

# Level 1/2 Hospitality and Catering – Unit 1-1.1.2:

## Personal attributes, qualifications and experience

You need to be able to know and understand the different personal attributes, qualifications and experience that an employer would look for to fulfil different job roles in the hospitality and catering industry.

### Personal attributes

The list below names the different personal attributes that employees could need to fulfil different jobs in the industry:

- Team player
- Organised
- Flexible
- Good communicator
- Friendly
- Calm under pressure
- Willingness to learn and develop
- Pleasant
- Hygienic
- Punctual
- Hardworking
- Reliable
- Approachable
- Good listener
- Leadership qualities
- Sense of humour
- Ability to be proactive
- Good attention to detail
- High standard of personal appearance.



### Qualifications

Apprenticeships and experience in the role or sector are two ways to fulfil certain job roles. Named below are some of the qualifications that could be required to fulfil certain jobs within the hospitality and catering sector.

#### Hospitality sector

- Level 1 Certificate in Business and Administration (office administration).
- Level 2 Certificate in Front of House Reception (hospitality and catering).
- Level 2 Diploma in Reception Operation and Services (hospitality and catering).
- GCSE English / Maths / Hospitality and Catering / Business / IT.

#### Catering sector

- Diploma in Catering.
- NVQ Food preparation and cooking.
- Bachelor's degree/catering management.
- City & Guilds diplomas in professional cookery.
- BTEC HND in professional cookery.
- A foundation degree in culinary arts.
- Health and safety and food hygiene certificates/food hygiene.
- Level 1/2 hospitality and catering.
- GCSE Food and Nutrition.
- Level 3 Food Science and Nutrition.
- First aid.







### Types of employment roles and responsibilities within the industry

There are four main areas within the industry that you should know the roles and responsibilities within. They are listed below:



#### Front of house

- Front of house manager: oversees all staff at the restaurant, provides training, hiring of staff, and ensures good customer service.
- Head waiter: oversees the waiting staff of the restaurant in high-end eating establishments.
- Waiting staff: greets customers, shows them their table, takes food and drink orders from customers, and serves them their order. Makes sure customers' needs are met, and that the food order is made correctly.
- Concierge: advises and helps customers with trips and tourist attractions. Books taxis for customers and parks customer cars.
- Receptionist: takes bookings, deals with questions and complaints from customers, checks-in customers, takes payment, and provides room keys.
- Maître d'hôte: oversees the service of food and drinks to customers. They greet customers, check bookings, reservations, and supervise waiting staff.

#### Kitchen brigade

- Executive chef: in charge of the whole kitchen, developing menus and overlooking the rest of the staff.
- Sous-Chef: the deputy in the kitchen and is in charge when the executive chef isn't available.
- Chef de partie: in charge of a specific area in the kitchen.
- Commis chef: learning different skills in all areas of the kitchen. Helps every chef in the kitchen.
- Pastry chef: prepares all desserts, pastry dishes and bakes.
- Kitchen assistant: helps with the peeling, chopping, washing, cutting of ingredients, and helps washing dishes and stored correctly.
- Apprentice: an individual in training in the kitchen and helps a chef prepare and cook dishes.
- Kitchen porter/ plongeur: washes the dishes and other cleaning duties.

#### Housekeeping

- Chambermaid: cleans guests' rooms when they leave, and restocks products that have been used, they also provide new bedding and towels.
- Cleaner: cleans hallways and the public areas of the establishment.
- Maintenance: repairs and maintains the establishment's machines and equipment, such as heating and air conditioning. These responsibilities could also include painting, flooring repair or electrical repair.
- Caretaker: carries out the day to day maintenance of the establishment.



#### Management

- Food and beverage: responsible for the provision of food and drink in the establishment which will include breakfast, lunch, dinner, and conferences.
- Housekeeping: ensuring laundering of bed linen & towels, ordering of cleaning products and overseeing housekeeping staff duties.
- Marketing: promotes events and offers to increase custom at the establishment, and is responsible for the revenue of the business.





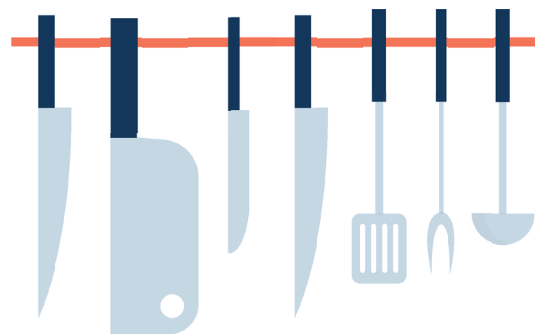
# Level 1/2 Hospitality and Catering: Unit 1-1.1.3 - Working conditions in the hospitality and catering industry



## Types of employment contracts and working hours

You need to know the following types of employment contracts and working hours.

- **Casual:** this type of contract could be provided through an agency and used to cover employees that are absent from work due to illness. There is no sick pay or holiday entitlement with this type of employment.
- **Full time (permanent):** working hours including start and finishing times are fixed and stated in this type of contract. A contract of this nature allows the employee to have sick pay and holiday entitlement.
- **Part-time (permanent):** working hours mean that the employee works on certain days of the week. Work times are stated in the contract, including the starting and finishing times that are fixed in this type of contract. The employee has sick pay and holiday entitlement in this type of contract.
- **Seasonal:** this type of contract is used when a business needs more staff due to busy times throughout the year, such as the Christmas period. The contract will state for the employee to work for a specific time frame only. Also, the contract would not expect further or regular work after the contract is complete.
- **Zero hours contract:** this type of contract is chosen between the employer and the employee. This means that the employee can sign an agreement to be available for work when the employer needs staff. No number of days or hours is stated in the contract and the employer doesn't require to ask the employee to work, and neither does the employee have to accept the work offered. No sick pay or holiday entitlement is offered for this type of contract.



## Pay and benefits in the industry

The following pay and benefits are what you should be aware of in the industry.

- **A salary:** this type of pay is a fixed amount of money paid by the employer monthly, but is often shown as an annual sum on the contract.
- **Holiday entitlement:** employees are entitled to 28 days paid a year. Part-time contracts are entitled less depending to their contract hours.
- **Pension:** on retirement age, an employee qualifies for a pension contribution by the employer and the government.
- **Sickness pay:** money paid to the employee with certain contracts when they are unable to go to work due to illness.
- **Rates of pay:** national minimum wage should lawfully be offered to all employees over 18 years of age. This rate is per hour and is reviewed each year by the government.
- **Tips:** money given to an employee as a 'thank you' reward for good service from the customer.
- **Bonus and rewards:** given from an employer to the employee as a way of rewarding all the hard work shown from the employee throughout the year, and helping make the business a success. Also known as remuneration.

## Working hours

The working hours directive in the UK states that employees on average cannot work more than 48 hours which is worked out over a period of 17 weeks. Employees can choose not to follow this and work more hours if they want to.

People under the age of 18 cannot work more than eight hours a day and 40 hours a week.

Employees that work six hours or more a day must have a break of 20 minutes, and have the right to have at least one day off every week.



# Level 1/2 Hospitality and Catering – Unit 1-1.1.4:

## Positive and negative uses of media

You need to be able to know and understand the different types of media, as well as the positive and negative impacts they can have on the hospitality and catering industry.

### Different types of media

The list below names the different types of media that can be used to promote the hospitality and catering industry.

- **Printed media:** Different types of printed media can include:
  - ◇ magazines
  - ◇ newspapers
  - ◇ billboards
  - ◇ business cards
  - ◇ posters.
- **Broadcast:** Different types of broadcasting media include:
  - ◇ television
  - ◇ radio.
- **Internet:** Ways of promoting through the internet include:
  - ◇ social media, e.g. Facebook, Instagram, Twitter, etc.
  - ◇ Websites, e.g. TripAdvisor
  - ◇ ads on podcasts
  - ◇ blogs
  - ◇ email.
- **Competitive:** This could include being competitive with other establishments to attract and retain customers through competitions, deals, special offers and themed events.

### Positive and negative uses of media

Named below are some of the positives and negative impacts the media can have on the hospitality and catering sector.

#### Positive impacts:

- Social media is free and isn't an extra cost for the business.
- Able to contact a larger and wider audience quickly.
- Attracts new customers.
- Builds business awareness.
- Customers can feel more of a personal connection with the business.
- Creates and builds customer loyalty.
- Media can target specific groups easily.

#### Negative impacts:

- Advertising in media is expensive, e.g. printed media and broadcasting.
- Having a bad or negative review/comment on social media can rapidly decrease the reputation of a business, e.g. through a comment retweet or share.
- Rapid spread of negative reviews, comments and/or feedback can be detrimental to the success of a business, leading the business potentially having to close.
- Having a bad reputation would decrease customer loyalty and less likely to attract new customers.

