the same year, 83 million people visited Spain and 80 million visited the USA. Likewise, 63 million visited China and 36 million people visited the UK. Out of these so many great millions, only a small number of visitors stayed with friends and families. The rest stayed in hotels and similar facilities. It is worth noting that travellers spent more than \$293 billion on accommodation in the USA in 2016, and the country is likely to receive 95.5 million international visitors annually by 2023 (ITA, 2021).

A. Food and beverage in the hospitality industry

Food and beverage is one of the largest sectors within the hospitality industry. Services within this sector range from preparing food to presenting it on the customer table. Fast food, fast casual, fine dining, and casual dining are some of the most popular types of restaurants in this sector.

B. Travel and tourism in the hospitality industry

There are different types of business within travel and tourism sector that include but not limited to trains, airlines, cruise ships, and tour operators. Travellers spent approximately \$270 billion on passenger air transportation services in the USA in 2017 (ITA, 2021). In fact, air transportation services support around 900,000 jobs in the USA.



Self-Check –I	Written Test
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Choose the best answers

Trainee name _____ ID number _____ signature _____

- _____ is a broad group of businesses that provide services to customers.
A. front desk b. housekeeping service only c. **hospitality industry** d. all
- _____ Which one is true about Hospitality industry?
A, is made up of a collection of fields within the service industry that focus on leisure.
B. refers to a variety of businesses and services linked to leisure and customer satisfaction.
C. is its own massive industry under the category of hospitality.
D, A&B
E. All
- What are the sectors of Hospitality Industry?
A. ‘Food and Beverage’, B. ‘Accommodation’, C. ‘Travel and Tourism’
D. ‘Entertainment and Recreation’. **E. All**
- _____ are services involved with the movement of people and the exploration of a place.
A. **Travel and tourism** B. Outbound tourism only C. Inbound tourism only D. All
- _____What are the travel and tourism sector targets ?
Both leisure and business B. Travellers spend a lot of money on all the other hospitality segments C. Only leisure D. All

Matching

- Accommodation A. Handling guest complains
- Entertainment and Recreation B. Right up to luxurious resorts.
- Bordello C. guest for one or more nights’ rest.

4. Lodging and Hotels
for lodging.

5. Front desk

D. First proven hospitality establishment that also charged

E. cinemas or theatres and attractions such as zoos

Unit Two: Legal and Ethical issues in Hospitality Industry

This unit to provide you the necessary information regarding the following content coverage and topics:

- Legal & Ethical issues
- Hospitality industry activities
- EEO (Equal employment Opportunity)

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Understand Legal & Ethical issues
- Apply Hospitality industry activities
- Apply EEO (Equal employment Opportunity)

2.1 Legal & Ethical issues

Issues by nature are many and, today, many issues are brought up and are questioned upon their varying natures. Ethical and legal issues, being two kinds of issues that are often brought up especially in organizations, are two terms that often clash with one another and at the same time working with one another on different occasions, as well. But what are the discerning characteristics that set them apart?

A. Ethical Issues

An ethical issue is rooted in morals that call for an individual or a company to choose between alternatives that can be evaluated as wrong (unethical) or right (ethical). It is based upon the perception of the rightness or the wrongness of an act or a situation and thereby affects the society or other individuals. An ethical issue also raises questions of virtue and is often guided by one's sense of the right and the wrong.

Mostly prevalent in business, one example of an ethical issue would be the hiring and firing of employees, whether or not that the employee will be able to maintain him or herself after being fired from his or her position.

B. Legal Issues

A legal issue can be defined as a question or a situation that primarily involves the application of principles of law. Legal issues arise due to the in-adherence or the noncompliance with the principles of law which can be considered as an offence against the law. Such issues are usually punishable by law and harbour consequences that are imposed upon by the governing law of a country. An organization engaging in illegal business would arise in legal issues, which would amount to the company being penalized by law for its unlawful conduct.

- Difference between Ethical and Legal Issues

It is a known fact that most laws are based upon ethics. It is because of this reason that ethical and legal issues often overlap each other, thereby making it quite difficult to make a distinction between the two. However, it must be made clear that ethical and legal issues are two different types of issues that must be dealt with in different manners.

- Ethical issues are not governed by a set of rules and thereby are not punishable by law. Legal issues have a set of rules on which they are based and are punishable by law if those rules are not adhered by.
- What is legal can be unethical. For example, the firing of an employee by a company is not illegal but may be unethical.

Hospitality Law covers a wide range of legal issues which include contracts, hotel liability, duty of hotels toward guests, employment laws, antitrust legislation, alcohol licensing and food safety to name a few. Industries such as transportation, hotels, bars, motels and other various leisure establishments and services must comply with all laws set forth by the various governing authorities of this area of practice.

2.1.1 Hospitality Law - Definition

Hospitality law is the body of law relating to the foodservice, travel, and lodging industries. That is, it is the body of law governing the specific nuances of hotels, restaurants, bars, spas, country clubs, meeting and convention planners, and more. Hospitality law doesn't just involve one area of law. It encompasses a wide variety of practice areas, including contracts, antitrust, tort law, and more. Hospitality law is the body of law relating to the foodservice, travel, and lodging industries. That is, it is the body of law governing the specific nuances of hotels, restaurants, bars, spas, country clubs, meeting and convention planners, and more. Hospitality law doesn't just involve one area of law. It encompasses a wide variety of practice areas, including contracts, antitrust, tort law, and more.

2.1.2 Legislation and hospitality industry

Of major concern to all employers is legal and regulatory compliance. But not only must employers comply with laws that affect their enterprise, so too must the employees in that workplace. The implications of this are that we must all be knowledgeable about compliance, and work in a manner that does not breach any law or regulation affecting our workplace. It is important to note that ignorance of the law is not a defense.

2.1.3 LEGAL ISSUES

Law in Ethiopia is made in several ways: Acts of federal or regional parliament and the legislative assemblies of the territories; common law as applied and modified by the courts; and by-laws, regulations. Multiple federal, regional and local government laws and regulations govern the operation of every hospitality-based operation including the sale of alcohol, managing

a gaming facility, venues' hours of operation, occupational health and safety, hygiene, workplace relations, consumer protection and trade practices.

The laws bind employers and employees, which means that penalties can be imposed on both the organization and an employee of that organization for breach of any law. Listed below are the most common laws and regulations that impact on **tourism-based enterprises and employees** working in those businesses. For more specific information, please refer to the relevant legislation and regulations. Industrial Relations: refers to the management of relationships between employers and employees. Consumer law is concerned with protecting the rights of consumers. Price of hospitality industry is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others. It is targeted at the defined customers and against competitors.

2.2. Hospitality industry activities

Team-building activities are used by many businesses, including hotels, to promote teamwork and improve the way staff members interact. While most of us are familiar with a team-building activity or two, they actually exist in several different forms: Team challenges, partner exercises, obstacle courses, puzzles, icebreakers, or even a coffee break. Within this industry you may be involved in a range of work activities, such as food preparation, cooking, bed making, cleaning, food and beverage service, operating office equipment or working with a tour guide. The hospitality and tourism industry employs a large number of casual and young employees. The work can be hectic and demanding, and statistics show there are a high number of injuries in this industry. Most of these injuries can be prevented through training and supervision. Your employer must provide ongoing information, instruction, training and supervision. Manual handling Bed making, vacuuming, carrying trays, placing boxes and other items on shelves, cleaning, handling laundry trolleys and loading and unloading washing machines are some examples of manual handling tasks in the hospitality and tourism industry.

- Your employer must assess and control manual handling tasks. This includes doing things like:

- ✓ Reorganizing work tasks to reduce the manual handling involved
- ✓ Providing mechanical lifting devices, such as trolleys and hoists
- ✓ Making sure employees do not work long hours without a break

Making sure the work place layout allows employees enough space to move and work safely.

You must follow safe working procedures for manual handling, and speak to your supervisor if you are unsure about how to perform a manual handling task safely. Muscle strains and falls, trips and slips are the most common injuries in the hospitality industry. Slips are the main cause of accidents in kitchens. Floors can become slippery when liquids, grease, food, or other substances are spilt on them, or while being washed. Floors should be cleaned regularly so that oil, fat and other spills do not create an uneven surface that could cause a fall or serious burn. The use of incorrect cleaning products can destroy the non-slip properties and may cause sheet flooring such as vinyl or lino to lift at the seams. Employers must make sure floors are slip resistant in kitchens, serveries and dining areas. Objects such as boxes, cartons, bins, and furniture left where people are moving around can also be hazardous. You could trip, stumble or bump into something, resulting in an injury, or objects could fall on you or others. It is important that you wear appropriate shoes for the work task and the type of floor surface. It may be necessary to wear rubber-soled shoes for some surfaces (like wet tiles) to reduce the risk of slipping. It is also important that you check the condition of your shoes. Often, accidents happen because there is no tread left on the bottom of shoes, or because the shoes are not suitable for the work tasks.

- **Machinery and equipment**

Note: Students on work experience must not use knives or powered cutting equipment. This information is designed to give students an understanding of the hazard and some of its risk control measures. Mechanical equipment can cause sprains and strains, open wounds, fractures, amputations; and even death. The most common mechanical equipment injuries are to hands and fingers, which may be cut, sprained, dislocated, broken, crushed or severed by machinery and equipment. Employers must train employees to correctly use machinery and equipment. Guards are attached to many items of mechanical equipment and must be used to protect you from the moving parts of machines. Machines must not be operated with the guards off. The person cleaning the machine may have to remove the guards to uncover dangerous parts of the machine.

All pieces of equipment that sit on a worktop should be on a level surface, a secure base and positioned so that they cannot be knocked off. This is why many pieces of equipment are bolted to bench tops. Where castors are fitted, the brakes should be regularly checked to make sure that they are working properly. It is important that you follow safe work practices and talk to your supervisor if you are unsure or have any concerns about operating machinery and equipment.

Electricity Most machines use electrical power. Damaged and frayed electrical cords attached to appliances such as fans, rice cookers, freezers and pie warmers are the cause of common electrical hazards in the hospitality and tourism industry. Note: Students on work experience must not undertake any task which may place them at risk from electrical sources. This information is designed to give students an understanding of the hazard and some of its risk control measures. Electrical leads must not be wrapped around appliances, and electrical boards should be secured on the wall to prevent the risk of stretching the leads and short circuiting the wires, causing a fire risk. Your employer must make sure that equipment is in good working order and regularly checked. If water leaks into electrical equipment it can cause electric shock or even electrocution unless precautions are taken. The risk is greater where pressure washers, steam cleaners or hoses are used. Make sure electrical switchboards are not blocked. If there is an electrical fault, it may be important to be able to switch off an appliance at the power point quickly. Hazardous substances and dangerous goods the most common hazardous substances and dangerous goods in the hospitality and tourism industry are chemical cleaning agents. Cleaning agents such as detergents, cleaning fluids, polishes and air fresheners are used daily and can present risks to your health. You may need to wear gloves when handling some cleaning agents. Do not put cleaning chemicals into other containers, such as milk or cool drink bottles. All containers for cleaning chemicals must be clearly labeled. You must follow instructions for safe use of all hazardous substances and dangerous goods. Your employer should keep an up to-date Material Safety Data Sheet (MSDS) for each substance used at the work place. These could be collected and kept in a ring binder. Contact dermatitis Contact dermatitis is an inflammation that occurs when a substance comes into contact with skin. The skin is irritated and there is an abnormal (allergic) reaction. The skin may be red, swollen, tender, hot, painful or itchy. If the reaction is severe, the skin may blister or weep and can become cracked or crusty. Some employees who handle food have a higher risk of contact dermatitis as they wash their hands and clean dishes and equipment often. Cleaning fluids and detergents often contain chemicals that

may cause irritations in some employees. Different people will react differently to each substance, and some employees may have no reaction at all. Some substances will have an immediate and obvious effect on the skin. Other substances could be used regularly for a long time before the skin begins to react. After the first reaction occurs, dermatitis will develop fairly quickly each time there is contact with that substance. As well as causing pain or discomfort, dermatitis can, in some cases, mean long periods away from work. At times the worker cannot go back and do the same work as they have become sensitized to the substance. The most common way to reduce the risk of dermatitis is to wear protective gloves and barrier creams. Your employer should provide this sort of personal protective equipment to reduce the risk of contact dermatitis and you should use it. Heat stress Heat stress does not happen only when a person is working outside in the sun. In the hospitality and tourism industry, a person can suffer from heat stress from working in a hot work place - such as a laundry, kitchen, or boiler room. The cooking process and the need to serve food hot often causes high temperatures and humidity in kitchens and serving areas, which can affect the health, comfort and efficiency of kitchen staff. Extraction fans are the most common way to prevent heat and humidity. Additional extractor fans may be necessary, with air inlets situated to make sure there is air movement in the whole work area.

The effects of heat stress range from simple discomfort to life-threatening illnesses such as heat stroke. Heat stress does make it difficult to concentrate on the job, which can also be hazardous. Signs of heat stress include tiredness, irritability, inattention and muscular cramps. Ways to reduce risk make sure you drink lots of water, juices or soft drinks take rest breaks in a cool place Wear appropriate clothing, including a hat if working outdoors. If you still feel any of the signs of heat stress after drinking enough fluids, report it to your supervisor or first aid officer.

If you believe someone may be suffering the effects of heat stress, rest them in a cool, airy area and give those cool, rather than cold fluids. Report it immediately to your supervisor or first aid officer. Heat stroke Heat stroke is not common. A person suffering from heat stroke will stop sweating and body temperature will be high. Skin will be hot and dry. Confusion and loss of consciousness may occur. Heat stroke is life threatening, and urgent treatment by a doctor is very important. While waiting for medical help to arrive, cool the patient as quickly as possible. Soaking the person's clothes with cold water and increasing air movement by fanning can do this. If the person is conscious, give water to drink.

- Burns can be caused by:
 - ✓ steam, irons and hot water in the laundry and kitchen
 - ✓ hot fat and oils, hot stoves, food trays in the kitchen
 - ✓ Chemicals used for cleaning surfaces and equipment, and for gardening jobs.
 - ✓ Ways to reduce the risk of burns:

Your employer must have safe methods of work for working near steam, hot surfaces or hot substances and for using corrosive cleaning chemicals you must be properly trained and supervised Take extra care when working with hot substances All appliances must be turned off at the power supply before cleaning. The gas supply must be turned off if the equipment operates on gas, including pilot lights. All heating equipment should be allowed to cool off before cleaning starts.

- First aid for burns

If a burn occurs, first aid treatment is very important. You must place the affected areas of the person's body under cool, running water as soon as possible. Do not remove any of the person's clothing. This makes the burn much worse. Cuts Sharp tools such as scissors, knives and appliances for cutting and shredding can cause cuts.

- Ways to reduce the risk of cuts:
 - ✓ Keep cutting tools clean and sharp
 - ✓ Use appliances and tools only for the purpose for which they are designed
 - ✓ Keep all guards in place, and keep your fingers and body away from any moving parts.
 - ✓ Cash handling and opening and closing procedures
 - ✓ Cash handling

In a work place where cash is handled, you are more likely to face the threat of robbery or attack.

- To reduce the risk of injury or harm, employers should have cash handling procedures and must train you in these procedures. Procedures should cover:
 - ✓ Removal of excess cash from the till to safe storage
 - ✓ Displaying signs where they can be clearly seen informing customers of limited cash holdings
 - ✓ Not handling cash in front of customers
 - ✓ Delivery and deposit of money at the bank.
 - ✓ Opening and closing procedures

- Your employer should have simple written procedures for opening and closing the work place. This is important if it is isolated, or if you have to open and close it when the employer or other employees are not around. It is safer if more than one person opens or closes the premises. Procedures should cover checking to make sure:
 - ✓ There are no suspicious people or vehicles around when you enter or leave the work place
 - ✓ No one has broken in - if there are signs of a break-in, you must know what action to take
 - ✓ Before leaving, that the safe (if there is one) and all entries, exits and windows are securely locked, and there are no unauthorized persons remaining on the premises.
- Every facet of hotel operations, from hotel revenue management to property maintenance, relies on teamwork. Incorporating team-building activities for hotel staff can benefit both hoteliers and employees by:
 - Building trust
 - Boosting morale
 - Improving communication
 - Enhancing problem-solving abilities
 - Strengthening change management skills
 - Empowering hotel staff
 - Encouraging employee bonding

Successful team-building activities are fun, engaging, and have a clear objective. Whether your goal is to energize hotel staff, increase productivity, kick off a meeting, or create a better work environment, choose a team-building activity that aligns with your core objective.

2.3. EEO (Equal employment Opportunity)

Equal Employment Opportunity is the concept of equal opportunity in an organization to achieve or maintain fair employment. The core EEO definition (or equal opportunity for employment) is that all employees should be fairly treated when regarded in different decisions on employment, such as hiring, promotion, termination, compensation, etc.

Within the context of the EEO definition, 'same opportunities' or 'equal opportunity' refers to the fact that employers may not use certain grounds for hiring or rejecting candidate or taking any other employment decision.

2.3.1. The basic principle of EEO

EEO or Equal Employment Opportunity is the principle that everyone has equal way to pursue a job that is based on merit regardless of characteristics such as race, sex or sexual orientation.

Equal Opportunity for Employment (EEO) law makes it illegally possible for employers to discriminate under certain features. That means employees are entitled to free themselves from race, color, religion, national origin and gender discrimination. What is EEO?

A. Equal Employment Opportunity (EEO) is fair treatment in employment, promotion, training, and other personnel actions without regard to race, color, religion, sex, age, national origin, and physical or mental disability. Certain laws and regulations were issued to make sure all Federal employees and applicants for employment with the Federal Government are provided this opportunity.

A. Discrimination is unfair treatment or denial of access to engage in fair competition for employment opportunities because of an individual's membership in a protected group. A key concept in civil rights law is the requirement that a complainant be aggrieved (harmed) by an action of the employer.

B. The EEO Complaint Process is designed for government employees and job applicants who believe they have experienced discrimination on the basis of race, color, sex, religion, national origin, age (over 40), physical or mental disability, reprisal (for having participated in an activity protected by civil rights statutes), or sexual orientation. The Administrative Grievance Process is for employees who seek personal relief concerning a matter of concern or dissatisfaction or alleges that coercion, reprisal or retaliation has been practiced against him/her.

The basic EEO definition (or equal employment opportunity) is the idea that everyone should be treated fairly when they're considered for various employment decisions (including hiring, promotion, termination, compensation, etc.). This means, for example, that anyone competing for a position at a company should have the same chances of succeeding if they're right for the job. In the legal sense of the EEO definition, "same chances" or "equal opportunity" means that employers cannot use certain characteristics as reasons to hire or reject candidates or make other

employment decisions; in other words, they cannot discriminate against those characteristics. In many countries, protected characteristics include:

- Race / color
- National origin / ethnicity
- Religion
- Age
- Sex / gender / sexual orientation
- Physical or mental disability

EEO doesn't guarantee that people of underrepresented groups will get hired. The purpose of EEO regulations is to make sure nobody will face rejection or difficulties because they're in a protected group. For example, under several EEO laws, you cannot reject a candidate simply because they're Jewish or Christian, African or Caucasian, or because they're pregnant. Similarly, you cannot advertise jobs asking for candidates of a certain age, and you cannot promote men over women – you can only base this decision on each person's proven capabilities, performance and other objective criteria, rather than biases against protected groups. If your company fails to comply with equal employment opportunity regulations, you may face complaints, lawsuits and fines. There are also the intangible costs associated with having a uniform instead of diverse workforce; you're missing out on the benefits of different perspectives and approaches to the work at hand.

Equal employment opportunity that concerns protected characteristics does have some exceptions. These exceptions of the EEO definition are bona fide qualifications (or “genuine occupational qualifications” in the UK) for a specific job. The nature of certain jobs may allow you to make an employment decision based on one of the protected characteristics.

For example, if you're hiring for an actor to play a teenager, you can hire a person more closely to the age of the film character, rather than a middle-aged actor. Or, if a company makes clothes for men, it can advertise for male models. Another example is when a religious organization of a certain faith hires only candidates who share that faith if their job is related to it (for instance, when they are members of the clergy.)

- **Affirmative action**

There's another special case when considering specific protected characteristics. This comes in the form of affirmative action: the conscious, proactive pursuit of gender balance and diversity in an organization by supporting protected groups who are traditionally discriminated against.

For example, if your software development team is all white males, you can lawfully partner with associations of female, African or Asian engineers to find great candidates and assemble a team that is more representative of the society where they'll be working. You still shouldn't make the final hiring decision because of a person's protected characteristic; you can only try to attract diverse candidates to broaden your talent pool. This logic extends to fully formed programs that support affirmative action through education. Introducing training programs to combat hidden biases of hiring teams is an effective way to reduce unconscious discrimination.

Yet, because race-based affirmative action was banned in some U.S. states, the road is open for other effective EEO strategies. At the very least, craft an EEO policy to ensure your employees know you value fairness and diversity. Equal Employment Opportunity should extend beyond the law. Using arbitrary and non-job-related criteria is the surest way to unfairly discriminate against people, even unwittingly. For example, when screening resumes, consider whether a person's degree from a prestigious school truly speaks to their suitability for the job you're hiring for. It's not illegal to only hire candidates from Ivy League schools, but it certainly narrows your talent pool and reduces the chances of you finding the absolute best candidate out there. Make sure you always use the most objective criteria possible. Of course, equal opportunity, diversity and relevant laws keep evolving. Different countries or states might enact new regulations, and companies might try out new EEO strategies. Be sure to check for updates regularly and don't be afraid to test new ways of building a fair, ethical workplace. Now that you know the answer to the question "what is EEO?", check out our guides on EEOC regulations, the EEO-1 report and EEO statements. And, consider taking actions to combat overlooked types of discrimination, like age discrimination. Any potential employee, who protects his interests during all decisions on employment, shall have a right to equal opportunities or EEO.

- This includes:
 - ✓ Hiring and recruitment
 - ✓ Compensation and pay scale
 - ✓ Termination
 - ✓ Employment requests

- ✓ Benefits, bonus and incentives
- ✓ Conditions of employment
- ✓ Demotions
- ✓ Promotions/Transfers
- ✓ Disciplinary measures

Self-Check –II	Written Test
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Choose the best answers

1. What is the basic principle of EEO?
 - A. Is the principle that everyone has equal way to pursue a job that is based on merit regardless of characteristics such as race, sex or sexual orientation?
 - B. Law makes it illegally possible for employers to discriminate under certain features.
 - C. Employees are entitled to free themselves from race, color, religion, national origin and gender discrimination.
 - D. All
2. Which one true about Cost Oriented Pricing Method?
 - A. The manufacturer calculates the cost of production sustained and includes a fixed percentage (also known as mark-up) to Obtain the selling price.
 - B. It is the base for evaluating the price of the finished goods, and most of the company applies this method to calculate the cost of the product.
 - C. B&A Are Correct
 - D. All
3. What is Pricing Method?
 - A. Is a technique that a company apply to evaluate the cost of their products.
 - B. Is the most challenging challenge encountered by a company, as the price should match the current market structure and also compliment the expenses of a company and gain profits
 - C. B&A Are Correct
 - D. All
4. Which One is true about the Meaning of Pricing?
 - A. Process of fixing the value that a manufacturer will receive in the exchange of services and goods.
 - B. Is exercised to adjust the cost of the producer's offerings suitable to both the manufacturer and the customer.

- C. Depends on the company's average prices, and the buyer's perceived value of an item, as compared to the perceived value of competitor's product.
- D. All
5. Which One is true about the basic principle of EEO?
- A. is the principle that everyone has equal way to pursue
- B. Is based on merit regardless of characteristics such as race, sex or sexual orientation.
- C. Any potential employee, who protects his interests during all decisions on employment
- D. All

Matching

A

1. Value pricing
2. Going-Rate Pricing
3. Auction Type Pricing
4. Cost-Plus Pricing
5. Cost Oriented Pricing Method

B

- A. calculates the cost of production
- B. evaluating the price of the finished goods
- C. product that is high in quality but low in price.
- D. the company reviews the competitor's rate
- E. contemporary pricing method is blooming day.

Unit THREE: updating **Hospitality Industry knowledge**

This unit to provide you the necessary information regarding the following content coverage and topics:

- Technologies That Impact on the Hospitality Industry

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Reduce Technologies That Impact on the Hospitality Industry

3.1. Technologies That Impact on the Hospitality Industry

The travel and hospitality industry are no longer run using traditional methods anymore. Travel and hospitality business owners have long been automating their processes to improve productivity and customer satisfaction. The outcome has been a massive improvement in efficiency in service delivery across the world and a more standardized way of dealing with clients. Technology has impacted these sectors in the most positive ways as outlined below.

Business operation automation more businesses have turned to automation to improve production and services delivery with little to no human participation. Everything from organization, coordination, communication can be and is automated across businesses in the travel and hospitality industry. Customers can reach out to hotels or travel agencies anytime, night or day and there will always be someone to attend to their needs. Systems that facilitate self-service are available and easy to use. Reservations can easily be made without human interaction. This has reduced cost and labor for the businesses while improving customer service delivery.

Improved hotel and travel technology the whole point of improving travel and hotel accommodation conditions is to appeal to the customers who will use these services. Technology has helped make that even more achievable. Travellers can expect a much safer, reliable, and comfortable transit from their service providers. While in hotels, guests want to stay connected to the world. A strong and reliable Wi-Fi takes care of these. Guests can work online from the

comfort of their rooms. They can also relax in their rooms, enjoying hi-tech amenities, streaming their favourite shows and play online casino games on sites if they prefer not to go down to the game rooms that the hotels typically provide. A cleaning system also ensures that the guests feel safe Health wise, especially during this pandemic. It all makes for a rich and relaxed experience.

Check-in convenience checking in, whether at travel stations or hotels has been greatly improved with technology. People like the idea of being able to check-in by them without having to encounter so many people to do so. Digital platforms are now available in airports, restaurants, and even hotels that enable people to have an easy and contactless experience as they use their services. The convenience of these systems makes it so much easier to enjoy them.

Improves staff services technology has also impacted the way employees in the travel and hospitality industry carry out their duties. Staff can use automated systems to execute certain tasks like laundry, cleaning, and even cooking. Automatically saved customer information helps them cater to the needs of specific customers ensuring they get the best and most satisfactory services. Improved communication this applies to both staff and customers. Technology has provided more efficient methods of communication between a member of these two sectors and their clients. Information is more easily accessible and transferred between them and this often limits or even eliminates the chances of mistakes and errors in customers servicing customer's needs.

3.1.2. Hospitality Technology

Hospitality technology describes a wide range of IT, e-commerce, and similar technology solutions within the hospitality industry. The use of this technology is typically intended to either make life easier for a business's employees, or to improve the overall experience for hospitality customers. This can be achieved in several different ways. For example, hospitality tech may help to increase automation and ease the workload for staff. Likewise, it could make processes faster, potentially saving money and time. Alternatively, it could help customers at numerous points along the customer journey.

Technology is advancing at a faster pace than ever before, and this is changing both the expectations of patrons as well as the way in which the hospitality industry conducts its business. Some of the trends in industry are leading to great improvements and savings for hospitality

industry companies; while some are changing how hotel developers plan their buildings, infrastructure, management structure and staffing requirements.

Wi-Fi infrastructure overhaulsnowadays, hotel guests who travel with devices such as phones, tablets and computers no longer see Wi-Fi as a perk, but as a must-have when they check in at a hotel. Hotel guests expect to be able to connect to the internet seamlessly and without too many interruptions, leading hotels to invest in better, faster Wi-Fi infrastructure so that people can do business and use their technology devices with ease when they book their stay. Hotels are also starting to move away from user pay models. In the past, hotels could charge exorbitant rates and guests knew they would have to pay if they wanted to go online. Installing and maintaining a hotel-wide wireless network may be coupled with costs, but many leading hotel groups have started to install high density Wi-Fi and started to offer in-building mobile phone coverage as guests have come to expect these services during their stay (not only for themselves, but also for their guests if they are hosting a conference or function at the hotel). It might not yet be financially feasible for hotels to completely abandon the user pay model, but many of them are re-thinking their current infrastructure and pricing models. Digital conference facilitiesBesides being able to offer high density Wi-Fi for conferences and meetings, hotels also need to be able to offer access to audio-visual (AV) and digital facilities for conferences. While the amount of AV and digital equipment that goes into a typical conference room is fairly minimal, staging companies are often hired for various projects in order to equip the facility as required. A key component in designing effective conference facilities that can accommodate this type of technology is creating easily accessible, concealed pathways in ceilings and flooring where adequate power and data connectivity can be facilitated. If a hotel has extensive conference facilities, network design becomes critical to ensure indoor mobile phone coverage, Wi-Fi connectivity, VoIP, real time location services (RTLS) and internet protocol television (IPTV) as well as all the accompanying AV and digital equipment.

Mobile communication and automation in many airports, it's no longer necessary to stand in a queue to check in and people are expecting the same kind of easy, technology-driven check-ins at hotels. Guests want to be able to do everything from checking in at a venue's automated kiosk to ordering room service with a digital device instead of standing in queues and moving around the hotel premises to order food.

Thanks to digital innovation and social media, guests also expect digital interactions with the hotel to be personalised. When investing in digital apps for check-ins, room service and other customer-oriented digital interactions, hotel operators are investing in systems and technologies that can personalise the experience for guests, including a guest’s name being displayed on the welcome desk at a digital check-in station; their food preferences or past purchases being displayed in a digital room-service order system; and similar.

In addition, the ‘concierge in your pocket’ concept is fast gaining popularity due to its ability to allow operators to include useful information such as surrounding entertainment venues; medical facilities; and similar services. Like many of the other technology trends in the hospitality industry, investing in a check-in/concierge app requires a small initial investment and can lead to greater efficiency and savings as hotel staff are able to focus on customer service and property developers don’t have to create large static reception desks at each entrance and hotel location.

Robots and infrared sensors some hotels are already offering more futuristic experiences, with robots delivering any items ordered through room service to a guest’s door. A boutique hotel that is nestled between Apple’s headquarters and other tech companies, called Aloft Cupertino, has a robot butler called Botlr that is able to move between the various floors of the hotel in order to take items such as toothbrushes, chargers and snacks to guests. These types of digital systems not only make it easy for hotel staff to deliver items to guests, but it also offers a forward-facing digital experience to people who stay at the hotel.

Infrared scanners are now also used to minimise disruptions relating to housekeeping (which is a common complaint from customers). Instead of hanging a ‘Do Not Disturb’ sign on doors or having cleaning staff wake up traveling guests with knocks and phone calls, hotel staff can take a more innovative approach by using infrared scanners that will detect body heat within a room and tell cleaning staff that they should rather come back later if the room is currently occupied.

Smart room keys Hotels will increasingly install smart room access systems that allow guests to unlock their doors by simply swiping their phones across a keyless pad on the door. Starwood (owner of the Sheraton, Weston and “W” hotel chains) has already upgraded 30,000 room locks across 150 hotels with this system and Hilton will be implementing a similar system at 10 of their US properties this year. In 2016, they will be deploying the smart room key technology globally. This technology will mean that guests don’t have to worry about picking up keys and front desk staff won’t have to issue new keys in the event that a guest loses their room key.

Another innovative way to offer a keyless experience is through fingerprint-activated room entry systems and retina scanning devices. Retina scanning is even more accurate and secure than fingerprint scans and hotels like the Nine Zero Hotel in Boston have already installed an iris scan system in place of key cards to control access to the hotel’s presidential suite.

Entertainment on tap According to a Smith Micro Software trend report entitled *The Future of Hotel In-Room Entertainment*; people are increasingly plugging in their own devices for in-room entertainment. The hotel room’s television, radio and clock are taking a backseat as travellers use their own technology to keep themselves entertained. An earlier survey by Smith Micro Software showed that 81% of respondents wanted access to mobile video content at hotels and 55% said that mobile content availability at a hotel would influence where they choose to stay.

Once long ago, hotels, motels and other hospitality businesses occupied a fairly simple space in people's lives—they were a place for guests to lay their heads away from home. But anyone who's spent time in the hospitality industry in the last several years knows that the role of technology in hospitality businesses has drastically expanded.

In many cases, they're becoming hubs of activity unto themselves. Most of this activity relies directly or indirectly on technology, making IT more important to hotel operations and the guest experience than ever before.

So we're here to share ten of the top communication technology trends in hospitality today. Check them out and think about which ones make sense for your business. And if you see an opportunity, you can get out in front and begin planning accordingly. After all, in hospitality, every advantage counts.

- Cloud migration

It's not as sexy as some of the other features on our list, but the hospitality industry has started making the migration to cloud technologies. From the benefits of OpEx expenses on the bottom line to software integration options and new innovations coming from emerging technology, cloud communications offers hotels opportunities for back office efficiency with low technology acquisition costs. It's a no-brainer for new, small properties, but even large hotel corporations are investigating how cloud technologies might simplify operations, reduce staffing needs, and

provide a better guest experience. The challenge continues to be ensuring reliability and security beyond 99.99% SLA for those who need it.

- Service automation through AI

Automation continues to be a trend that is changing the way guests are served. With the advancements in Artificial Intelligence (AI), hotels are looking at new ways to interact with guests digitally while freeing up hotel staff to work on other tasks. This also improves the travel experience as language differences can be eliminated, ensuring clear communication with travellers wherever they may be from. Creating a realistic human experience has been a challenge for developers in the past, but it is evolving every day. While many people are put off by the idea of talking to software that can understand language and respond easily, the day is coming where the difference between a real human and a computer will be indistinguishable. As long as room service and clean towels arrive promptly, do we really care who takes the request?

- Integrated guest applications

The vision of the connected guest entails nearly every aspect of the guest experience. Something as complex as that needs a single hub from which to operate—and guest apps for personal mobile devices are the natural place to host all of these functions. A smartly designed application combines everything from deal notifications to hotel services to loyalty programs. If you see a guest used the group rate for a conference, you could use the app to electronically send your guest the event itinerary, complete with an interactive map of meeting spaces where sessions will be held. Most hotels have some mobile application available already, but they're adding new features every day. Likewise, innovative developers serving the hospitality industry have are offering interesting capabilities that can be integrate into these hotel applications that grant guests increased ability to engage with hotel staff and other guests at the hotel. Some of the major flags have already started investigating new ways to create unique, personalized experiences for their guests on their mobile devices. Ultimately, the hotel with a truly connected experience will be full of very happy, much empowered guests.

- Going Touch less

As important as automation and self-service has become, the pandemic has illuminated the need to reconsider how guests can interact with amenities. From motion sensors that turn on lights, to voice-activated control of appliances, advancements in IoT devices and natural language processing (NLP) has given hotels and the developers who serve them, the toolkit to tie these emerging technologies with their integrated guest applications providing futuristic experiences. Even existing features like digital room keys that allow guests to unlock doors using their phones are gaining renewed interest. Reducing contact with commonly touched interfaces allows guests to stay safe and housekeeping staff to sanitize and prepare rooms faster.

All of this can also be integrated into the property's communication system providing administration staff greater visibility to what's going on across the hotel. As these devices work in concert to care for guests and accelerate service, new options emerge for staffing, customization, and experiential design.

- Wireless Mobile Devices for Staff

Already popular in the hospitality space and other industries in Europe, SIP-DECT is a mobility-enabling alternative to VoWLAN and radio-based networks that's starting to get attention in North America. Many SIP-DECT setups bring the kind of features usually found on a fixed network to mobile workers all over your hotel or campus without tethering them down to specific locations. Since hotel service staff, like housekeeping, valet, concierge, and event staff are often on the go, SIP-DECT a natural fit for hoteliers.

With relatively low cost compared to the alternatives, ease of deployment and quality, predictable voice quality, is poised to take off in a big way.

- Location-based services

Being able to understand where hotel staff and guests are located at any given time creates all kinds of opportunities to improve the guest experience—from delivering services to guests wherever they are on property to helping event staff operate more efficiently to turning over rooms more quickly and beyond. Some employee location-based features are already available using SIP-DECT technologies, but this is just the beginning. This is a category to keep an eye on.

- Self-service meeting spaces

The modern meeting space has evolved. No longer is it about tables and chairs and nice serving carts. Modern meetings run on technology. Business people need to make multimedia presentations and videoconference remote attendees—sometimes both simultaneously.

And for the marathon meetings, they'd like access to services like catering with minimal interruptions. Most of all, smart hotels know they need these spaces to be as user-friendly as possible. The A/V rooms of the past that required dedicated engineers are no longer an option.

If you think these kinds of business needs are limited to boardroom-style conference spaces, you're missing an important part of the picture—business customers are increasingly asking for advanced technology enablement in ballrooms and event halls, as well.

Self-Check -III	Written Test
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Choose the best Answers

1. What is computer reservation system or central reservation system (CRS)?
 - A. Is a computerized system used to store and retrieve information and conduct transactions related to air travel, hotels, car rental, or other activities?
 - B. Originally designed and operated by airlines, CRSs were later extended for the use of travel agencies.
 - C. Global distribution systems (GDS) book and sell tickets for multiple airlines.
 - D. All
2. What is CAD (Computer Aided Design) systems?
 - A. Is the process of digitally creating design simulations of real-world goods and products in 2D or 3D, complete with scale, precision, and physics properties to optimize and perfect the design – often in a collaborative manner – before Manufacturing?
 - B. Is also sometimes called “computer-aided design and drafting” (CADD).
 - C. Using computer-based software to assist in design processes is known as computer-aided design.
 - D. All
3. How does computer-aided design work?
 - A. System requires the installation of a CAD software package and, occasionally, a graphics card on your computer to work.
 - B. The graphics kernel is the brains of a CAD software application
 - C. A&B Are Correct
 - D. All

Matching

A

B

- | | |
|----------------------|---|
| 1. AutoCAD | A. is a powerful program built specifically for mechanical design |
| 2. Solid Works | B. is available online and is free to use. |
| 3. Free CAD | C. is an open-source parametric modeler that excels in all vital |
| 4. CAD applications, | D. frequently utilizes this Dassault Systems product Inventor |
| 5. Tinker CAD | E. One of the first CAD software |

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