

# Exploring Careers Through Technical Routes

## Hospitality



### The Industry

The hospitality industry covers accommodation, food services, health and fitness, entertainment, bars, clubs and pubs. There are opportunities across the UK and worldwide.

Its workforce is diverse with a range of careers and jobs available. This includes chefs, croupiers, housekeepers, office administrators, waiters, banqueting staff, front of house (reservations, receptionists, concierge), housekeeping and running of the day to day operations.

Hospitality is a people-orientated industry where no two days are the same; not only in terms of the hours you work, but also the work you do during those hours. Hospitality employers hire people who have great energy for work and a passion to ensure they make customers happy. They want staff who are friendly to customers and a people person with excellent customer service skills. You have to like people to work in this industry!

Springboard  
[www.careerscope.uk.net/industry](http://www.careerscope.uk.net/industry)  
People 1st  
[www.people1st.co.uk](http://www.people1st.co.uk)

### Skills and Requirements

Effective customer handling skills are a key requirement as high levels of customer satisfaction are essential for reputation and repeat business yet these are the most lacking in the sector according to employers. Other essential skills required include:

- Planning and organisation skills
- Being a team player who is reliable and turns up on time
- A friendly but professional work ethic
- Technical or practical skills to carry out required tasks
- Oral communication skills for speaking to and understanding customer needs and requirements
- Problem solving skills to keep the customer happy
- Flexibility to complete the tasks required in your role
- Commercial awareness to ensure the profitability of the business
- Enthusiasm and calm under pressure
- IT literate with experience of e.g. Excel, Fidelio, Word
- Impressive time management and organisational skills
- Superb telephone skills
- Awareness of data protection, equality & diversity and honesty

The hospitality and tourism sector continues to be a large employer that is experiencing significant growth – currently the 4th largest industry.

In 2015 it employed a workforce of 2.5m, a rise of 251,878 since 2009.

Source: [www.people1st.co.uk](http://www.people1st.co.uk)

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## Working and Learning in Hospitality



### Job Roles & Progression

Work experience is vital so any customer service experience will count as a first step into the industry.

#### Study Programme

Professional Cookery  
Food and Beverage Service  
Supervision



#### Further study

BA (Hons) or BSc (Hons)  
Hospitality Management

FdA Hospitality Management



#### Apprenticeships

Intermediate  
Food and Beverage Service  
Hospitality Team Member  
Commis Chef

Advanced  
Catering and Professional Chefs  
Hospitality Supervisor

Level 4 Hospitality Manager



#### Career Roles

Supervise and assist teams of assistants  
Head housekeeper  
Manage a bar or hotel  
Hospitality manager in a venue  
Specialise as e.g. a sommelier or a first class passenger host  
Become self employed and work ad hoc at major events

### Calculation including problem solving

#### Tasks

1. Calculate the VAT a customer will pay for their meal.
2. Collect data on customer complaints and produce a quarterly report for the kitchen manager.
3. Count and record stock in and out of the larder on a monthly basis to estimate costs for the next 12 months.
4. Conduct an annual staff survey for employee satisfaction and feed findings back to the management team.
5. Mix guests a selection of cocktails for a 21st birthday party.

#### Links to GCSE Maths

1. **Financial mathematics** (VAT)  
**Ratio, proportion and rates of change** (percentages – calculating percentages of amounts)
2. **Statistics** (collecting data - data collection sheets; representing data - bar charts;  
**Algebra** (graphs - straight line graphs)
3. **Number** (whole numbers – addition, subtraction; approximation – estimating calculations, rounding numbers)
4. **Statistics** (collecting data - questionnaires, representing data - pie charts, analysing data - averages from tables)
5. **Number** (fractions - fractions of amounts)  
**Ratio, proportion and rates of change** (direct and inverse proportion - calculating amounts using

### Communication, all forms

#### Tasks

1. Handle a face to face customer complaint and turn it into a good experience for the customer.
2. Email all staff in your hotel briefing them of the impending arrival of a celebrity and the implications for the business.
3. Attend a meeting to discuss guests arriving over the weekend to ensure they all have the best customer experience.
4. Read your restaurant's reviews from different sources and summarise for the customer services manager.
5. Write a press release on your new menu for the local paper.

#### Links to GCSE English

1. **Spoken language** (speaking and listening; personal presence - body language, eye contact, posture, gestures)
2. **Writing** (non fiction – context - what, when, where, who, time; audience and purpose)
3. **Spoken language** (speaking and listening - audience, purpose, discussion skills)
4. **Analysing non-fiction** (non-fiction text types - articles, reviews; context - time, setting, publication; purpose - audience)  
**Comparing texts** (compare by context)
5. **Writing** (writing non-fiction- press release; literary techniques – informative language, persuasive devices)