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Tourism is now developing very rapidly. That tourism has become one of the available means of knowledge of the surrounding world, its history, attractions and cultural heritage. Tourism is one of the types of services and a member of the fastest growing sectors of the economy. Hospitality - is a more accurate term, as it is directed to the needs of not only tourists, but also consumers in general.

It should be noted that the concept of tourism and hospitality can not be considered in isolation: they are two interrelated term. Tourists are potential customers who have a variety of desires and needs, depending on the purpose of their travel.

Like any other area of the economy, the hospitality industry needs a certain structure and integrity that would ensure its competitiveness.

The structure of the hospitality industry include:

- 1) catering;
- 2) transportation services;
- 3) Cultural and entertainment services.

Much attention is paid to attract customers from other businesses. This is due primarily to the properties of services as a commodity. The service is intangible and immaterial. The implementation process of the service depends on the process of its production. For this reason, the quality of service is directly dependent on the emotional and psychological state of the consumer, as well as the work of the staff.

Price differentiation - is market segmentation based on the elasticity of the individual demand and costs. In other words, the concept can be described as the use of special price premiums or discounts to attract customers for whom price is crucial. At the same time prices for other customers are not affected. So, for example, hotels in downtown areas have high prices and service more affluent guests, and at the weekend a little loaded. From this we can conclude that on weekends or public holidays, these hotels set low and very reasonable prices for tourists who probably would not have chosen for your holiday like a hotel or other conditions. This is one method of attracting customers, when, thanks to the developed concept, the company is focusing on the price of services is of immediate concern for the tourists. It should be noted that in the hospitality industry is widely used price manipulation. The company

develops software and systems of differential pricing to attract customers. Thus, in each of the hotel or the hotel has its own multi-level system of prices to suit different customer groups.

The most common system of discounts are as follows:

- 1) discounts for regular customers;
- 2) discounts for certain groups of tourists;
- 3) discounts for travel agencies, and so on.

As a result, the average actual price is much lower base. In case the average profit per room in a certain hotel at the same time decreased and profit enterprise as a whole. [2] Hotels failed to increase base prices because tariffs are set in accordance with the assigned hotel category and price increase would lead to a decrease in demand.

Keeping up to date with current industry issues is essential when working in the hospitality industry. The hospitality industry is ever changing, and keeping abreast of current issues will help an establishment and its employees maintain quality service and ensure that they can meet the evolving needs of their customers.

Using basic research skills an employer or employee can keep up to date with developments in all areas of the hospitality industry. Basic research skills include:

identifying information and ensuring it is relevant and creditable.

- using appropriate questioning techniques to obtain information – open and closed questions give short, clear answers; reflective questions allow for more detailed information.

collecting information then sorting, summarising and presenting information in a logical manner appropriate to the audience.

Sources for current information

media

industry journals, associations and organisations

the internet

personal observations and experience

industry training courses and seminars

The media plays a large part in the lives of most Australians as at some point during the day we are exposed to radio, television, the Internet and social networking media such as Facebook and Twitter. Information gathered from these sources should be treated as a secondary source and researched thoroughly to ensure the information is credible.

The most up to date information an establishment or employee can receive is in an industry journal or trade magazine. These publications contain articles specific to the hospitality industry and can be broken down into sectors.

Industry associations and organizations usually require a membership. These associations are a great source of information and provide an opportunity to obtain training, make contacts and attend conferences.

The Internet provides establishments and employees with immediate information about industry trends, statistics and professional development as well as providing valuable networking through the use of social networking sites and industry blogs. It is important to choose websites and their information carefully; look for professional associations rather than sites which appear to contain forums and blogs, as these can often be based on personal opinion rather than facts.

Personal observation and experience

Personal experience is one of the best sources of information an employee in the hospitality industry can utilize. Observing and working with employees who have been working in the industry a long time will provide excellent insight and experience. Personal observation may also extend to after work hours, when a hospitality worker goes to out to dinner, on holiday or simply ordering a takeout meal.

Industry training courses and seminars

Regularly attending training courses and seminars, as well as updating skills through further study and industry experience is an excellent way to keep abreast of current events in the hospitality industry. At these courses you will be able to develop industry contacts and networking opportunities.

Career pathways in the hospitality industry

The hospitality industry has a diverse range of careers available and hospitality personnel can be employed on a full-time, part-time or casual basis.

- Full-time employees work between 38 and 40 hours a week and are entitled to sick leave, holidays and long service leave.
- Part-time employees work less than 38 hours a week. Working hours must be regular and predictable and must be specified before employment begins.
- Casual employees work when they are needed and do not get any leave entitlements however, they are usually paid at a higher rate. Many of the employees in the hospitality industry are employed on a casual basis as the work tends to be seasonal.

Many job seekers who start their careers in the hospitality and tourism industry are employed as either an apprentice or a trainee. Both positions are based on a contract between the employer and the apprentice or trainee and combine training with on the job experience. Traineeships and apprenticeships can be completed either as full time, part time or school based.

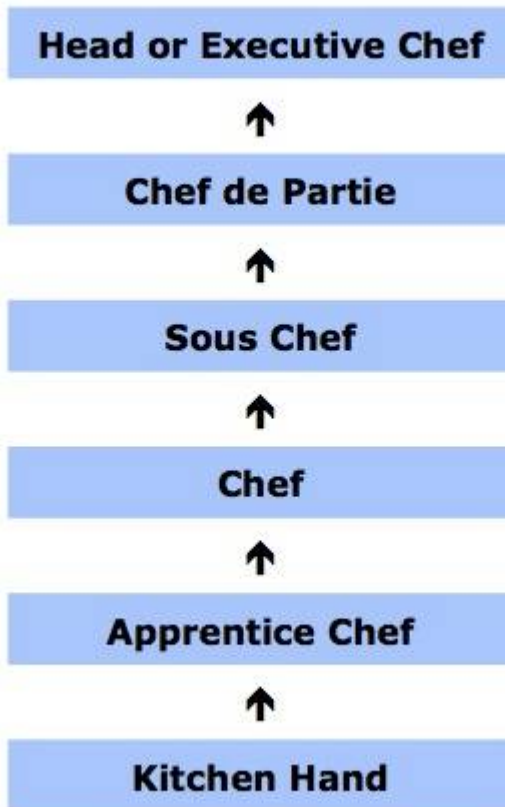
There are some significant differences between an apprentice and a trainee:

An apprentice is trained as a tradesperson with specific skills which will prepare them for the hands on nature of their work. An apprenticeship will take approximately four years to complete. Examples of apprenticeships include chefs, plumbers, electrician and carpenters.

A trainee is trained in a vocational area such as hospitality, events management or office administration. Traineeships may take between one to three years to complete and a trainee will receive a training qualification such as a Certificate II in Hospitality.

The hospitality industry has a range of career pathways and many employees start at the bottom and work their way to the top. The diagram below outlines the possible career pathway of an employee from kitchen hand to head chef in the food production department.

Career Pathway in Food Production



Attributes of an employee in the hospitality industry

Every industry has specific requirements of its employees and in the hospitality industry the requirements of employees include:

- attendance and punctuality
- attention to detail to ensure consistent quality service and products
- an understanding of work health and safety and the ability to work safely
- the ability to listen to and follow instructions
- ethical behavior, confidentiality and honesty
- high quality work performance and work ethic
- high standards of personal hygiene and presentation.

Employment conditions in the hospitality industry

Industrial awards

“An award is an enforceable document containing minimum terms and conditions of employment in addition to any legislated minimum terms.”

Enterprise Agreements

An enterprise agreement is a document similar to an award, but outlines agreed employment terms that have been negotiated between an employer and a group of employees. Often a union representative is part of the negotiation. An enterprise agreement must contain entitlements equal to or better than a standard award.

Each sector of the hospitality industry has key departments and in turn, each of these key departments has essential roles and functions which must be performed to provide customers with quality products and services.

These key departments can be classified in two ways:

- front of house – departments which have direct contact with customers
- back of house – departments which work behind the scenes

Food and beverage

Employees in food and beverage, front of house are responsible for the dining area for service, taking reservations, greeting and seating customers, promoting specials and making recommendations, taking orders, collecting payments and cleaning dining areas.

Front office

The front office is a front of house department which accommodates the needs of customers. This includes reception, taking reservations, answering telephone calls and taking messages for staff and customers, preparing and processing accounts.

Food production/kitchen

Food production/kitchen is a back of house department which prepares meals ordered through in house restaurants or room service. Members of the food production department are responsible for menus, budgeting, maintenance of equipment, keeping abreast of trends to keep up with customer needs and expectations.

Housekeeping

Housekeeping is essentially a back of house department, however employees in this area will have some contact with customers. Members of the housekeeping department are responsible for the general hygiene and cleanliness of an establishment. Their duties may include maintaining public areas, cleaning and servicing guest rooms and laundry duties (linen, towels and uniforms).

Gaming

Gaming is a front of house department responsible for providing gaming facilities such as poker machines and TAB. Other responsibilities include providing quality service, preventing minors from gambling and providing the responsible service of gambling.

Sales and marketing

The purpose of this back of house department is to sell the products and services of an establishment. This includes participating in trade shows and providing advertising in a range of appropriate media.

Human resources

The human resources department is exclusively back of house and is responsible for the day to day running of an establishment. Responsibilities in this department include recruiting and training staff, staff rosters and keeping staff records. Members of this department should have a good understanding of all the appropriate legislation and regulations related to employment.

Financial control/accounts

Financial control is a back of house department and members of this department are responsible for monitoring the income and expenditure of an establishment.

Maintenance

The main role of this back of house department is to keep an establishment maintained in a safe and reliable manner. Maintenance may be in-house in large establishments but in smaller establishments, contractors would be hired. Maintenance includes plumbing, electrical, machinery, landscaping and general handyman work.

Security

The role of the security department is to maintain the health and safety of patrons and staff. Large establishments will have their own security on staff however, smaller establishments who may not have a need for regular security may employ outside

contractors for special occasions.

Inter-relationships between departments

The relationships between departments can be complex but each department must work together to ensure an establishment runs smoothly. The diagram below illustrates the inter-relationship between the food and beverage, housekeeping and the food production department when a customer places an order for room service in a large hotel.

Taking a room service order from a customer

