

FOOD AND BEVERAGE CONTROL

LEVEL – III

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Acronyms/ Abbreviation

TTLM - Teaching, training and learning material.

EEO - Equal Employee opportunity

ADL - Anti-discrimination legislation

HACCP - hazard analysis critical control points

Introduction

This module is designed to meet the industry requirement under the food and beverage control occupational standard, particularly for the unit of competency: seek information on the hospitality industry, information source on the hospitality industry, legal and ethical issues for the hospitality industry, update hospitality industry knowledge, apply information on ethical issues, gather legal and ethical information, practices day-to-day activities according to industry procedure, apply legal and ethical issues on hospitality industry, update hospitality industry knowledge, updatee hospitality industry knowledge, current issues of hospitality industry and Share updated knowledge with customers and colleagues.

Module units

- Seek information on the hospitality industry.
- Source and apply information on legal and ethical issues for the hospitality industry.
- Update hospitality industry knowledge.

Learning objectives of the module

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

- Identify and access Information sources
- Obtain Information to assist effective work performance
- Access and update Specific information
- Use the hospitality industry knowledge

Learning Module Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets.
4. Accomplish the Self-checks.

Unit-One: Seek information on the hospitality industry.

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

- Information source on the hospitality industry.
- Legal and ethical issues for the hospitality industry.
- Update hospitality industry knowledge.

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

- Identify and access Information sources
- Obtain Information to assist effective work performance
- Access and update Specific information
- Use the hospitality industry knowledge

1.1. Identify and access sources of information on hospitality industry

Industry knowledge is a vital pre-requisite for effective workplace performance. This Section looks at where this all-important information can be obtained so you can find initial information to help with your work, and then maintain/update that knowledge.

1.1.1 Historical background of hospitality industry

Evidence of hotels and the hospitality industry have been recorded as far back as biblical times when Mary and Joseph arrived in Bethlehem during the census. As the Bible depicts, Mary and Joseph were refused accommodations because there "was no room at the inn." Since the beginning of time, people have traveled for commerce, religion, family, health, immigration, education, and recreation.

As cited by Texas Tech University, the word "hospitality" comes from the Latin root meaning "host" or "hospice." The university further noted that the first hotels were nothing more than private homes opened to the public. Most, unfortunately, had poor reputations. Under the influence of the Roman Empire, The first Inn located in America was recorded in the year 1607 and lead the way with many other first in the hospitality industry. The first publicly held hotel (the City Hotel) opened in New York in 1792. The first modern hotel (the Tremont) opened in Boston in 1809 and the first business hotel (the Buffalo Statler) opened in 1908.

From there a surge of hotels flooded American and the rest of the world with prominent names such as Radisson, Marriot, and Hilton.

The hotel industry is perhaps, one of the oldest commercial trades in the world. It stands second in the world in generating employment opportunities and poverty alleviation. The first inns go back to the 6th B.C and were the products of the "Wheel". The earliest inns were ventures by husband and wife teams who provided large halls on the floor. They also provided modest wholesome food, thirst quenchers like wine, and stabling facilities. Entertainment and recreation were provided by the husband and wife team and his/her family.

These conditions prevailed for several hundred years. The advent of the industrial revolution in England brought ideas, means, and progress in the business of inn keeping. The development of railways and Steam ships made travelling more prominent. The industrial revolution also changed travel. The social or government travel to business travel there was no need for quick and clean services.

The lead in hotel keeping was taken by the emerging nations of Europe especially Switzerland. It was in Europe that the births of an organized hotel industry took place in the shape of chalet (like coffee shops and café) and small hotels which provide a variety of services and were mainly patronized by the aristocracy of the day.

In early England public houses were normally called “Inns” or “Taverns” finer establishment catering to the nobility and clergy, the house frequented by the common man were known as “Taverns”.

In France a similar distinctions was made with the finer establishments known as “Hostelries” and the less pretentious houses called “Cabarets”. The word “Hostel” was used after the normal invention derived from “Host” the “Hostelry” was the head of the hostel whereas the same position was called the “Innkeeper” in England. The word “Hotel” was used in England in about 1760 after a passage of over 80 years.

In America lodging houses were called “Inn” or “Coffee House”.

1.1.2 The beginning of hospitality industry in Ethiopia

The business of inn keeping was started by the reign of emperor Menilik II. In the year 1896, after the battle of Adowa, the victory was celebrated in the new capital Addis Ababa. In connection with this historic event king Menilik started to sign a number of treaties with European countries. As a result, a number of countries sent their representatives to Ethiopia.

Foreigners who come for different purposes were served by the people free of charges. Through there were different guest houses on the gates of the trade routes, the guest houses gave service only as a shelter. The local people were ordered by the central government to feed the travelers. Travelers usually have a letter sent from the emperor.

The holder of this letter Muses Tujar, with his two friends will go to awash through three routes. So, for these three foreigners you have to serve dinner of 15 eggs with 3 chickens. Apart from them, you have to provide dinner for their servants and animals too. Make sure that they have rested well through the night and farewell in a good condition. May 14, 1905G.C

The holder of this letter Mosses Hunnen who is the delegate of the king of the Belgium will visit Jimma, Kaffa, Wolaayta, Sidama, Kenbata, Bale and Harerghe. So provide him what he want and make him pay. September 19, 1906 Addis Ababa

Later on, the Emperor realized the problem of the people and opened different butcheries at different guest houses to minimize the burden of the people.

On the inauguration of Entoto Mariam Church, the land lords and church leaders faced a problem of getting shelter. The food and drinks were distributed from the palace.

From this event and others, Taytu realized the problem and founded a guest house “Ye engidamarefia”. The lodge was free for all Ethiopians coming from different corners of the country.

In the year 1907, Empress Taytu built the present Taytu Hotel at the cost of 50,000 thelers. Even if the hotel has been established in the city of the city, it faced the problem of consumers.

As mentioned earlier, the people of Ethiopia was unfamiliar with Hotels & eating out from home was taken as a shameful act. So one day Emperor Menilik himself invited the noble men and said (Taytu has opened a restaurant, let me invite you).

On other day the king said to his nobles “Listen gentle men! In foreign countries if a person invites today, on the next day he will get invitation from them otherwise it is considered as a shameful act” “We are afraid of you; if it possible we have the will.”

Each of them invites the Emperor and the others. In this tactful way the king trained the noble men the habit of eating outside home. Of course the business minded Empress Taytu also made a delicious food with a reasonable amount. As a guest could be offered 5 ‘injera’, two glasses of ‘Tella’ and two glass of ‘Tej’ only with 25 cents,

1.1.3 Identifying and accessing information

It is important to have up-to-date information so you can:

- Talk to customers about industry-specific events, trends and happenings
- Plan your career as opportunities present themselves
- Know when you need to update your training (knowledge and skills) in-line with
- changes in legislation, equipment, technology, trends and industry best practice
- Cultivate and maintain a professional interest in what is truly a profession
- Communicate effectively with colleagues and management who have themselves kept up-to-date

- Learn new techniques and integrate fresh knowledge and skills into everyday workplace practice
- Develop a broader appreciation of the industry – so your work can be placed into a

better context.



Figure: 1

1.1.4. Two types of 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.

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.

Brochures, price lists and schedules – most venues, attractions, suppliers and service support industries provide some form of printed material to assist with learning about their:

- Products and services
- Contact details for their business, including hours of operation
- Prices
- Terms of trade

1.2. Legal and ethical issues for the hospitality industry.

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 it 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.

1.2.1 Industry associations

Industry associations are bodies' venues/properties they serve specific industry sectors and provide businesses/employers with a variety of services:

- Representing the industry – this means they act as an industry voice/spokesperson to unions, the media, and government.
- Legal advice – about industrial relations issues, occupational health and safety
- Training – to management and operational staff
- Industry standards or benchmarks – which member bodies can elect to implement as their standard practice.
- Cost savings – by virtue of establishing for their members a range of discount rates for products and services from industry suppliers.

- Market research data – through undertaking ongoing market research into issues of interest to members.
- Many have newsletters, magazines or regular mailings of some sort to keep the membership up-to-date with what is happening.
- Ask your supervisor if your workplace is a member of such a body, and ask if you can read the newsletters, magazines or regular mailings.

1.2.2 Industrial Relations

The diverse nature of the tourism industry and its various sectors has seen a proliferation of tourism industry organizations and professional associations.

Many of these organizations provide employers (and businesses) in the hospitality industry with industrial relations representation, legal advice, operational support, training initiatives and so on, and are commonly referred to as employer groups because they specifically represent employer interests. Others are industry bodies whose aims are to provide support for the industry as a whole or for a sector of the industry. These bodies frequently offer membership to both employers and employees. A third group is primarily concerned with the workers' rights. These organizations are known as trade unions.

1.2.3 Trade Unions

A trade union is an organization that represents its members (employees of a trade or industry) and aims to protect and improve their working conditions.

As an employee representative body, the union's role is far-reaching and comprehensive. The union is actively involved in industry consultation in areas such as award negotiation, enterprise agreement negotiations, superannuation, curriculum and training, and will represent members on occupational health and safety committees and a range of other activities aimed at protecting and aiding employees' working conditions.

It is not compulsory to be a union member, and although many of the union activities represent industry or sectors collectively, employees must be a member for the union to represent them individually.

Benefits gained from union membership

- Assistance with grievance procedures.
- Assistance with and advice on unfair dismissal, redundancy and other termination issues.
- Legal advice relating to working conditions and non-work-related issues.
- Legal representation in the event of a work-related dispute.
- Assistance with workers compensation claims.

1.2.4 Trade Practice

This is the legislation which ensures that the goods sold or the services provided are those advertised. **Accommodations** must be of the standard advertised are those advertised, ocean views match those on the brochure and services, such as tours and entertainment promised as part of the package, must be provided. If a **hotel calls to find out the current rooms rate** and occupancy of another and uses this information to reach agreement between operators on pricing, this is in conflict with trade practices legislation, and it is known as price fixing. Under trade practices the following are **not acceptable:-**

- Merging companies to form monopolies and restrict trade
- Agreement on pricing and restrictions of competition
- False and misleading advertising
- Deceptive selling
- Misleading or deceptive conduct or statements. Consumer rights are also protected by sale of goods.

1.2.5 Ethical Issues

In addition to running a business legally, here is also the issue of ethics. "Ethics" is the study of right and wrong.

Ethics are a code of conduct, a way of doing things. It is both illegal and unethical to substitute flathead for barramundi if that what is advertised on the menu. It is also illegal and unethical to pour a sprit into the wrong bottle and pretend it is the labeled variety.

Employees in the hospitality industry are expected to behave in an ethical manner in their relationships with customers, suppliers and other employees in the daily performance of their duties.

While the subject of ethics is one that is being taught in business schools, its translation into everyday workplace practices remains contentious. When we speak of ‘**ethics**’ we generally are referring to a system of principles and values that govern the way we behave and act. Thus, we may think a person is ethical or unethical by the way they conduct themselves.

Unlike other behaviors, the source of our ethical behavior may not just be determined at the individual level (influenced by our family, culture, education and friends) or by the work environment (the culture of the workplace and, indeed, individuals with whom we work). Indeed, it is clear that we each make different ethical choices even if we have similar backgrounds. For the purpose of this discussion we suggest that ethical behavior constitutes the proper following of legal and accepted moral imperatives in our daily lives.

Unethical practices may have legal implications. For example, a business may substitute a cheaper quality product for a higher quality product but sell the product at the higher quality price. An example of this is selling cheap whisky in a Johnnie Walker Black Label bottle. This is generally considered unethical and is a breach of the Trade Practices Act.

Perhaps the most common unethical behavior is lying—to customers, colleagues and supervisors. Some might rationalize that they are only telling small lies, perhaps to keep the customer happy, but this is lying nonetheless.

While there are many ethical issues we encounter in the hospitality environment, here are some of the more common ones that raise ethical consideration.

Confidentiality: In the hospitality industry we frequently come into contact with high profile people or overhear things that may or may not have been meant for public airing. In addition, how the business operates

and how well it is or isn't performing is generally no-one else's business. What we see and hear in the workplace should, arguably, remain in the workplace. When you get information about customers, what do you have to keep confidential?

Money matters large sums of money are handled every day in many hospitality environments. In addition, many hospitality-based enterprises maintain substantial physical assets in the way of fixtures and fittings, and food and beverage supplies. Some businesses have good systems of control while others do not. The temptation to steal (from the organization, colleagues or suppliers) raises not only ethical issues but also has legal implications.

Overbooking: Overbooking is accepting more bookings than you have space, because some of them usually cancel. But what about when so many people cancel and people don't get the place you've booked them for. The practice of overbooking has its foundations in maximizing occupancy. The enterprise can counter potential losses resulting from late cancellations, early departures (in accommodation venues) and no-shows. Both customers and employees may view the practice of overbooking as unethical.

Product Recommendations: the practice of recommending certain products over others is generally thought of as promoting and selling businesses' services and facilities. It raises potential ethical concerns when product recommendations favor one to the detriment of another because of the potential to earn greater revenue and because it may not be done in such a way that leaves the buyer with all the information needed to make an informed and unbiased buying decision.

Pricing: particularly during high demand periods a venue can be tempted into pricing products higher than usual. For example, a motel's usual room rate is \$100. An unexpected demand for rooms on a particular weekend may tempt the venue to increase room rates to \$150 when the operators know that there is no alternative for the guest but to stay at that venue and pay the increased price. Of a more serious nature is the practice of price fixing.

Price fixing occurs when a business enters into an agreement with its competitor(s) to fix the price of a good or service. This practice is anti-competitive and therefore unfair for consumers. It is also a breach of the Trade Practices Act.

Familiarization: How close should you get to customers? Shouldn't you maintain a professional attitude? What about friendship with customers outside work?

Gifts, services free of charge: some venues and/or suppliers lure customers or buyers with gifts, free services in an attempt to attract their business. The gifts and free services may be considered bribes with the purpose of self-promotion, resulting in anti-competitive behavior.

Codes of conduct: Many hospitality organizations develop codes of conduct, practice or ethics as a guide for employee behavior, thus attempting to ensure an ethical, appropriate operating environment. The fact is that a code of conduct is not necessarily a legally binding requirement and cannot compel an employee to behave in a way desired by the company. But failure to comply may have employment implications. Codes of conduct often relate to how we interact with customers and colleagues, truth and honesty in the dissemination of information, the provision of services promoted (may have legal implications under trade practices law), commission procedures, familiarization, pricing and so on.

Tipping: Tipping is quite common in hospitality (particularly in food and beverage outlets). Where a point of ethics may arise is when the standard procedure for the distribution of tips is not followed. For example, in some restaurants tips are pooled (all tips earned throughout the shift are added together and then divided evenly among the staff at the end of the shift). One employee may secretly keep the tips they receive and take a share of the pooled tips. While there are no legal implications here, there are ethical implications: is it fair to steal from your colleagues in this way? Many people who have behaved unethically (and been caught) have argued that others did it so why shouldn't they? Why not indeed! It is for our own conscience to decide what is appropriate behavior when tempted by unethical practices, but it is important to keep in mind that when caught, careers are put in jeopardy and there may be other more far-reaching consequences (such as legal proceedings) to our actions

Self-check#1

I. Choose the best answer for the following questions.

1. Which one of the following is **external source** of hospitality industry?

A. Product suppliers

B. Trade shows, exhibitions and F&B festivals

C. Internet

D. all

2. Which one of the following is true about need for product knowledge?

A. It is vital for every hospitality employee to have an excellent knowledge of the products.

B. You need this knowledge so you can take every opportunity to demonstrate professionalism.

C. Both food and beverage waiters are expected to have a good knowledge about both.

D. all

3. Which one of the following is internal resources?

A. Operational manuals

B. Talking to customers

C. Taste the products

D. a & b are answer

E. all the above

4. Why we use the hospitality industry knowledge?

A. Insight into exist opportunities

B. Empowering your customer to be innovative in his future plans.

C. To identify easily new challenges and opportunities in the broader market.

D. To finding outdated information and using it to address guests' questions or issues, which leads to customer frustrations or dissatisfaction.

5. _____ is keep an eye on the media and invitations sent to your employer.

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- A. Product suppliers
- B. The media
- C. Books & Internet
- d. Trade shows, exhibitions and F&B festivals

II. match the following questions:

"A"

"B"

- | | |
|---|----------------------|
| ___1. direct questions to the sales office or sales representatives. | A. The media |
| ___2. the services you offer and the facilities available. | B. Internet |
| ___3. watch or listen to anything that relates to food and beverages. | C. Internal sources |
| ___4. loads of information is available. | D. Product suppliers |
| ___5. Doing a tour of the premises. | E. product knowledge |

III. say true or false:

- _____1. Primary function of a hotel is to provide lodging accommodation.
- _____2. In order to obtain product information on food and beverage products it is essential to be proactive.
- _____3. Exceptional customer service means to provide superior service to staff.
- _____4. 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.

IV. Give short answer for the following questions:

1. Define the term Hospitality industry.

2. list some related sectors of hospitality industry:

3. Explain why you need the hospitality industry knowledge?

Unit two:- Apply information on ethical issues

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

- Gather legal and ethical information
- Practices day-to-day activities according to industry procedure.
- Apply legal and ethical issues on hospitality industry.

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

- Gather legal and ethical information
- Practices day-to-day activities according to industry procedure.
- Apply legal and ethical issues on hospitality industry.

2.1 Gather legal and ethical information

2.1.1 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.

2.1.2 Most common laws and regulations that impact on Hospitality industry

Duty of care- is the responsibility one person has for the safety and wellbeing of another. Where an employer has a duty of care towards the public, their liability is extended to the actions of their employees. This is called **vicarious liability**. In other words, the employer is responsible for employees' behavior and therefore ensuring that the actions of employees meet legal requirements and are in no way detrimental to the safety or welfare of, or discriminatory towards, guests, customers or colleagues.

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.

- Building and construction
- Food & beverage liability cases
- Franchise disputes and resolutions
- How to avoid negative publicity and liability by learning what "not to do"
- Fair labor standards act (minimum wages, overtime pay, child labor, equal pay for equal work).
- Tip pool issues
- Contract disputes

- Insurance matters
- Trademark and copyright violations
- Licensing requirements
- Spa lawsuits and more
- Occupational health and safety
- Public health
- Equal opportunity and anti-discrimination
- Other legislation
- Industrial relations.
- Consumer protection
- Industrial Relations: refers to the management of relationships between employers and employees.
- Consumer Protection - a consumer is someone who uses (consumes) a good or service for non-commercial purpose (personal use). Consumer law is concerned with protecting the rights of consumers.
- Fair trading and sale of goods legislation has as its **main purposes**:
 - ✓ To promote of fair trading practices and competitive fair market.
 - ✓ To provide for the safety of goods and services supplied and for the information that must accompany goods and services.
 - ✓ To regulate trade practices.
- Equal Opportunity And Anti-Discrimination - Equal opportunity legislation takes many forms. The legislation affects industry on two levels: in employment and in the provision of goods and services.
- Equal employee opportunity (EEO) is designed to ensure people are not discriminated against because of irrelevant characteristics. In other words, employment opportunities must be granted on merit, irrespective of gender, race, sexual preference, disability, nationality or other irrelevant characteristics. Similarly, in the provision of goods and services, we cannot discriminate against people based on these characteristics.
- Anti-discrimination legislation (ADL) - This legislation extends to the provision of goods and services and makes it illegal to discriminate based on factors such as race, pregnancy, physical

and mental impairment, marital status, gender, sexual preference, political convictions and religious beliefs, except where allowable under legislation.

- ✓ Racial Discrimination
- ✓ Sex Discrimination
- ✓ Disability Discrimination.

2.1.3 Legal consequences of a hospitality industry

- Negligence in the maintenance of its premises
- Failure to comply with the Fair Labor Standards Act (minimum pay, overtime pay, equal pay, child labor)
- Discrimination against employees based on minority status
- Denial of services to guests perceived as illegal discrimination
- Contending with internet reviews, disagreements with a franchisor
- Overstepping bounds with unions
- Misapplying tip pools
- Eradicating bed bugs and other pests
- Dram shop violations
- Food issues
- Security concerns
- Insufficient insurance
- Trademark and copyright violations
- Securing and maintaining necessary business licenses
- Tax obligations
- Sanitation issues in spas
- Contract disagreements with suppliers
- Guests' rights to privacy
- Managing employees to ensure compliance with all of the above, and much more.

2.1.4 Issues of concern to the hospitality industry

- Maintaining organizational and industry profitability by productivity and pricing flexibility.
- Industry initiatives.
- Government initiatives.
- Emerging markets.
- Environmental and social issues.
- Labor issues.
- Industry expansion or retraction.

2.1.5 Building and Safety Regulations

Fire exit must be clear to comply with this legislation. Night clubs which admit these regulations are not complied with, there is an increased danger of accident facilities and signs are covered by local council regulations.

2.1.6 Gambling Legislation

Gambling laws deal mainly with fair returns on gamblers' investments, access to gambling facilities (customers must be over 18) and property of management and staff in gambling establishments. All betting staff s have to apply for licenses and these will not be issued if the person has a criminal record.

2.1.7 Rights to Refuse Entry

A proprietor has the right to refuse entry, or to ask customer to leave, the premises. This is generally in the interests of other customers. Dress codes are often the basis for refusal of entry to supports clubs and night clubs.

2.2 Practices day-to-day activities according to the industry procedure

The following below are some of the day-to-day activities in of hospitality industry:

- Greeting guests and carrying luggage to and from their room.
- Interviewing, training and managing staff.
- Assisting with daily operations.
- Optimizing business performance.
- Fielding customer complaints and inquiries.
- Ensuring health and safety compliance.
- Accounting and budgeting.
- Showing guests to their room and explaining the facilities.
- Parking guests' cars.
- Taking and delivering messages to guests.
- Looking after keys and left luggage.
- Answering guests' questions about the hotel and local points of interest.

2.3 Apply legal and ethical issues on hospitality industry

2.3.1 Ethical industry practices

- maintaining the rights and lifestyle conditions of local community residents
- agreed compliance with codes of conduct, practice or ethics
- truth and honesty regarding all information given to customers
- product recommendations
- declaration of commissions, fees and other charges
- subcontracting and provision of services as promoted
- pricing
- procedures for payment of commissions
- bookings at venues
- overbooking
- confidentiality of customer information
- tipping
- familiarizations

- gifts and services free of charge
- Preferred product arrangements.

2.3.2 Relations in hospitality industry

- Build good relations and develop a positive manner accept different parts of view and listen carefully.
- Develop a common working language that can be easily understood.
- Share relevant information:- all members of the team must share information about their previous duty and activity using briefing or short meeting.
- Know the skills required in the team and assist others to achieve these skills.
- Generate enthusiasm (eagerness to do something) and commitment
- Establish standards and work with to them

Briefing is the process of discussion that takes place prior to the starting daily duty about:-

- Menu card and beverage list for order taking.
- Problems of the previous serving time and estimated one.
- Billing instruction such as complimentary and VIP.
- Absents, late coming and any other recommendation & suggestion.
- Sales target & guest handling.
- Proper service handling.
- Reservation like birth day and wedding VIP handling.

The restaurant manager must brief his/her staff before they start their daily duty. For example He/she can say:

- Do not take order of Harare beer because there is no such beer today.
- Table number 3 is reserved for 5 people for the purpose of birth day ceremony.
- There are 10 vegetarian guests so table number 5 is reserved for them.
- In previous time there was some problem like too much taking during serving process so today do not disturb our guests this character is unnecessary.
- Today ato Abebe and ato Lema are absent so, sister Birtukan and ato Getachew have to cover their duty.

We have to know our responsibility and work cooperatively to reach our target.

2.3.3 Legislation

The making of laws, rules or standards by the government, which are enforceable by the legal court system and these rules and regulations are also the base of the safety in work place.

These rules could be:

- A. Federal and Regional Legislation like registration, keeping guest's right payment of VAT and sales taxation
- B. Regulations and Guidelines for the hospitality industry such as serving policy, pricing policy, uniform of employees and work shift
- C. Rule of serving Liquor, including responsible service for example serving time.

2.3.4 Liquor licensing legislation.

This legislation generally covers the age of drinkers, the venues and situations (e.g. with meals) in which alcoholic drinks can be served, and the legal hours of alcohol service. Liquor must be correctly labeled and sold in legal measures. A sign must be displayed to say that is an offence to sell or supply or obtain liquor on behalf of a person under the age of 18 years.

A. On-License- is describes an establishment where alcohol must be consumed at the point of sale, such as a pub, bar, nightclub or café.

Many public houses were permitted off sales, to sell sealed alcoholic drinks (e.g., unopened bottles of wine) for consumption elsewhere. When restaurants refer to themselves as fully licensed, they have a premises license permitting only on-sales, often subject to a condition that the alcohol may only be sold with a meal. In this context, fully licensed simply means that the establishment is authorized to serve liquor in addition to beer and wine.

B. Off-License- is typically are specialist shops, convenience stores, parts of supermarkets, or attached to bars and pubs. Prices are usually substantially lower than in bars or pubs.

2.3.5. Food Hygiene and Related Legislation

The legislation covers the preparation and storage of food, the composition of food and food handling practice generally. It also covers the places where food can be prepared and sold.

Under this legislation adulteration of food (where it is filthy, decomposed, deteriorated or perished) is a criminal offence. The guidelines are very detailed and very strict covering, for example, personal hygiene of food handlers, recommended temperatures for washing glasses and plates, the necessary for discarding chipped or cracked crockery and the provision of appropriate serving utensils for salad bars. Food safety systems are an important component of recent legislations in this area HACCP (hazard analysis critical control points) is the name given to the guidelines' for storing, preparing and handling food.

Self-check#2

I. Choose the best answer for the following questions.

1. which one of the following is true about legal issues in hospitality industry?

- A. laws and regulations govern the operation of sale of alcohol.
- B. laws and regulations govern the operation managing a gaming facility, venues' hours of operation.
- C. laws and regulations govern the operation managing consumer protection and trade practices.

D. all

2. One of the following is Ethical industry practices in hospitality industry?

- A. truth and honesty regarding all information given to customers.
- B. declaration of commissions
- C. bookings at venues

D. all

3. What information's can be communicated during the briefing time in hotel?

- A. environmental and social issues.

B. Sales target & guest handling.

- C. industry expansion or retraction.

- D. procurement of enough stock.`

4. Which one is **incorrect** about food hygiene and its legislation?

- A. The guidelines are very detailed and very strict covering.
- B. deteriorated or perished is a criminal offence.
- C. Legislation not covers the preparation and storage of food.
- D. Food safety systems are an important component of recent legislations.

II. match column "A" with "B":

"A"

"B"

D 1. Anti-discrimination legislation.

A. On-License

E 2. benefits gained from union membership

B. Industrial Relations

A 3. alcohol must be consumed at the point of sale.

C. Off-License

B 4. diverse nature of the tourism industry.

D. marital status and gender.

C 5. Its specialist shops and convenience stores. E. assistance with grievance procedures.

Unit three: Update hospitality industry knowledge

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

- Updatee hospitality industry knowledge.
- Monitor current issues of hospitality industry
- Share updated knowledge with customers and colleagues.

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

- Understand hospitality industry knowledge.
- Monitor current issues of hospitality industry
- Share updated knowledge with customers and colleagues.

3.1 Update hospitality industry knowledge

3.1.1 Hospitality industry knowledge

Hospitality industry knowledge can help your staff go above and beyond for guests, providing the service and experience they demand—and giving your establishment a competitive advantage.

The role of knowledge management in the hospitality industry is to provide employees with easy access to up-to-date, specialized knowledge. This is especially important in hospitality because the success of an establishment depends on providing guests with a great experience. If employees are slow to provide accurate information or solutions, the customer may be less likely to return—and may even demonstrate their dissatisfaction with a negative online review.

3.1.2 Knowledge Categories in the Hospitality Industry

Hospitality industry knowledge generally falls into the following categories:

A. Task-specific knowledge: This encompasses any knowledge that is required to complete a particular task, including specific procedures, actions, or strategies. For example, a staff member uses task-specific knowledge when following the steps to check in a guest, make a reservation, or answer the phone with a standardized greeting. Generally, this information is included in training materials, like videos or handbooks.

B. Tacit knowledge: Tacit knowledge is less by-the-book. Rather, it is knowledge that's gained over time through personal experience and usually difficult to articulate. This could include understanding the phrases and mannerisms to use to de-escalate a frustrated guest. While you may have a documented protocol for this type of situation, it's usually only through experience that staff members can expertly finesse these difficult interactions.

C. Customer-related knowledge: Thanks to technology, hotels and other hospitality-related businesses today have a wealth of insight into customer data. Customer-related knowledge could include historical data (such as frequency and length of stays), demographic data (such as socio-economic status, age, occupation, etc.), and even preferences and behaviors.

D. Network-related knowledge: In addition to customer data, your company can also gather knowledge about others in your network, such as competitors, vendors, and partners.

E. **Market-related knowledge:** Market-related knowledge goes one step broader than network-related knowledge. Equipped with market-related knowledge, organizations can better understand the market that it is operating within—such as size, population, culture, and habits. This can inform decisions about what products, services, and experiences to offer.

3.1.3. Benefits of Hospitality Industry Knowledge

Every type of knowledge in the hospitality industry can provide value to both the company and its customers. However, to truly see the benefits of that knowledge, organizations must have a system that employees can use to effectively access, document, share, and leverage it. With effective knowledge management in hospitality industry, your organization can realize the following benefits:

3.1.4. Opportunities to update hospitality industry knowledge

- formal and informal research
- media, unions
- reference books
- legislation or plain English publications describing the law and responsibilities to comply
- libraries
- industry associations and organizations
- industry journals
- computer data, including internet
- personal observations and experience
- informal discussions and networking with colleagues
- industry seminars
- training courses
- familiarization visits to hospitality facilities
- participation or membership in professional industry associations
- participation in industry accreditation schemes
- Use of industry codes of conduct or ethics.

3.2 Monitor the ccurrent issues of hospitality industry

Current trends in hospitality industry:-

A. Be leisure travelers & hotel work spaces:- Working remotely has today become commonplace for many employees and is forecasted to become more than just a passing trend. A shift accelerated by the global public health crisis, an unprecedented number of high-profile companies – with big tech companies like Amazon leading the way – announced that they will adopt a hybrid or flexible approach to working remotely.

B. Holistic hospitality, health & well-being:- Preventative medicine and self-care are undisputedly trending right now due to the COVID pandemic. The wellness industry is transforming into a booming trillion dollar market and hospitality venues are well positioned to take a large piece of the pie, especially those with existing spa facilities. In addition to the usual beauty and relaxation spa offering, there is rapidly growing demand for health diagnostic technology and bespoke treatment plans delivered by experts who conduct personal or group sessions to develop vitality, healing, stress management, emotional balance, mindfulness and better sleep.

C. Digitalized guest experiences:- Apps are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience. Needless to say, the trend towards digital and contactless services has gained new momentum since 2020. Traditionally, customer-facing services are being given an overhaul thanks to the more widespread use of technology assisted options, such as mobile check-in, contactless payments, voice control and biometrics.

Consumers who have become accustomed or comfortable to unlocking their smart-phones and laptops using facial and fingerprint recognition will soon come to expect the same convenience in accessing their hotel rooms. Unfortunately for the establishments looking to welcome them, these upgrades may be costly to install and maintain. If you want to stay ahead of the curve, we recommend you dig deep and make the investment.

D. Personalization:- Today’s guests have grown to expect to be recognized and treated as individuals. Establishments are going the extra mile to personally greet their guests. Made personalized e-mail marketing accessible to the masses, ensuring highly target audience-specific communications. Far beyond simply adding the customer’s name to email greetings, data provides insight into past buying habits, enabling hotels to tailor their offers and promotions, and automatically provide similar services to previous stays. Technological platforms such as use big data to create one-to-one interactions between the guest and the host at scale.

E. Experience economy & essentialism:- Customers request both extreme personalization and unique experiences. Travelers are decreasingly seeking lavish displays of wealth, preferring instead to spend wisely, purposefully and make a positive impact on the world. Unique experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays and relaxation retreats.

F. Asset management strategy:- The asset-light approach has become prevalent in the industry. The separation between the management of operations and real-estate assets now allows hospitality companies to focus on their core business, thus improving efficiencies.

G. Sustainability:- A hospitality trend that is both current and a hallmark of recent years: “sustainability” once again assumes its position. A natural extension of avoiding disposable plastics, eliminating unnecessary paper consumption thanks to opt-in receipts and reducing food waste, more far-reaching ethical and environmental considerations are shaping decisions made at the hospitality management level. Simple eco-friendly switches include replacing miniature toiletries with larger, locally sourced dispensers, choosing ethically produced bed-sheets made from organic materials and reducing energy consumption with smart bulbs, etc. Vegetarian and vegan options also harbor well-known environmental advantages.

3.3. Share updated knowledge with customers and colleagues

Knowledge sharing plays a crucial role in how hospitality organizations gain a sustainable competitive advantage. Employees’ knowledge is an indispensable factor affecting the ways that organizations handle and manage fast-evolving customer demands and improve performance. Employees’ knowledge often affects their creativity and innovative behavior, which have become essential across most job tasks. Hospitality organizations, frontline employees with a high level of knowledge can effectively handle and cope with customers’ increasingly heterogeneous and sophisticated needs and back-office employees can use their knowledge to find novel and innovative ways to market and develop new products or services. Thus, knowledge sharing in organizations clearly plays a critical role in acquiring a sustainable competitive advantage.

In the hospitality context, knowledge sharing can improve performance learning and effectiveness and strategic flexibility at the organizational level, as well as creativity. Hospitality organizations are eager to search for effective practices that enhance employees’ knowledge sharing behavior in order to enjoy these benefits. Considering that knowledge is a crucial prerequisite for employees to be able to innovate, the majority of hospitality studies exploring knowledge have focused on knowledge sharing behaviors.

3.3.1 Using and Sharing the Information

Every day, every organization gets customer feedback. It can be explicit or implicit. Customers can tell you explicitly how unhappy they are with the service you have provided, or they can simply stop being your customers. They can also tell you how happy they are and (if you're lucky) how to make them even more happy in future. Also, your customers give you implicit feedback- by asking questions about your products or services, by asking questions about certain features, by wondering aloud about how something might work better...of which is raw material for improving your customer care and service.

Nobody knows more about how to serve your customers than the people who talk to and listen to them every day – your front line staff. But are they talking to each other, and are you listening to them.

The information collected is used in a number of ways by tourism and hospitality enterprises, primarily for planning future activities, and is usually shared with customers and colleagues. For example, a tour operator offering guided tours to Gondar may want to know how many tourists visit Gondar each year, from where they originate, how much they spend, how long they stay, their **demographics**, and their accommodation and transport preferences. This information can assist in the planning of future tours to the region, the prices charged, how long each tour will be, frequency of departure, accommodation options, staffing levels, market segments to target and a number of other factors. By contrast, an enterprise failing to monitor trends and changes or use the information they researched that can affect their workplace are likely to be reactive (take action only after a trend or change has emerged) to those changes and therefore risk potential loss of business.

At the individual level, our skills and knowledge about the tourism and hospitality industries is most useful when we have an opportunity **to share** it and use it positively to **achieve** our **career goals**. In hospitality, our customers and guests are seeking as much information about services and facilities as possible in order to make informed decisions about the destinations and attractions they visit, the types of accommodation venues they stay in and the types of activity they are likely to participate in. Our role is to provide the knowledge and information to help them with these decisions.

3.3.2 Elements of information sharing

Today, due to the spread of social technologies, information can be shared with great ease and almost no effort. This ease of information sharing makes it very difficult to assure that all information travels along the defined channels.

Many organizations that already use social technologies to a wider extend are facing the problem of how to adopt their policies to the new nature of information sharing.

1. Explaining decisions

Is concept aims at explaining management decisions and strategies. Employees should not only understand management's behavior but also comprehend the background of their decisions and strategies. This may strengthen their motivation.

Using social technologies to explain decisions is a first step to openness and is already widespread. The intranet of many organizations has evolved into a corporate social network that includes internal weblogs. Employees are able to comment and discuss decisions made by their managers. Vice versa the management can listen to staff opinions and take part in ongoing discussions.

2. Mutual report

With mutual reporting, management and employees of an organization regularly provide and update each other with information about current developments. Social technologies enable an interactive, two-way exchange of information. They can also be divided into individual communication channels to which executives and employees can subscribe.

3. Information sharing with partners

Information exchange can include both internal and external information that staff or management exchange with external stakeholders of the organization. The general aim is to build and maintain external relationships in order to obtain direct access to all relevant information.

4. Encourage Participation

Employees, customers, partners or external supporters are invited to contribute their opinion, their own ideas or any other information. The information collected allows the organization to assess its own performance from different perspectives and to build on the motivation and engagement of individuals who are willing to freely support the goals of the organization.

5. Outsource Problem Solving

An open exchange with customers and business partners can generate ideas that help to improve the organization's performance, to solve specific problems and to develop innovations. In recent years a

growing number of organizations has started to offer outside individuals the possibility to participate in open innovation projects.

6. Open Interfaces

This last concept of open information sharing is different to the others because it does not focus on the exchange between people but on the exchange between computers. Open interfaces allow external actors to build on standardized processes of the organization and enhance these processes by adding new components. They also allow the automatic exchange of information, which is often the basis for entirely new services.

7. Email- is the most relevant and very useful to engage with guests and to develop loyalty.

8. Create an Infographic

Info graphics are a great way to share information visually. They capture attention quickly and provide concrete material that is easily digestible. If you are about to launch a new training program, sharing an info graphic on. You can also use info graphics to help an audience connect with a product, share company information or help teams see their progress through the years.

9. Make a Video

Short videos that provide both entertainment and information (“infotainment”) are an excellent way to captivate your audience.

10. Facebook Messenger,

11. What Sapp

Ideally, hoteliers should be findable on all these channels or at least on the most relevant. The increasing number of digital channels available for communication with potential guests presents a challenge for hotels with limited marketing resources. So, it is essential to identify the best direct channels that will provide transparency and timely support to ensure guest satisfaction and an excellent reputation for the hotel.

Different guests like to communicate in a variety of way with hotels including traditionally – as in person and over the phone – as well as using other tools like website chat.

Self-Check #3

Name _____ ID No _____

I. write true for the correct statement and false for the incorrect statement:

1. Wake-up services must be located within the room or provided by an efficient staff and helps to provide wake- up call customers according to their order.
2. A hotel can offer office services, such as word processing capabilities, advanced telephone systems
3. Both workers and guests need to be safe with in the hotel
4. There is no need to observe information about guest satisfaction because the staff can provide good service
5. Hospitality industry is not responsible to provide service for people in different way to satisfy their interest.

II. Choose the correct answer from the given options:

1. Hospitality Industry includes the following sectors except one.
 - A. Hotels
 - B. Small guest houses
 - C. Mining
 - D. All
2. Which one is true about tourism
 - A. It is a temporary visit of peoples outside their normal residence area.
 - B. It is smokeless industry.
 - C. It is phenomena in which people stay permanently away from home
 - D. A and B
3. From the given options, which one is first globally?
 - A. The beginning of hospitality industry
 - B. The first publicly held hotel
 - C. The first modern hotel
 - D. The first business hotel
4. Which one of the following is an international brand of the hotel business?

3. The balance sheet of the hotel account will be done by _____. C) Sales and marketing
4. ____ is responsible for repairing all required tools based on the order D) housekeeping department.
5. ____ collect information on advertising media for target markets E) Maintenance department.

IV. Give Answer for the following Questions:

1. List the main Issues of hospitality industry concerned with the law?

2. Explain the purpose of sharing information is essential to customers?

3. How do you monitor current issues concerning the hospitality industry?

4. Why do we need to update our knowledge?

5. Why monitor the sector we work in?

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