



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA









HOSPITALITY STUDIES

YEAR 1

**LEARNERS GUIDE
THEORY**

HOSPITALITY SECTORS AND CAREERS

How to use the Icons in this learners guide

	<p>Notes/ Summaries</p> <p>This icon will draw your attention to the notes & summaries which you need to study</p>
	<p>Practical Performance Tests & Skills Tests</p> <p>This icon refers to the practical performance tests to be done and the Skills Tests that counts for the formal tasks and that you must complete to test your understanding of the content you studied</p>
	<p>Practical Demonstrations / Activity</p> <p>This icon refers to the demonstrations or practical activity that must be done by teachers and learners to show skills and for learners to understand the concepts</p>
	<p>Practical written activity</p> <p>This icon refers to the practical lesson to be done in writing and must be completed to test your understanding of the content and the practical concepts you studied.</p>
	<p>Activities</p> <p>This icon refers to the activities that you must complete to test your understanding of the content you studied</p>
	<p>Marking Guidelines</p> <p>This icon refers to the section with possible answers for the activities and how best to have answered the activities.</p>
	<p>Exam practise questions</p> <p>This icon refers to questions from past examination papers you can additionally use to prepare for the topic.</p>
	<p>Resources</p> <p>This icon refers to the resources available to the learner and teacher for more information regarding the relevant content.</p>

MODULE 1: The Hospitality Sectors and Careers

Unit 1.1 Orientation and introduction of the Hospitality Studies

- What is Hospitality Studies?

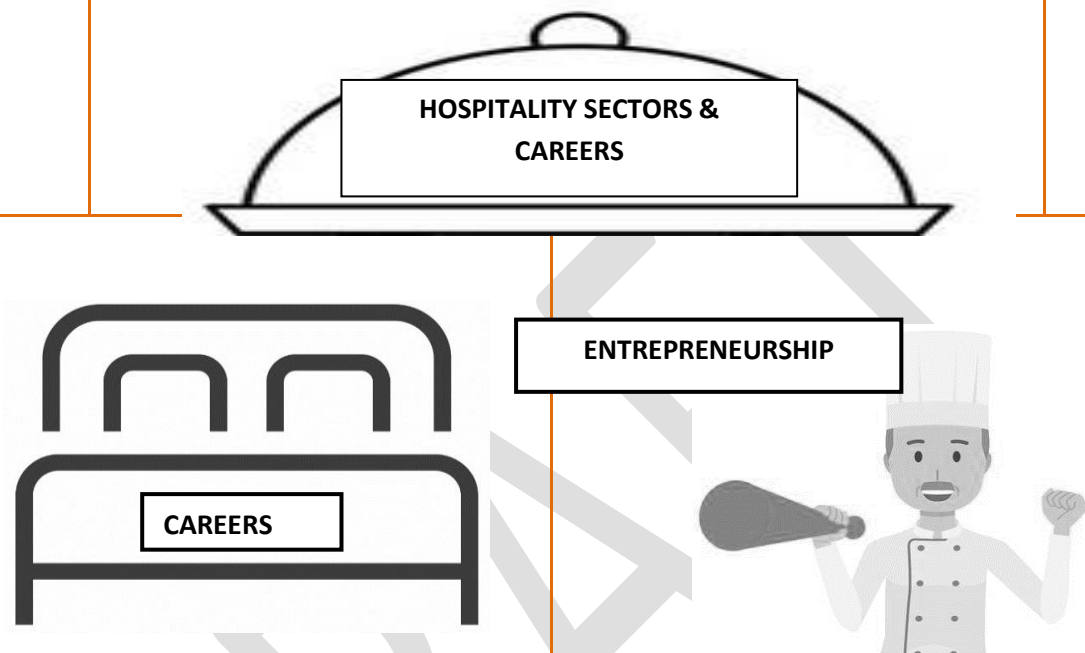
Unit 1.2 Sectors and Careers in the Hospitality Industry

- Accommodation Section
- Food and Beverage Section

Practical written activity:

Practical written activity 1: Accommodation Sector

Practical written activity 2: Food and Beverage service sectors

MODULE 1		HOSPITALITY SECTORS & CAREERS	
Unit 1.1 Orientation and introduction of the hospitality Studies - What is Hospitality Studies? .		Unit 1.2 Sectors and Careers in the Hospitality Industry · Accommodation Section · Food and Beverage Section	
			
Specialist Staff Cooks/ Head Chef Kitchen Operations Manager Reception Staff/ Booking Agents Housekeeping / Food & Beverage staff		Selling products at a Flea Market Stall	
KEY CONCEPTS			
Kitchen Brigade Speciality Chefs		Hospitality Industry Sectors	
SKILLS DEVELOPMENT			
Organisational skills Decision making		Social skills Communication skill (<i>verbal and non-verbal</i>)	Teamwork Skills Respect Integrity Positive attitude Enthusiasm

INTRODUCTION

This module will broaden the knowledge regarding what the Hospitality Industry is all about and will assist the learner to make an informed career choice. A strong personality, well developed communication and emotional skills are recommended requirements to cope with the demands of the industry as well as being able to pursue a successful Career path. This module addresses and explains the Accommodation and Food and Beverage Sectors.



UNIT 1: The Hospitality Industry

1.1 What is Hospitality Studies?

What is Hospitality Studies?

Defining the Hospitality Industry

A broad group of business that provide a service to a customer.

Service to a Customer:

1. List different examples of services offered to a customer.
2. Add to your list as you work through this module.

Hospitality Industry Defined

The hospitality industry is made up of a variety of fields, including culinary arts, restaurant management, sports and gaming, hotel management, tourism, and events planning.

Because of the diverse nature of the industry, a variety of hospitality positions exist, including chefs and waitron staff, accountants, marketers, managers, and executives.

Some employers in the hospitality industry offer seasonal work, such as skiing resorts, while others can provide year-round services, such as restaurants, casinos, or hotels.

A visitor must always be received with grace, provided with food, drinks and a place to stay. A visitor must also be treated with respect and kindness.

Friends and family normally provide this service for free, but the hotels, guest houses and restaurants charge money for the services they offer.

People who travel will make use of transport, will need accommodation, food, drinks, entertainment, and services to be provided by the Hospitality industry.



Source: facebook.com

If you are a social person who thrives in environments that focus on customer enjoyment, you might consider a career in the Hospitality Industry.

a) Travelling and transport

People who travel from one place to another for fun and pleasure, are called *tourists*.















People may also travel from one place to another for doing their jobs.

People may also use transport as part of entertainment during their holiday.



To travel between town and cities or to another country, people may use different modes of transport for example air, water and land transport.

Land transport includes rail, road and off-road transport.

1. Land transport		
<p>Road transport:</p> <p>Motor cars </p> <p>Taxis </p> <p>Buses </p> <p>Motor cycles </p> <p>Bicycles </p>	<p>Off – road transport:</p> <p>4x4 bakkies and SUV's </p> <p>4x4 motor cycles and Quad bikes </p>	<p>Rail transport:</p> <p>Trains </p> <p></p> <p></p>
2. Air transport		3. Water transport
<p>Aero planes </p> <p>Helicopters </p>	<p>Cruise liners </p> <p>Motorboats </p>	

b) Accommodation:

When people travel, whether for a holiday or doing their jobs, they will be away from home. For this reason, they will need a place to stay. This temporary place to stay, as provided by the Hospitality industry, is called accommodation and guests pay money for staying there.

Accommodation provided by the Hospitality industry includes:

- ☐ Hotels, motels, hostels, guest houses, bed and breakfasts (B&B's)
- ☐ Cultural villages
- ☐ Self – catering chalets and apartments
- ☐ Camping sites
- ☐ Caravan parks
- ☐ Game lodges



B / Guesthouse



c) Tourists and their needs:

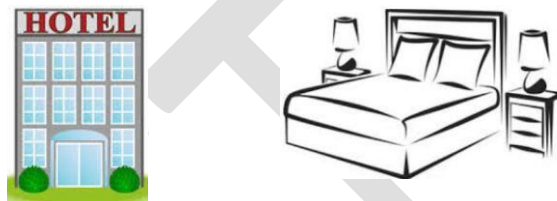
Because people travel for different reasons, they have different needs.

The most important needs of tourists are:

1. **food and drinks**



2. **a place to stay**
(accommodation)



3. **transport**



4. **Tourist attractions**
to visit



5. **entertainment/fun** with family and friends



It is the job of the **Hospitality industry** to provide food and drinks, a place to stay, transport, attractions, and entertainment for tourists.

Guests pay with money to satisfy these needs.

d) Hospitality products

Hospitality products include all the items that guests, or tourists pay for with their money.

These products are sold to satisfy the needs of guests and tourists

The products sold by the Hospitality industry include:

1. **food and drinks** as provided by restaurants



2. **a place to stay** as provided by hotels, etc.

(accommodation)



guest houses



3. **transport** as provided by airlines, car hire companies and local municipalities



4. **tourist attractions** to show off the national heritage and natural wonders of South Africa, provided and maintained by local authorities



5. **entertainment/fun** with family and friends as provided by clubs, entertainment centres, holiday resorts, outdoor activity destinations



6. **services** as provided by every institution a guest or tourist visits. Examples include: waitering services, cleaning services as well as all other acts of hospitality provided by the staff working in the hospitality industry.



The Hospitality industry supplies products and services to all kinds of customers, thereby creating jobs for thousands of people in urban and rural areas.

1.2. Sectors and careers in the Hospitality Industry

Food and Beverage Industry

- **The basic function:** Serving food and drinks to satisfy various types of needs to paying customers.
- The **main aim** strives to achieve **customer satisfaction**.

A few examples of the need's customers might be seeking to satisfy are:

- **Physiological:** The need of special food items
- **Economic:** The need for good value for the price paid
- **Social:** A friendly atmosphere
- **Psychological:** The desire for someone else to do the work

Characteristics of the Food and Beverage Operations

- A vital part of everyday life
- Creates employment
- Encourages entrepreneurship
- Promotes diversity through many different food concepts & cuisines.
- Innovative
- A highly competitive market
- Fulfils basic needs



Source: [freeiconslibrary.com](https://www.freeiconslibrary.com)

Sectors and Careers in Hospitality Industry

TWO main sectors found in the Hospitality industry namely:

The Accommodation Sector

Provides a place to stay



The Food and Beverage Sector

Provides a food and drink service



Examples

1. Hotels, motels, hostels, guest houses, bed and breakfasts (B&B's)
2. Cultural villages
3. Self – catering chalets and apartments
4. Camping sites
5. Caravan parks
6. Game lodges and reserves

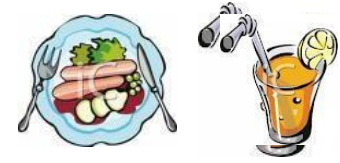
Examples

1. Restaurants, fast food outlets
2. Hostels and hospitals
3. Bars and pubs
4. Coffee shops
5. Tea gardens

The food and beverage sector:

(Places to eat or drink something)

The food and beverage sector can further be divided into two Sectors namely:



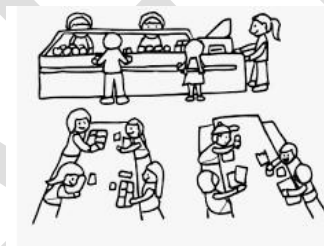
2.1 The Commercial sector

Establishments in the commercial sector have the aim to provide food and beverages and make a profit. Some establishments function on their own to provide food and drinks only, whilst others form part of hotels where food, drinks and accommodation are provided. Restaurants, pubs, coffee shops and catering companies are some examples in this sector.

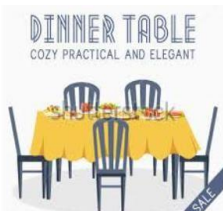



2.2 The Non – Commercial sector



Establishments in the non – commercial sector have the aim to provide healthy food and beverage to people with different needs, rather than to make a profit. They have to function within the constraints of a fixed budget. In – house or contract caterers are often used. Hospitals, prisons, old age homes and school hostels are some examples in this sector.


















THE COMMERCIAL SECTOR


TYPE	SERVICES PROVIDED
2.1.1 Establishments for food and something to drink	
Fine dining restaurants  	<p>These are very smart restaurants where guests pay a lot of money for the food and drinks that they order.</p> <p>Children under the age of 12 are usually not welcome.</p> <p>Food gets served in a very professional and smart way by waiters.</p>

	Most alcoholic drinks like wine, brandy and beer, soft drinks like Coke, Fanta, fruit juices and coffee/tea are served here.
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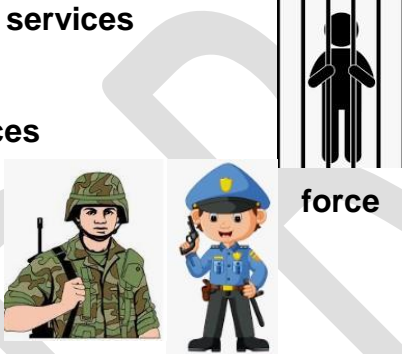
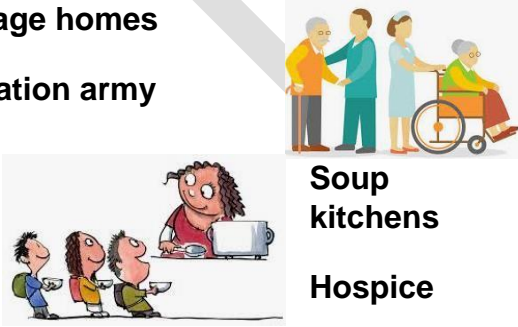
<p>Family restaurants</p>  	<p>These are places which people can visit to eat something. Food can be eaten inside or on the patio of the building.</p> <p>The food is served to the guests by waiters.</p> <p>In family restaurants like the SPUR, children are welcome. The prices of the food and drinks are not too expensive.</p> <p>Some alcoholic drinks, like beer as well as fruit juices, milk shakes and coffee/tea are served here.</p>
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<p>Fast food restaurants</p>     	<p>At fast food restaurants, like Kentucky Fried Chicken and McDonalds, foods gets prepared very quickly.</p> <p>This food can be eaten at the restaurant or taken away to eat at another place. It is not too expensive to eat at these types of restaurants.</p> <p>Fast food restaurants have no waiters. The food is served from a counter by the sales staff working there.</p> <p>Children are welcome and can usually play around in a specific play area at fast food restaurants. No alcoholic drinks are served; only juices, milk shakes and coffee/tea.</p>
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<p>Pubs</p>  	<p>Liquor as well as food is served. Waiters may serve this to the guests.</p>
<p>Coffee shops</p>  	<p>Coffee, tea, fruit juices and other soft drinks, together with cake and light meals are served by waiters.</p>
<p>Caterers</p>  	<p>Caterers prepare food and serve it together with drinks to guests at specific functions like weddings, sports events and music festivals or as contract caterers in canteens at a workplace. Food may be prepared on the premises or transported to the function venue.</p>
<p>Street vendors</p>  	<p>An informal food service is provided by selling food like “pap”, fruit and snacks from tables, boxes or little carts along the road.</p>
<p>Transport catering</p>	
<p>On trains</p>  	<p>A well-equipped dining car and kitchen are used. Catering can be very informal or very formal. Meals may also be served to passengers in their compartments.</p>

<p>On airplanes</p>  	<p>The meals that are pre-cooked, pre – packed and frozen in a catering venue, is only heated in a very small kitchen and then served to passengers in their seats by the air hostesses.</p>
<p>On buses</p> 	<p>Very limited to only drinks and snacks.</p>
<p>On ships</p>   	<p>Very informal to ultimately formal meals are prepared and served to the thousands of passengers on cruise liners. Well equipped kitchens are available. Food is served in smart dining rooms or on the deck.</p>

THE NON - COMMERCIAL SECTOR

<p>Hospitals</p> 	<p>Large amounts of food are cooked in huge industrial kitchens for lots of patients at once. The food is served in the hospital rooms to the patients.</p> <p>Cooks prepare the food in the kitchen.</p> <p>There are no waiters who serve the food.</p>
<p>School and university hostels</p> 	<p>Large amounts of food are cooked in huge industrial kitchens for lots of learners or students at once. The food is served in dining rooms to them.</p> <p>Food may also be served to students in cafeterias.</p> <p>Cooks prepare the food in the kitchen.</p> <p>There are no waiters who serve the food.</p>
<p>Correctional services (prisons)</p> <p>Police services</p> <p>Defence</p> 	<p>Large amounts of food are cooked in huge industrial kitchens for lots of people eat once. The food is served in dining halls. Cooks prepare the food in the kitchen.</p> <p>There are no waiters who serve the food.</p>
<p>Old age homes</p> <p>Salvation army</p>  <p>Soup kitchens</p> <p>Hospice</p>	<p>Food is supplied to some less privileged people for free or at a very low cost. Sponsorships or government subsidies are relied upon to cover food costs.</p> <p>Some establishments are classified under welfare catering.</p>

INDUSTRY SECTORS	PURPOSE OF THE FOOD SERVICE OPERATIONS
Hotel, motel, and other tourism accommodation services	Provision of food and drinks together with accommodation service



The accommodation sector:

(Places to stay)

When people travel as tourists or for job – they need a temporary place to stay. This stay provides them with a bed, linen, a bathroom and a place to store their belongings.

The people have to pay for this service.



related purposes,
temporary place to

Types of accommodation:

- Hotels, motels, hostels, guest houses, bed and breakfasts (B&B's)
- Cultural villages
- Self – catering chalets and apartments
- Camping sites and caravan parks
- Game lodges
- Hostels and youth hostels

a) Hotels:

Hotels provide serviced accommodation, food and drinks to tourists. Hotels are usually huge buildings with lots of rooms, a front office, restaurants, a bar and a swimming pool.



The

hotels system. The highest number of stars that a hotel may (*****).

Tourism Grading Council grades by using a star (*) have been 5.

The better the service and the more expensive it is to stay in the hotel, the more stars it will have. On the other hand, one-star hotel (*) only offers a basic service, that may be much cheaper.



a

b) Guest houses and Bed and Breakfasts:

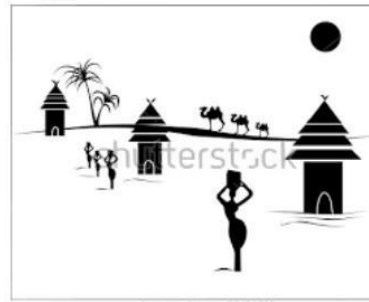
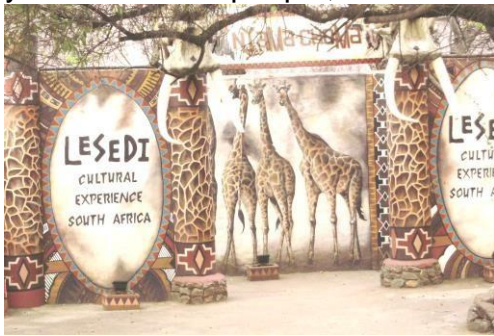
(B & B's – Bed and Breakfasts):

These are places like houses where tourists or business people can stay for a short while and receive a room to stay, some meals and drinks.



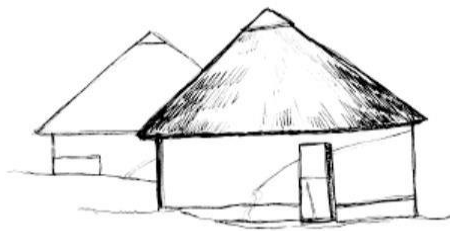
c) Cultural villages:

Places where tourists can experience the cultural practices of the area that they are visiting. They live like these people, eat what they eat and take part in the rituals they have.



d) Self – catering chalets and apartments:

These include chalets or rooms where people can stay, with facilities like a “braai” or a small kitchen, where they can prepare their own food. The rooms may be cleaned or serviced.



e) Camping sites and caravan parks:

Here the people who are on holiday, stay in their own tents or caravans and prepare their own food.



f)

Hostels and youth hostels:

This is cheap accommodation for young people where people often share rooms and communal bathrooms. Own bedding and food must be provided. Sometimes breakfast may be included or a fully equipped kitchen for self-catering.



Restaurants including conventional and specialist operations

Provision of food and drinks, generally at high prices with high level of service.



Popular catering Including Cafés, Pizza specialists, Grill and Steak Houses.

Provision of food and drinks generally at low/medium price with limited levels of service and often high customer throughput.



Fast foods including McDonalds and Burger King, KFC etc.

Provision of food and drinks in a highly specialised environment, characterised by high investment, high labour costs and a vast customer



Takeaways including Ethnic foods, Snacks, Fish and Chips, Sandwich Bars

Fast provision of food and drinks



Outdoor catering (ODC) or 'off-premises catering' or 'event catering'

Provision of food and drinks away from home base; suppliers usually associated with a major event.



Retail stores

Fast provision of food and drinks



Source: www.mirror.co.uk

Events / banqueting / conferencing / exhibitions

Provision of large-scale food and drinks for events



Source: *The balance Small Business*]



Source: *Association Meetings International*

Leisure Attractions such as Theme Parks, Museums, Galleries, Cinemas and Theatres

Provision of food and drinks to people engaged in a leisure activity.



Source: *theculturetrip.com*



Source: *attractionsmagazine.com*

Petrol Stations

Food and drinks, together with petrol and other retail services, often in isolation.



Source: *Tech*

tracks4africa.co.za



Business

Source:

Transport catering including railways, airlines, and marine industry

Provision of food and drinks to people on the move.



[Source: Rail Europe]

[Source: Qantas][Source: Cruise Critic]

Welfare Catering or Social Catering / Food Services (students, health care, institutional.

Provision of food and drinks to people in colleges, universities, the armed forces and to people through established social need.



Source: Quora & www.limavadyhigh.co.uk

<p>Licensed trade including wine bars, licensed clubs, and member's clubs.</p>	<p>Provision of food and drinks in an environment dominated by licensing requirements.</p>
<p>Source: www.eatout.co.za</p>  A photograph showing a group of people, mostly men, gathered around a bar counter. They appear to be socializing and drinking. The setting is a wine bar or a similar establishment with warm lighting and large windows in the background.	<p>Source: <i>Linkedin</i></p>  A photograph showing a crowd of people at a nightclub or concert. The scene is dimly lit with blue stage lights. Many people have their hands raised in the air, suggesting a lively atmosphere.



INFORMAL ACTIVITY

What is Hospitality Studies and accommodation?



1. WHAT IS HOSPITALITY?

Name: _____ Date: _____

QUESTION 1:

Complete the following statements by choosing the correct answers from the block below:

tourists	food	services	hospitality
aeroplane	friendliness	work	



1.1 The friendly reception and entertainment of guests, is called

_____.

1.2 A visitor must always be provided with _____, drinks and a place to stay.

1.3 A visitor must be treated with respect and _____.

1.4 People who travel from one place to another, are called

_____.

1.5 Sometimes people also travel from one place to another to do their

_____.

1.6 When people travel from one country to another and a boat is not used, they may use an _____.

1.7 The products sold by the hospitality industry are accommodation, food, drinks and _____.



(7)

QUESTION 2:

Answer the following questions:

2.1 Name the FOUR needs of travellers.

(4)

2.2 Which industry is responsible for satisfying these FOUR needs of guests?

(1)

2.3 Accommodation is one of the products sold by the hospitality industry.

Explain the meaning of the word “accommodation”.

(1)

QUESTION 3:

Write down, in the correct column, the good and bad qualities, that a person that works in the hospitality industry, may consist of:

Qualities: positive, lazy, sly, hardworking, friendly, helpful, well trained

Good qualities	Bad qualities
1.	1.
2.	2.
3.	
4.	
5.	

(7)

2. THE ACCOMMODATION SECTOR

Name: _____ Date: _____ YEAR 1

QUESTION 1: Complete the following sentences:

1.1 When people travel for _____ or for doing their jobs, they need a temporary place to stay.

1.2 This temporary place to stay, provides them with a _____, linen, a bathroom and a place to store their belongings. (2)

QUESTION 2:

Search for the different types of accommodation in the word puzzle. Circle and colour each word.

hotels motels hostels guest houses

flats camping sites caravan parks

C	F	E	G	H	R	U	C	N	U	I	V	S	E	H	H
V	F	R	H	U	X	C	A	A	E	T	U	J	G	B	O
Y	L	Y	Y	T	R	H	M	E	S	Z	D	Y	W	R	T
C	A	R	A	V	A	N	P	A	R	K	S	D	F	A	E
B	T	E	G	D	S	D	I	F	F	E	T	X	M	N	L
N	S	H	Y	Y	A	I	N	T	J	Z	S	D	O	D	S
M	T	A	O	S	C	G	G	U	E	W	E	D	T	A	V
J	U	O	P	G	U	E	S	T	H	O	U	S	E	S	F
K	J	P	D	M	D	T	I	B	A	R	V	E	L	A	R
L	L	A	A	H	O	S	T	E	L	S	W	R	S	D	E
U	S	S	S	Y	W	R	E	R	E	A	V	A	S	R	W
I	E	B	T	O	C	H	S	N	R	I	V	A	O	P	S

(7)

QUESTION 3:

Fit the description in Column C to the type of accommodation in Column

A. Write down the symbol (A - F) in Column B for your answer next to the correct number in Column A.

COLUMN A Type of accommodation	COLUMN B ANSWER	COLUMN C Description
1. Hotels		A. Places such as homes where people can receive accommodation and some meals.
2. Self - catering chalets and apartments		B. Holiday makers stay in their own tents or caravans and prepare their own food.
3. Cultural villages		C. Places with lots of rooms that get serviced. It usually has a swimming pool, a bar and a restaurant.
4. Guest houses and bed and breakfast establishments		D. Cheap accommodation for young people where they often share rooms and communal bathrooms.
5. Camping sites and caravan parks		E. Places where tourists live like certain cultural groups and eat what they eat.
6. Hostels and youth – hostels		F. Holiday huts or rooms with a small kitchen where people can prepare their own food.

(6)

TOTAL:35 MARKS



SUMMARIES

Content summary: The Hospitality Industry

Key concepts

Unit 1.1

- **Hospitality Industry** - Businesses that provided services to customers and focus on satisfaction of customers and providing specific experiences.
- **Sectors** - Services provided by Hospitality Industry broken down into different areas: accommodations, food and beverage and travel and tourism.



EXAM PRACTICE QUESTIONS

Exam practice: The Hospitality Industry

Section A: Short questions

1.1 Various options are provided as possible answers to the following questions. Choose the correct answer and write the symbol (A - D) next to the question number (1.1.1 - 1.1.3) on the FOLIO PAPER.

1.1.1 The manager that must ensure that room occupancy levels are as high as possible:

- A Hotel manager
- B Rooms divisional manager
- C Assistant manager
- D Front desk manager

(1)

1.1.2 Guest accommodation where the owner may still live in the house:

- A Guest House
- B Motel
- C Bed and Breakfast
- D Hotel

(1)

1.1.3 Serves as the guests' liaison with the hotel's services:

- A Concierge
- B Hotel Manager
- C Doorman
- D Receptionist

(1)
(3)

1.2

MATCH ITEMS

Choose a description from COLUMN B to match the term in COLUMN A.

Write only the symbol (A - J) next to the question number (1.2.1 - 1.2.3) on the folio paper.

1.2.1

COLUMN A TERM	COLUMN B DESCRIPTION
1.2.1 Sectors	A Provision of food and drink away from home base
1.2.2 Event catering	B
1.2.3 Fast Food outlets	C Provision of food and drink in highly specialized environment
	Parts or sections

(3)

1.3.1

Identify the following types of food and beverage establishments. Write only the symbol (A - F) next to the question number (1.3.1) on your folio paper.

- A Banqueting
- B Outdoor Catering
- C Wellfare / Social Catering



(3)

1.3.2 Choose THREE accommodation establishments from the list below. Write only the symbol (A-F) next to the question number (1.3.2) on your folio paper.

- A Cultural villages
- B Coffee shops
- C Camping sites
- D Bars and pubs
- E Game lodges
- F Hospitals

(3)

1.4 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.4.1 – 1.4.3) on the folio paper.

1.4.1 Known as the heart of the Hotel.

1.4.2 Informal accommodation that aims to promote the culture of indigenous people.

1.4.3 person who leaves his or her normal place of residence for 24 hours

(3)

Section B: Long questions

2.1 Name a hospitality establishment that offers each of the following services:

LO

- a) informal food service
- b) recreation facilities
- c) game drives

(3)

2.2 Develop a mind map to explain the difference between commercial and non-commercial establishments.

MO
(4)

2.3 Tabulate the difference between a in-house and contract caterer.

HO
(3)

TOTAL: 25 MARKS



RESOURCES

RESOURCES

You tube videos www.youtube.com

<https://www.youtube.com/watch?v=C9PyWTtJ9jU> Careers in Hospitality

<https://www.youtube.com/watch?v=K8odBS2Xamo> Hilton Hotel on careers

<https://www.youtube.com/watch?v=Ltg2zIBTI88> What is Hospitality Studies

<https://www.youtube.com/watch?v=JEVwAh9tQCY> Do you want to work in the industry

Preparing a cleaning trolley

https://www.google.co.za/search?sxsrf=ACYBGNRWMIj2GE-MdDCig_kw6yqgXFazAA%3A1581239159601&source=hp&ei=d8s_XsnTIsKflwTf5pzQBA&q=how+to+organise+a+cleaning+trolley&oq=how+to+organise+a+cleaning+trolley&gs_l=psy-ab.3..33i22i29i30i10.4467.22227..29842...3.0..0.657.11651.2-17j12j3j3.....0....1..gws-wiz.....10..35i362i39j0i131j0j35i39j0i22i30j33i160.HcSnVJYIxyA&ved=0ahUKEwiJ66TzjsTnAhXCz4UKHV8zB0oQ4dUDCAY&uact=5

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Material from A. Laas also included.