

Level 1/2 Hospitality and Catering

1.2 How hospitality and catering
provisions operate



1.2.2 Customer requirements in hospitality and catering

In this topic, learners will gain knowledge and understand how hospitality and catering provisions meet requirements in terms of:

- customer needs (catering, equipment, accommodation)
- customer rights and inclusion (disability)
- equality.

1.2.2 Customer requirements in hospitality and catering

Customer needs



In hospitality and catering, there are a variety of customers with different needs; to be successful, it is essential that provisions meet the needs of customers.

Customer needs could include catering, equipment and accommodation. It is also important to consider customer rights, **inclusion** and equality.

We can divide customers into **three** groups:

- Business
- Leisure
- Local residents

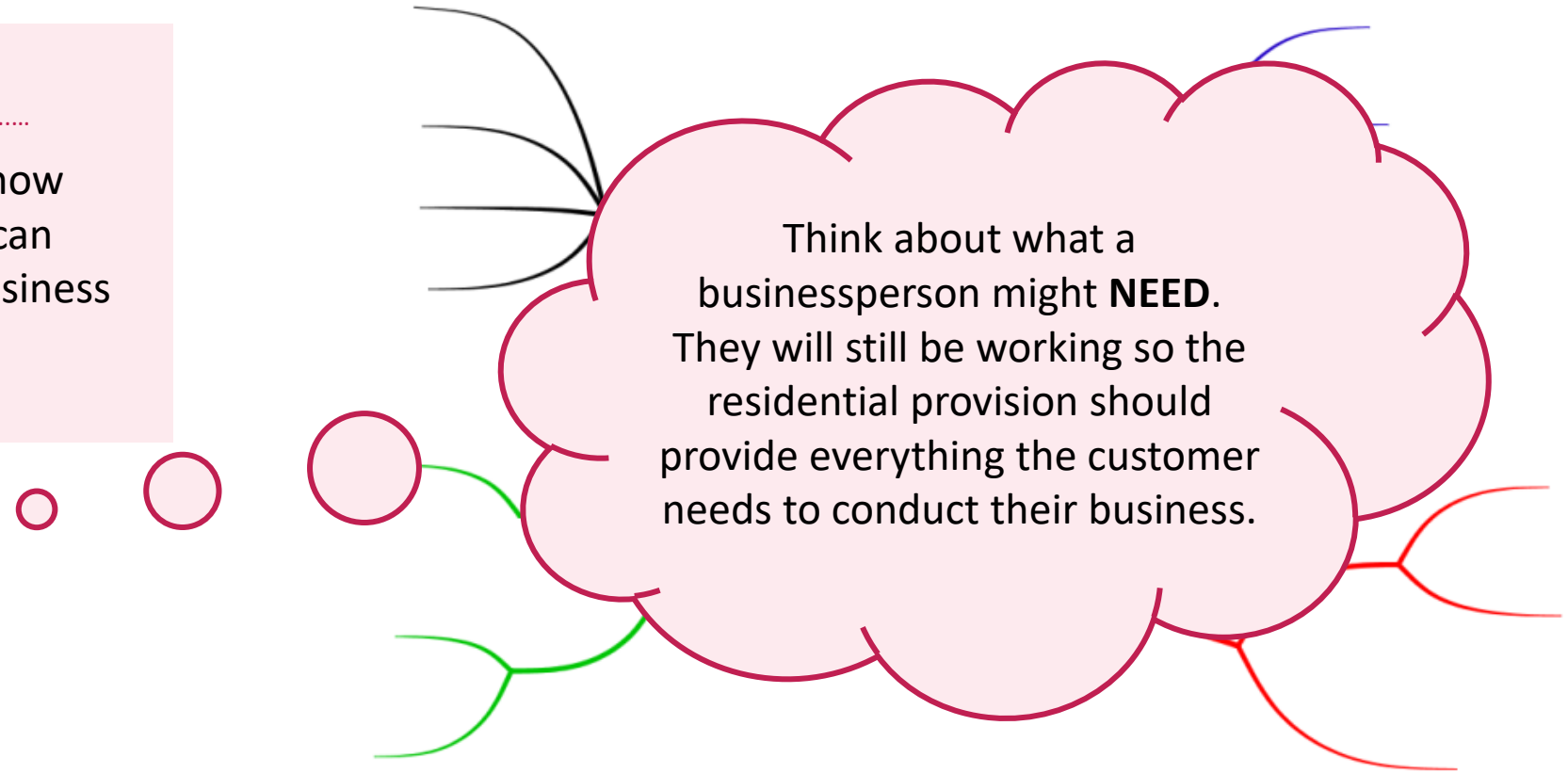
1.2.2 Customer requirements in hospitality and catering

Business customers

These customers will stay for business purposes: meetings and conferences.

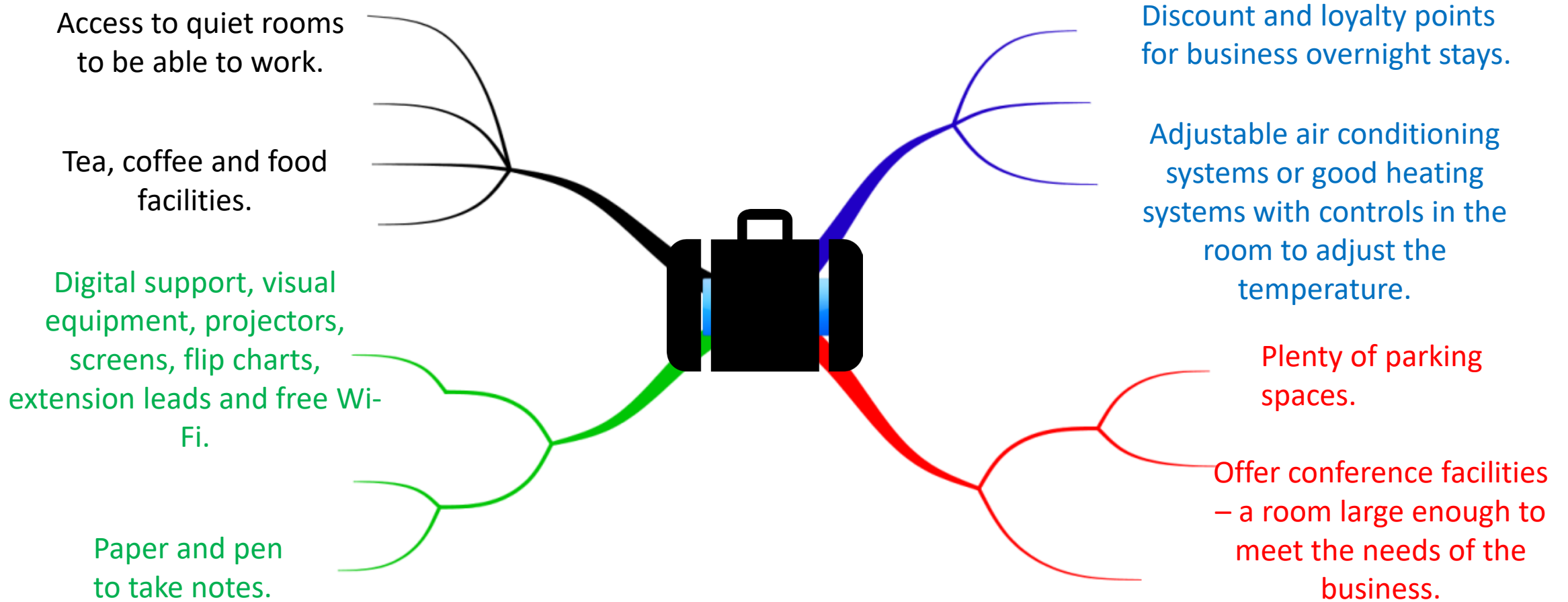
ACTIVITY

In pairs, think about how residential provision can meet the needs of business customers.



Think about what a businessperson might **NEED**. They will still be working so the residential provision should provide everything the customer needs to conduct their business.

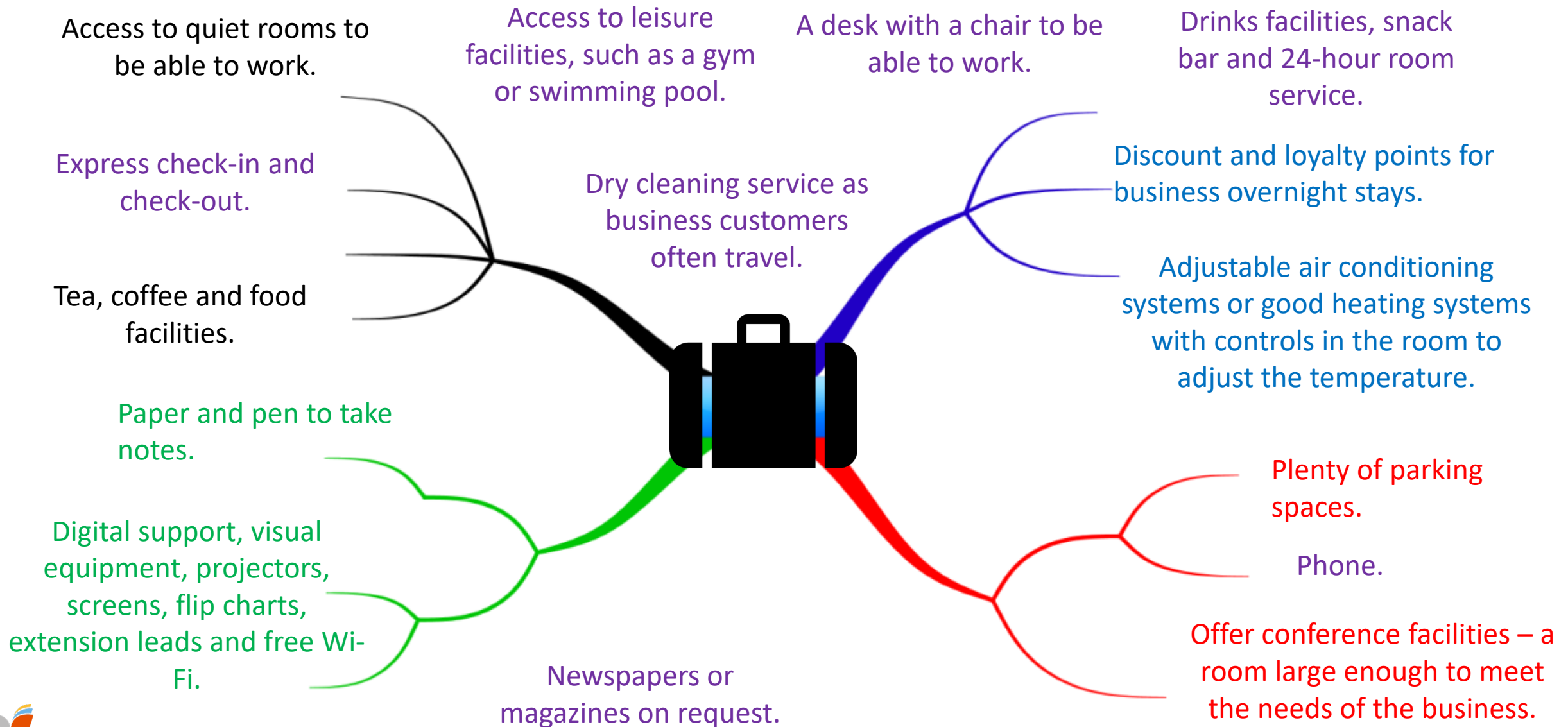
Business customers



ACTIVITY

Add to your mind map how residential provision can meet the needs of business customers in the rooms.

Business customers



1.2.2 Customer requirements in hospitality and catering

Leisure customers

These customers stay for various reasons: holidays, sight-seeing, travelling, music festivals and sporting events.

Meeting the needs of leisure customers	Meeting the needs of tourists who are on holiday for a longer period	Meeting the needs of customers who are away celebrating a special occasion

ACTIVITY

Complete the table identifying how residential provision can meet the needs of leisure customers.

1.2.2 Customer requirements in hospitality and catering

Leisure customers

Meeting the needs of leisure customers	Meeting the needs of tourists who are on holiday for a longer period	Meeting the needs of customers who are away celebrating a special occasion
Value for money – cheap, clean, tidy and functional.	En-suite facilities with the option of a bath.	24-hour reception and room service.
Free Wi-Fi.	Free Wi-Fi.	Turn down service.
Drinks facilities in the room and snack bar on offer.	Different room sizes.	En-suite with shower, bath, robes and luxury toiletries.
Breakfast included in the price or at an additional cost.	Breakfast included in the price.	A room with a view.
Different room sizes – single/double/family room.	Leisure facilities, spa, shops, swimming pool and/or gym.	Queen, king or suite size rooms.
Access for disabled people.	Restaurant and bar as part of the provision.	Fitness area, spa facilities and swimming pool.
For families – cot, family room, bottle warmer, extra pillows/bed, ground floor bedrooms and easy access or lifts.	Room service, concierge service.	Special requests are taken, such as birthday messages in the room, and flowers on the bed to celebrate a wedding anniversary or honeymoon.
	Drinks facilities and snack bar.	One or more restaurants offering breakfast, lunch and evening meal.
	24-hour reception or key card use.	A bar that serves alcoholic beverages.
		Free Wi-Fi, satellite TV with film options.

1.2.2 Customer requirements in hospitality and catering

Local residence

Local residents may want to use the services and facilities on offer, such as a pool, gym, spa, golf course, restaurant and bar. However, it is not likely that they would stay overnight. Customers expect their needs to be met when they stay or attend a hospitality and catering provision. Let's consider how non-residential provision can meet the needs of all customers:



1.2.2 Customer requirements in hospitality and catering

ACTIVITY

A non-residential provision would like to ensure it meets the needs of its local residents. Sort the needs listed below by linking them to the type of customer to whom that need would apply.

- Fast service.
- Good customer service.
- Facilities that are on one level/ limited stairs.
- Bottle warmer facilities.
- A variety of choices on the menu.
- Quiet areas.
- Friendly and approachable (child-friendly) employees.
- Meal deals.
- Children's menu.
- Value for money.
- Access for disabled people.
- Seats that are comfortable with good support.
- Baby changing facilities.
- Space for the family to eat and enjoy the meal.
- Easy access for pushchairs and wheelchairs.
- Safe and secure highchairs.
- Comfortable and accommodating areas.
- Easy access to the menu and a simple way of ordering.
- Family-friendly bathroom facilities.

Families	Young customers	Older customers



Pregnancy and maternity

1.2 How hospitality and catering provisions operate



Age



Disability



Race and culture

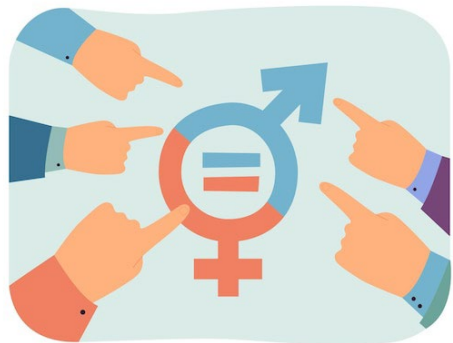
1.2.2 Customer requirements in hospitality and catering

Customer rights and inclusion

All provisions must take into account customer rights, inclusion and disabilities according to law. Hospitality and catering provisions need to understand the values and beliefs of their customers to ensure they meet their needs.



Sexual orientation



Gender

Customer diversity is important. Businesses can discriminate against a person because of the following:



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Ethnicity

1.2.2 Customer requirements in hospitality and catering

Customer rights and inclusion

To ensure that all customer rights and needs are met, here are some examples of other things hospitality provision can do:

- Offer reception staff that are multilingual.
- Cater for special dietary needs/religious beliefs, for example kosher for Jewish diets and offer meals during the early hours (between dusk and dawn) for customers observing Ramadan.
- Rooms that offer disabled access on the ground floor, and rooms with facilities for disabled people that include a call cord if assistance is needed – low-level plug sockets and beds should also be offered in these rooms.
- Provide wheelchair ramps and automated doors to offer easier access.
- Reception staff should be given training on how to speak clearly to a customer with a hearing impairment.
- Large print invoice should be provided on request.
- Offer all-gender bathroom facilities.
- Offer a breastfeeding area and changing facilities.

STARTER/PLENARY ACTIVITY: PAST PAPER QUESTION

Explain how the Mulberry Hotel could meet the needs of the teachers that will attend the day.

Award 0 marks where response is not creditworthy.

Award 1 mark: for a limited explanation which shows little knowledge and understanding of how the Mulberry Hotel could meet the needs of the teachers that will attend the day. Response may be a list.

Award 2 marks: for a basic explanation which shows some knowledge and understanding of how the Mulberry Hotel could meet the needs of the teachers that will attend the day.

Award 3 marks: for a good explanation which shows knowledge and understanding of how the Mulberry Hotel could meet the needs of the teachers that will attend the day.

Award 4 marks: for a very good explanation which shows detailed knowledge and understanding of how the Mulberry Hotel could meet the needs of the teachers that will attend the day.

Answers may include:

- Access arrangements
- Adequate space for all
- Catering for dietary needs
- Caters for allergies
- Disabled access
- Discount for overnight stay
- Free parking
- Offer drinks
- Offer snacks
- Overnight stay answers could include:
- Overnight stay for the teachers
- Person on hand to help/manage
- Provide paper/pens/stationary
- Provided teacher with food
- Quiet area/not being disturbed
- Tables and chairs
- Free drinks Toilets near by
- Transport (call taxi)
- Trouser press/tea/coffee maker/wakeup call
- Vegan/vegetarian option
- Water on tables
- WIFI

STARTER/PLENARY ACTIVITY: PAST PAPER QUESTION

Explain how the hotel can meet the needs of the exam board and the presenters for the training.

Award 0 marks where a response is not creditworthy.

Award 1 mark: for a basic explanation how the hotel can meet the needs of the exam board and the presenters of the training.

Award 2 marks: for a good explanation of how the hotel can meet the needs of the exam board and the presenters of the training.

Answers may include:

Overnight stay for the presenters

- coffee/tea maker
- Discount to the ACCAB
- In room answers:
- Toiletries
- Trouser press
- Use of facilities
- Wakeup call
- Presentation room answers
- Adequate space for all
- Air con or appropriate heating
- Caters for allergies
- Disabled access
- Free parking
- Free WIFI
- Heating controls in room
- Make sure room is big enough for the numbers
- Offer free drinks
- Offer overhead projector
- Offer technology (Computer/laptop)
- Person on hand to help/manage
- Provide food
- Provide paper/pens/stationery
- Quiet area/not being disturbed
- Tables and chairs
- Tech support
- Toilets near by
- Vegan/vegetarian option
- Water on tables

Credit any other valid response.

STARTER/PLENARY ACTIVITY: PAST PAPER QUESTION

Review **one** of your suggested Residential provisions and justify why it is the most suitable to meet the needs of the visitors to My Little Explorer.

Award 0 marks where a response is not creditworthy.

Award 1-2 marks: a limited response which shows little justification for the proposed idea for residential provision with some basic justification for suitability for customers' needs. Response may be a list.

Award 3-4 marks: a basic response which shows some justification for the proposed idea for residential provision with some basic justification for suitability for customers' needs. Some application of knowledge of the choice of the residential provision. There may be some explanation comparisons/justifications against other choices.

Award 5-6 marks: a good response which shows justification for the proposed idea for residential provision with some basic justification for suitability for customers' needs. Responses are clearly justified and there may be some comparisons against other option choices. Some reference to the scenario may be attempted.

Award 7-8 marks: a very good response which shows detailed justification for the proposed idea for residential provision with some basic justification for suitability for customers' needs. Clear and detailed justification for the reasons of choice. Reference to the scenario. Selection and rejection would be evident and reasoning as to why.

**Please note learners will give different reasons for the provision. These provisions do not need to be the same as the sample selection. (These are a guide only of the justification the marks that can be awarded.)*

Answer may include:

- Cheap option for families
- Luxury option
- Outdoor experience/enjoy the outdoors
- Tent as they are cheaper option suitable for all budgets
- Bubble star gazer as its unique/appealing to all family/great experience
- Appealing to families/children and adults
- Range in price
- Hotel as not everyone enjoys sleeping outside
- B&B as breakfast is provided
- Fire pit outside to use
- Hot tubes for customers to use outdoors
- BBQ facility for customers to use
- Different size tents available
- Tepee for more luxury stay
- Different standards of rooms/tents/pods
- Campsite could have play area for children
- Indoor accommodation as it may be too cold
- Ice hotel to enjoy the experience more

Credit any other valid response.

STARTER/PLENARY ACTIVITY: PAST PAPER QUESTION

Describe how the lodge country hotel can **meet the needs** of Julie and leuan and their guests in the following areas:

Up to **3 marks** available for how the hotel can meet the clients and their guest needs in regards to **Equipment and décor**.

Award 0 marks. No marks response or quality of response not sufficient or a mark to be awarded.

Indicative content

- Offering a DJ for the night
- Audio and visual equipment offered
- Table linen colour matches the wedding theme
- Cake stand
- Laying out decorations such as centre pieces
- Wedding planner are often offered
- Lighting for disco
- Area for the evening party/dance floor
- Decorating the venue/flowers/balloons/bunting
- Placing name cards/favours
- Seating plan
- Layout of top table/style of tables e.g. round

Cutlery not accepted

Up to **3 marks** available for how the hotel can meet the clients and their guest needs in regards to **Accommodation**.

No marks for size of venue

Indicative content

- Offering discount to guests
- Offering bridal couple free room
- Offering bridal suite for wedding couple
- Types of room/prices
- Offering cot for babies/toddlers
- Car parking for guests
- Wi-fi/TV
- En-suite facilities
- Disability access
- Breakfast included

STARTER/PLENARY ACTIVITY: PAST PAPER QUESTION

- (a) Recommend **three** types of hospitality and catering provisions suitable to meet the needs of the visitors to Go Wild. [6]

Up to 2 marks available for each type of provision suitable to meet the needs of the visitors to Go Wild.

Type of *provision* can relate to :

Types of outlets that would be found in a theme park – cafes, coffee shops, fast food outlets, vending machines, pubs etc.

Types of services that could be provided at outlets within a theme park may also be credited

Award 1 mark for type of provision recommended.

Award 2 marks for type of provision recommended and description of how this provision will meet the needs of the visitor.

Sample answers

Recommendation of a café for the Go Wild customers. (1 mark)

Recommendation of a café for the Go Wild customers as it can be somewhere for the families to go to have a coffee and a snack with the children. (2 marks)

STARTER/PLENARY ACTIVITY: PAST PAPER QUESTION

Review suggestions for hospitality and catering provision for Go Wild animal park and **justify**, which one is most suitable to meet the needs of the visitor's.

Up to 7 marks available for justification of the most suitable hospitality and catering provision for Go Wild.

Responses can be in relation to types of positive or negative factors for justification of choice.

Award 0 marks. No marks response or quality of response not sufficient or a mark to be awarded.

Award 1-2 marks.

Outlining in general proposed idea for hospitality and catering setting with some basic justification for choice. Response has limited detail, mainly listed or described.

Award 3-5 marks.

Detailed justification of the choice of the hospitality and catering provision for Go Wild animal park. Some application to the scenario.

Options are communicated in logical structure and the response has attempted to use appropriate tone and style.

Award 6-7 marks.

Clear and detailed justification for the reasons of choice of catering facility provision for Go Wild, this is based on information sourced from the statement. Options will be communicated with a logical clear structure, using appropriate tone and style of language. Key points highlighted from the scenario. Selection and rejection would be evident and reasoning as to why. The main structure for the reason would be based on the information that Go Wild want to attract more families and therefore the reasons selected would reflect this statement.

Please note learners will give different reasons for the provision. These provisions do not need to be the same as the sample selection. (These are a guide only of the justification the marks that can be awarded.)

STARTER/PLENARY ACTIVITY: PAST PAPER QUESTION

Explain how No.9 could meet the needs of these customers for their stay.

Award 0 marks where a response is not creditworthy.

Award 1-2 marks: for a basic explanation which shows little knowledge and understanding of how No.9 could meet the needs of these customers for their stay. Response may be a li:

Award 3-4 marks: for a good explanation which shows some knowledge and understanding of how No.9 could meet the needs of these customers for their stay.

Award 5-6 marks: for a very good explanation which shows detailed knowledge and understanding of on how No.9 could meet the needs of these customers for their stay.

Answers may include:

- could offer free Wi-Fi
- provide a desk in each room
- supply free paper and pens
- use of conference and meeting rooms
- offer a discount in the bar / restaurant if staying in the hotel
- offer quiet floor for business users
- provide trouser press/iron
- phone connecting
- express check-in and out
- wake up calls
- newspaper on request
- transport facilities
- access to toiletries
- hairdryer
- dry cleaning
- drinks facility, snack bar
- offer free use of leisure facilities e.g., gym, pool
- offer free transportation to airport, bus or train station
- provide a business lounge
- provide a good quality service to customers
- good variety and quality food and beverages
- be able to cater for dietary needs
- selection of bars and restaurants.

Credit any other valid response.

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