

# LEARNERS GUIDE

**Develop and update hospitality industry knowledge**  
**SITHIND001A**



2008 Edition

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## OVERVIEW

One of the main objectives when working in hospitality is to provide polite, friendly, professional and well-informed service to customers.

Customers are an extremely diverse group. They could be overseas tourists on package tours or locals visiting the corner pub for a beer. They are people meeting for a cappuccino at the coffee shop or old friends meeting at the bowling club for a cup of tea. Regardless of the type of customer you should always maintain high standards of service.

To do this you must keep up to date with industry trends and developments and offer informed advice to every customer.

From general hospitality information to food trends and legal issues, this unit will help you access information, increase and update your knowledge and develop your awareness of the hospitality industry.

In this unit you will learn how to:

- Seek information on the hospitality industry.
- Source and apply information on legal and ethical issues for the hospitality industry.
- Update hospitality industry knowledge.

# 1.0

## SEEK INFORMATION ON THE HOSPITALITY INDUSTRY

In this section you will learn how to:

- Identify and access information sources on the hospitality industry appropriately and correctly.
- Obtain information to assist effective work performance within the industry.
- Access and update specific information on relevant sectors of work.
- Use knowledge of the hospitality industry in the correct context to enhance quality of work performance.

### How do you define 'hospitality'?

There are many definitions of the term 'hospitality'. The precise meaning of this term varies according to the *industry sector* (glossary) you are working in. But in a general sense hospitality is:

The provision of a range of *products, services* (glossary) and facilities to meet the needs of customers while away from home.

This includes providing food and beverages in cafes, bars, bistros, restaurants and food halls. It includes accommodation in motels, hotels and backpacker hostels through to entertainment in nightclubs, and function centres.

## How have customers' needs changed over the years?

The hospitality industry constantly changes in line with people's tastes, expectations and service preferences. You need to pay close attention to these changes so you can maintain up-to-date knowledge of customer preferences.



Click on the images and take a look at how the Australian hospitality industry has changed over the last few decades.

- ☐ As recently as the 1980s we have seen the introduction of home delivery services, ordering food via the internet and accessibility to alcohol 24 hours a day.
- ☐ We can now drink at wine bars as well as public bars and can gamble at casinos or gaming hotels.
- ☐ We can eat cuisine from any culture we choose.

We can revive our bodies at health clubs or treat ourselves to a luxury weekend at the many bed and breakfast accommodation houses.

We can select from a wide variety of new cafes that serve coffee and breakfast all day, every day.

You need to keep pace with these changes to be able to satisfy your customers' needs.

## How can you keep up to date with these changes?

There are many sources of information about the hospitality industry.

Have you thought of these?

### Magazines

There are many magazines that are devoted to hospitality. Some of these include *Gourmet Traveller*, *Vogue Entertaining* and *Hospitality*. You can get these magazines from your local newsagent or through subscription. You may even find that your workplace has copies. They provide a great insight into the Australian hospitality industry and highlight new restaurants, new chefs, fantastic recipes and feature articles on overseas destinations.

### TV and radio

Television and radio feature some excellent food, wine and holiday-related programs. They give you an insight into new products and destinations, what chefs are cooking, and industry trends and developments.

### Newspapers

Local newspapers will keep you abreast of new restaurants in the area, articles about local hospitality identities and 'what's on' in your neighbourhood.

Regional or national newspapers often contain hospitality supplements. For example, *The Age* newspaper in Victoria contains a supplement called *Epicure*, released each Tuesday. It provides the latest information on food and wine, restaurant reviews, industry employment ads, and feature articles written by hospitality personalities.

## Reference books

Think of a subject – travelling in Thailand, great food for the barbecue, weekend getaways for two, 100 ways to cook with mushrooms – and you are bound to find a book written on it. Textbooks, travel books and recipe books are a great source of information and are easily accessible through libraries, bookshops and the internet.

## Libraries

Libraries are a great source of information and are very accessible. Libraries contain fiction and non-fiction books on every possible subject. A visit to any public or institution library today will give you access to books, newspapers, magazines, periodicals, CDs, DVDs, the internet and computer databases.

## Unions

Unions such as the Australian Liquor, Hospitality and Miscellaneous Workers Union provide free advice to members about issues in the workplace. These include leave entitlements, hours of work, occupational health and safety, training and career paths and superannuation. We will look at the role of unions in more detail later in this section.

## Industry associations

Industry associations provide you with a forum to sit down with other hospitality staff and share knowledge and ideas and attend training and workshop sessions. Two examples include Restaurant & Catering Victoria and the Australian Institute of Hospitality Management. You will find similar associations in each state or territory.

## Industry journals

Industry journals such as *Bartender*, *Food & Beverage International* and *WineState* provide information on specific areas of hospitality and contain contacts for education and training courses available to you. Some magazines are provided free while others can be purchased through subscription or at newsagencies.

## Internet

The internet is an information resource that is second to none. You can look up restaurants according to locality or type of cuisine, view and book hotel rooms, read book summaries, make purchases and view legal documents that impact on the hospitality industry. The amount of hospitality information on the internet is endless.

## Personal observation and experience

There is nothing quite like personal experience. The most valuable information is first hand knowledge gained by visiting restaurants, bars, cafes, hotels, wineries, resorts, etc. Always try new food and wine combinations, keep a keen eye on service procedures and see how others handle customers. As a result you will become more informed and knowledgeable.

## Information services

Tourism Australia and state tourism bodies provide information on tourist and hospitality facilities and services in various destinations. They also provide statistical information on tourist numbers, attractions, infrastructure and strategic planning for different regions.

### Colleagues, supervisors and managers

If you express an interest and ask questions, these people are usually more than willing to share their knowledge, stories and history with you and can be a wealth of interesting information. Ask your manager or supervisor about the different places they have worked and ask them to relate some of their experiences to you.

### Industry contacts, mentors and advisors

Being part of this industry, you will be invited to many hospitality related functions and meet an enormous array of people. These contacts can provide you with information and advice, answer your questions, provide support and become mentors. Nurture these relationships and you will find they end up being in your life forever.

### How do you access the information you want?

With all this information readily available, you need to know what to access and how to go about it. Firstly, identify why you want the information. Next, find the information. Then decide what you are going to do with it.



Click on the thumbnails and see how this process plays out when researching the role of a *sommelier* (glossary).

Here is what you could do:

- ☐ Research how wine is processed and bottled
- ☐ Participate in wine tasting courses
- ☐ Subscribe to wine magazines and visit wineries.

This information could then be utilised by passing on your knowledge to the customers you serve.

### How to structure your questions

A big part of researching is asking questions followed active listening. If you don't, you will never get the answers you are looking for. Structure your questions so you receive the exact information you want. There are two types of questions. The type you use will depend on the response you are seeking.



Click on the doors and find out what they are.

### Open-ended questions

These questions are best when researching as they encourage a detailed answer. It is usually difficult to respond with a yes or no as they often start with why, which, how, what and who.

### Example of an open ended question.

'Can you tell me what style of wine would be best suited to a curry?'



## Closed questions

These questions often begin with 'would' and require a yes or no answer. This style of question is useful when you are confirming something you already know.

### Example of a closed ended question.

'Would you agree that this chilli needs more sauce?'

## What types of information will boost your work performance?

To be a professional employee in this industry, you need to have more than the basic skills to be a bartender, cook, waiter, kitchen attendant or room attendant. You also need to understand the industry you work in. Having knowledge of the following areas will assist your work performance.

- Personal attributes and work ethic required to work in hospitality
- Industry expectations of staff
- Sectors of the hospitality industry, their services and how they inter-relate
- Relationship between tourism and hospitality
- Relationship between hospitality and other industries
- Environmental issues
- Industrial relations issues and major organisations
- Career opportunities within the industry
- Quality assurance.

We will look at each of these in the remainder of this section; however, the information provided is really only an overview and you might like to do further research on the subjects.

## What personal attributes do you need to work in the hospitality industry?

Don't be fooled, the hospitality industry requires hard work. Certain people are just not suited to the demands the industry places upon them. You are often required to work long hours and split shifts when everyone else is out having a good time. It requires a high degree of commitment.



Click on the thumbnails and check out the personal attributes needed to work in hospitality.

## Communication skills

Your ability to communicate well, to receive and pass on information, is one of your most important skills because the backbone of hospitality establishments is the interaction between customers, management and employees. You are expected to be happy, courteous, polite and reliable, while always maintaining a keen sense of humour.

## Honesty

As you are constantly dealing with money and valuables, you need to resist the temptation of theft. Honesty also extends to telling the truth. Lying to either colleagues or customers will make problems worse. It is important to admit when you are wrong, apologise and fix the problem. Don't try to cover up mistakes. Instead, learn from them.

## Discretion

This is also very important, because you are often responsible for confidential information. For example, it would be a serious breach of privacy to reveal the room number or name of a guest. Regular customers rely on you to keep personal information to yourself and be discreet.

## Attitude

You will go far in the hospitality industry if you have a positive attitude. Guests can sense if you are negative, disinterested or want to be elsewhere. Having a positive attitude is not a skill, it is a state of mind. A positive attitude will give you greater job satisfaction and contribute to a more productive team. You need to be mentally disciplined, responsible and enthusiastic when working in this industry.

## Appearance

It is very important to maintain a high standard of personal grooming and hygiene. You need to pay close attention to clean clothes, clean teeth and fresh breath. In most cases, you are the public face of the establishment, so be sure to project an attractive image.

## Initiative

Initiative is a very difficult attribute to teach. A person either shows initiative or doesn't. Initiative refers to your ability to identify and carry out tasks that need attention, without having to be asked. For example, a customer might be on the last mouthful of beer. Rather than wait for them to ask, you could show initiative by approaching them and asking them if they would like another beer.

A valuable employee is one that can work without constant supervision. You need to be creative, aware of your surroundings, have an interest in tasks and ask for help when necessary.

## Punctuality

Being punctual or on time in this industry is extremely important. You cannot be late if there are customers relying on you to open the restaurant at a nominated time. Try to arrive at least 15 minutes ahead of your rostered time, so you can prepare yourself for work. If you are meeting with a customer to organise a function, for example, make sure you are prepared in advance and have relevant materials organised.

## What is a service ethos?

A service ethos is a manner of effectively meeting the needs of customers according to the establishment's objectives and style of service. As there is an enormous range of hospitality establishments, you will find varying levels of formality.



Click on the pictures and listen to some examples.

- ☐ Staff at a local bar may greet their guests with a cheery, 'Hi, how are you?'
- ☐ Staff at a five star hotel restaurant may use 'Good evening, my name is Lisa, how may I help you?'

**Hot Tip**

The style of greeting is just one way of determining the service ethos of an establishment. When you are looking for employment, find a service ethos that best suits your personality.

**What are the various sectors of the hospitality industry?**

A sector is one segment of the industry – such as the restaurant sector or the resorts sector. There are many different sectors in the hospitality industry, all of which provide a unique range of services and facilities to the public.

Industry sectors can be classified as *commercial* and *non-commercial* (glossary) sectors.

In each sector, hospitality establishments will vary greatly in:

- type, size and location
- range and level of service provided
- type of customers they attract
- specialised knowledge and skills required by staff.

On the next few screens we will look at the different commercial and non-commercial establishments in the major hospitality sectors.

**Commercial establishments**

Click on the establishment types and get an understanding of their business and market pitch.

**Hotels**

These range from luxury inner-city hotels to small family-owned establishments in country towns. Many hotels are residential (meaning accommodation is available) and provide a range of meals. Some larger hotels also offer banquets, functions and conferences – a significant part of their business.

Hotels usually have a wide range of food on offer and a variety of service styles from silver service to bistro, grillrooms and speciality restaurants. Hotels also sell liquor. Bars range in style and size from a single public bar to cocktail bars in a large five star hotel in a city.

**Motels and motor inns**

Motels and motor inns offer accommodation and some also offer food and recreational activities for travellers. They are usually located on highways and main roads and are frequently star rated according to their facilities and services.

A star rating system has been developed for hotels, motels and accommodation sectors as a guide to the services and facilities provided.

### **Taverns and pubs**

Licensed premises usually serve alcohol and simple, moderately priced food in a friendly and relaxed environment.

Some pubs will provide basic counter meals while others have restaurants. Some serve a simple range of beverages like beer, spirits and soft drink, while others offer wines by the glass, cocktails, spirits and coffees.

### **Resorts**

Resorts cater for people on holidays who stay in one place for a short period of time. They are mostly situated near the coast, on snowfields or near major tourist attractions. An example of a resort is Yalura Resort at Uluru.

Resorts cater for a guest's entire needs including food, beverages, accommodation, entertainment, activities and retail shopping.

### **Clubs**

Clubs provide food, beverages and entertainment at moderate prices. A manager or committee of members is usually responsible for the administration. Examples include golf clubs, football clubs, bowling clubs and service clubs like the RSL.

### **Cafeterias and bistros**

Found in large hotel complexes, clubs, tourist attractions and larger workplaces, they are usually set up to provide service to a large number of people in a short amount of time.

### **Transport (air, rail and sea)**

Airlines offer food and beverage services on flights. Food is prepared by contracted caterers or airline company staff and heated on the plane. Challenges include the limited space, distance, and catering for special customer needs (kosher meals, diabetic requirements and baby foods).

Trains may provide meals in a restaurant car or from a buffet or coffee car for long trips. There is limited space for storing and preparing food.

Sea catering resembles that of a large first-class hotel and is renowned for delivering excellent food and service. Cruise ships also provide entertainment, gaming, recreational activities and retail shopping.

### **Restaurants**

Restaurants cater for a wide clientele base. They can range from fast food restaurants, sandwich bars and cafes through to fine dining restaurants. Restaurants fall into two categories: licensed and BYO (Bring Your Own).

### **Take away and roadhouses**

These provide cheap food for travellers who want to eat in a hurry. The nutritional value of the food is not always considered a high priority, although the quality of food served at roadhouses has improved dramatically in recent years.

## Function and convention centres

These cater for large numbers of people and specialise in 'occasion catering' like weddings, Christmas parties, anniversaries, graduations, conventions and seminars. The selection of food is usually decided by the host of the event and varies according to the price paid per head.

## Casinos

Often part of a hotel or a feature of a resort. They offer gaming along with food, beverages, accommodation, activities and retail shopping under the one roof.

## Private catering

Private caterers offer food and beverage to clients for a fee and deliver or prepare it in the privacy of their own home, their workplace or a public venue. A price is negotiated and agreed upon and usually paid for by the organiser or host of the catering event.

## Caravan parks

Caravan parks vary from basic to luxury and provide a range of facilities including accommodation (on-site caravans, camping sites, cabins), recreational activities and cooking facilities.

## Bed and breakfast

Bed and breakfast establishments offer guests accommodation and breakfast in a home style environment. They vary from basic to luxury. Some offer a range of recreational activities.

## Hostels

Hostels provide backpacker and student style accommodation at reasonable prices. Cooking facilities are available and some hostels provide services such as transport to and from the airport, car hire, tours and travel arrangements.

## Non-commercial establishments



Click on the establishment types and get an understanding of their operations.

## Hospitals and nursing homes

Often classified as welfare or institutional catering, these establishments must provide good quality, nutritious food for large numbers of people – up to 3000 meals per day. Food is prepared on the premises and the menus usually operate in a cycle. For example, a full day's menu can be repeated every second or third week.

## Schools, colleges and universities

Boarding schools, university residences and hostels provide breakfast, lunch, dinner, morning and afternoon tea and supper as well as accommodation for residents (students). These establishments usually provide nutritious food and have their own well-equipped kitchens that provide a large number of meals each day.

### Armed services

The armed services require specialised catering and train their own chefs and cooks. Catering includes everything from silver service to informal meals and combat ration packs.

### Industrial canteens

Many companies have a staff canteen or cafeteria. They often operate on a non-profit basis and the employees are provided with cheap, nutritious meals. Canteens are very important for people who are on shift work or in isolated locations like oil rigs.

### Relief/emergency catering

This type of catering is carried out by organisations like the Red Cross or the Salvation Army in times of need (families in financial crises) or natural disasters (feeding firefighters during bushfires or rescue workers after a landslide).

These commercial and non-commercial establishments provide enormous employment opportunities for hospitality employees. Be careful to choose a sector that suits you and your lifestyle so that you work in an environment that brings out your best work performance.

## What are the different divisions within an establishment?

In most hospitality establishments you will find a number of divisions or *individual business units* (glossary).

- Housekeeping
- Food and beverage
- Sales and marketing
- Finance

### In a nutshell

The number of divisions will depend on the size and type of establishment. For example, the owner of a small restaurant is likely to not only manage the venue but also be responsible for marketing activities and recruitment. In a large hotel these areas would be managed separately by staff trained in that particular business unit.

Each division is designed to facilitate the provision of service to guests. They are usually classified as *front of house* and *back of house* (glossary).

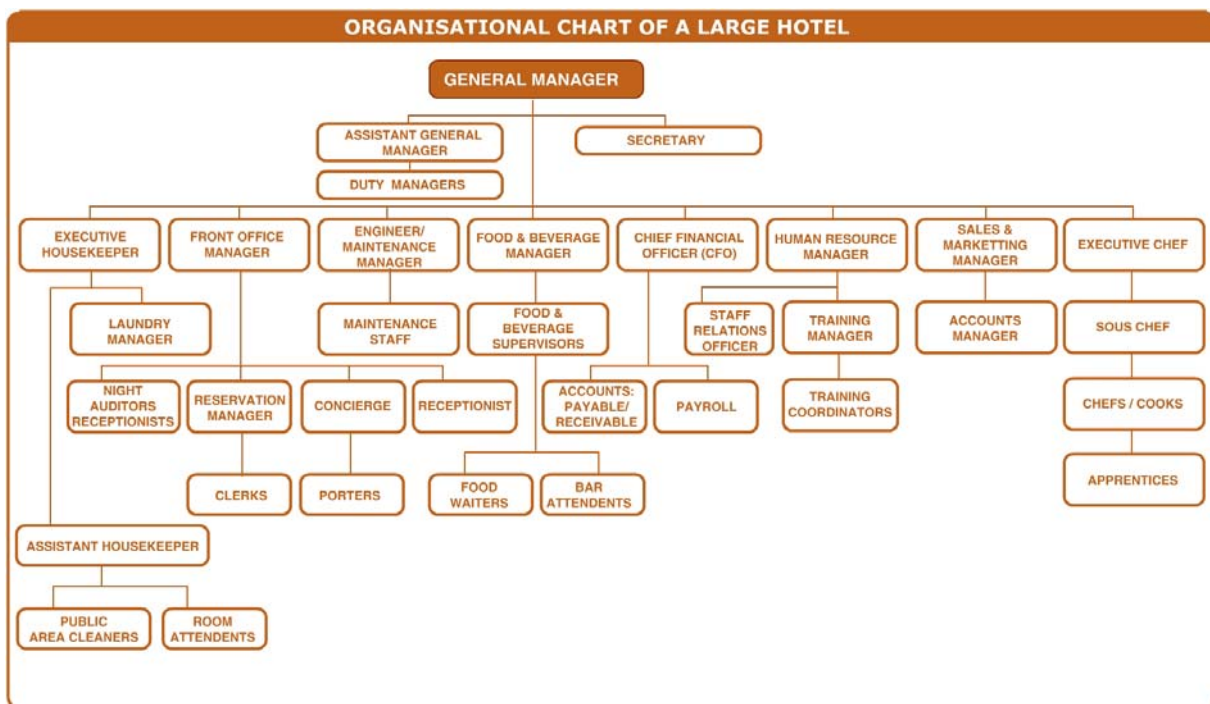
### Organisational structure

The grouping of divisions is commonly referred to as an organisational structure – a chart of how the hotel, restaurant or club is organised.

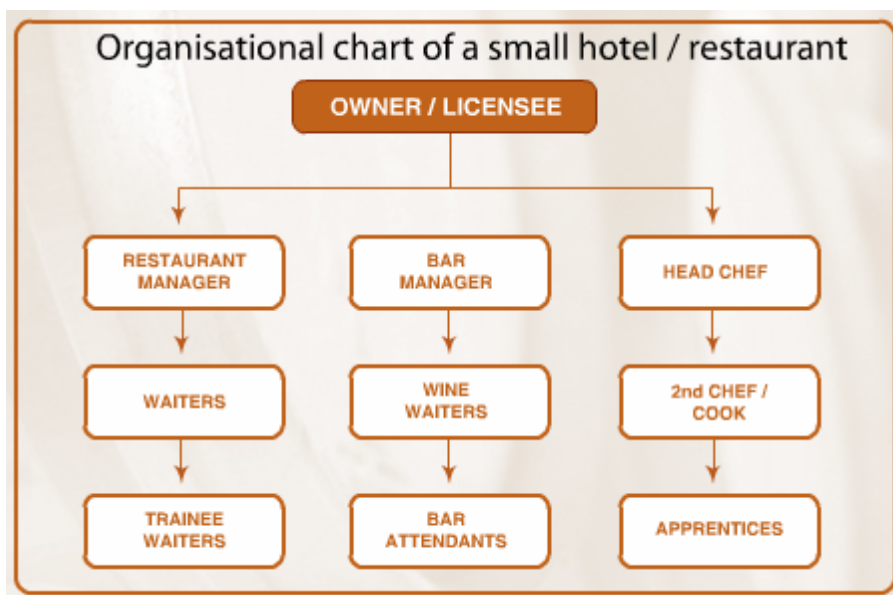


Click on the tabs and take a look at some organisational structures for different sized hotels.

## ☐ Large hotel



## ☐ Small hotel/restaurant



## Divisions of a large hotel

☞ Click on the tabs and look at the common divisions you will find in a large hotel complex.

### **Food and beverage division**

This is one of the largest divisions in a hotel. Food and beverage staff may be responsible for a number of food and beverage outlets, such as restaurants, room service, banquets and functions, and kitchens. The number and type of outlets will depend on the size of the hotel.

A food and beverage manager oversees the preparation and service of all food and beverages and coordinates each of the outlets or departments. Floor staff, such as waiters and bar attendants, provide service to guests. Other positions include restaurant supervisor, catering manager, cashier, maitre'd, cocktail bar attendant, bottle shop attendant, cellar hand and storeperson.

The executive chef is responsible for food production and preparation as well as food purchasing, food costing, menu planning and food presentation. They are also responsible for supervising and maintaining hygiene standards of staff and food production areas. Other positions include chef, sous chef, chef de partie, cook, larder hand, kitchen hand and storeperson.

Links: Closely linked with most departments such as stores, accounts, housekeeping, front office and human resources.

### **Rooms division**

This division is made up of the front and back office, housekeeping and concierge departments. Let's look at each of these.

#### **Front office**

Responsible for guest arrivals (check in), guest accounts, guest enquiries and guest departures (check out). Positions include guest relations officer, receptionist, cashier and night auditor.

#### **Back office**

Positions include reservations clerk and telephonist. The reservations clerk is responsible for managing enquiries about accommodation in the venue and actual reservations. The telephonist is responsible for managing all incoming telephone calls.

#### **Housekeeping**

Responsible for cleaning all public areas and guestrooms. Housekeeping staff may also provide a range of other services such as valet, butler, child minding, laundry and dry-cleaning. Positions include room attendant, public area cleaner, butler, house person and laundry attendant.

#### **Concierge or porters desk**

Responsible for managing the bell desk or porter services and handles guest enquiries, valet parking and guest luggage, among other things. The concierge works closely with the front and back office staff. Positions include concierge or head porter, porters and valet attendants.



**Links:** With all other departments or divisions in the venue, particularly food and beverage and maintenance. Constant communication between the housekeeping and front office departments is vital. For example, the housekeeping department informs the front office when rooms are vacated, clean and available for new guests. In turn, the front office must let the housekeeping department know which rooms are stayovers (guests staying for another night) and which are check-outs (guests leaving the hotel and vacating their room).

### **Finance and accounting division**

The finance and accounting division develops strategies to maximise profits, and looks after budgeting, payroll, and accounts payable and receivable.

**Links:** Works closely with all other departments. For example, the hotel budget covers all divisions. The purchasing department must purchase food and beverages, the housekeeping department requires cleaning supplies and furnishings, and the front office department requires computers, filing systems and stationery. Positions include financial controller, accounts payable/receivable clerks, and payroll officer.

### **Marketing division**

The marketing division may also include the sales department and the public relations department. These departments are responsible for promoting and projecting a desirable image to the public. They attract customers, patrons or members by advertising and promoting the venue's services and facilities. They conduct market research to determine the needs of their clients. They prepare package deals, tour and convention rates and other strategies to increase occupancy or patronage.

Everything an enterprise does to promote itself can be considered a sales and marketing activity.

**Links:** To promote the establishment effectively, all staff in this department need to have a good understanding of all the divisions in the venue. Positions include marketing manager, membership secretary, tours and travel coordinator, and special events coordinator.

### **Human resources division**

Human resources is responsible for the selection, recruitment and induction of new staff. This department also develops job specifications and may negotiate with employee representatives on employment issues. They keep records on each staff member and from time to time carry out performance reviews of current staff.

Human resources also carry out in-house training programs for new and existing staff where the need arises. However, some venues have a separate department for this duty.

**Links:** Must have an intimate knowledge of the skills required by each section of the venue in order to fill the various positions. They liaise closely with relevant departments throughout the employee selection process. Positions include human resources manager, training coordinators, staff relations officer and HR administration.

### Gaming and clubs division

This division has developed enormously in more recent times following laws allowing more widespread gambling in Australian hospitality establishments. This division is responsible for providing gaming facilities like poker machines, TAB or Keno, according to gaming legislation. As a result, gaming facilities have created enormous job opportunities for hospitality professionals. Food and beverage is also offered in these facilities.

Venues offering gaming include casinos, sporting clubs, Returned Services League (RSL) clubs and automobile clubs. Most clubs require customer membership for admittance. If you plan on working in the gaming industry most states require a special employee licence.

Links: Must work closely with the food and beverage division and with departments like marketing, finance and security. Positions include cashiering, *croupier* (glossary), gaming machine attendant and gaming room supervisor.

### Maintenance division

Depending on the size of the establishment, it may have a separate division with a number of employees who look after day-to-day maintenance issues.

These positions include carpenters, plumbers and electricians. They are essentially back of house although some guest contact is likely especially if a maintenance issue arises in a guest room.

Maintenance staff can look after small building jobs through to painting, plastering, fixing plumbing problems, mending broken chairs and changing light globes.

Links: Works very closely with the rooms division; housekeeping would identify a problem in the room and fill out a maintenance request. They would also work with all other divisions in the hotel to service any maintenance issues.

### How do the divisions inter-relate?

Take a look at how the various divisions work together and the endless employment opportunities in the hospitality industry.

A guest checking into a five star hotel would use, at least, the following divisions and departments:

#### Front office

- Reservations take the booking.
- Reception registers guest on arrival.

#### Concierge or porter

- Welcomes guest, handles luggage, operates lift, assists guest to their room, gives directions.

#### Housekeeping

- Provides a clean room on arrival, cleans the room daily, and handles the guest's laundry.

**Food and beverage**

- Provides meals and drinks in the restaurant or bar and room service in the privacy of the guest's own room.

**Marketing**

- Puts together a sightseeing package to a wildlife park for the guest.

**Maintenance**

- Fixes a dripping tap in the guest's bathroom.

**Kitchen**

- Designs menus, orders food from the purchasing department and prepares food according to guest's order.

**Stores**

- Issues the food to the kitchen.

**Waiter**

- Guest orders the meal on the recommendation of the food and beverage waiter.

**Cashier**

- Guest pays for the meal, handled by the cashier.
- The cashier balances the registers and delivers receipts to the front office department.

**Night auditor**

- Balances the money.

**Finance**

- Pays the accounts of the food and beverage department.

**What career paths exist in the hospitality industry?**

The hospitality industry is rich with employment opportunities. Generally seen as a steady growth industry, a career in hospitality represents a sound investment of time and effort. The demand for staff is clearly evident in the large number of job placement advertisements in newspaper classifieds and on the internet. This is particularly evident in the housekeeping, banquets and restaurant areas.

The following websites are a great way to find the right job. Take a few moments to have a look around these sites:

[www.seek.com.au](http://www.seek.com.au)

[www.mycareer.com.au](http://www.mycareer.com.au)

## Career paths

Employees in the hospitality industry can take on a position at the lower end of the seniority ladder and move up at a steady pace. Once you are employed you can move up and sideways within the industry. In the process you can explore a range of duty areas until you find the one you are best suited to.



Click on the roles and check out the career paths.

Front office	Food & beverage	Kitchen	Gaming	Housekeeping
Clerical assistant	Trainee waiter/bus person	Kitchen attendant	Gaming attendant	Public area cleaner
Bell desk attendant	Bar useful	Larder hand	Door steward	Laundry attendant
Porter	Cellar hand	Short order cook	Cloak room attendant	Housekeeping attendant
Valet	Food and beverage attendant	Cook	Change steward	Floor supervisor
Telephonist	Bar attendant	Patissier	TAB/Keno attendant	Assistant housekeeper
Receptionist	Bottleshop attendant	Chef de partie	Gaming supervisor	Executive housekeeper
Reservationist	Storeperson	Sous chef	Gaming manager	Butler
Cashier	Barista	Chef	Games/Promotions director	Rooms division manager
Front office supervisor	Restaurant cashier	Executive chef	Club manager	
Night auditor	Sommelier	Restaurant manager	Club secretary	
Assistant front office manager	Head waiter/Maitre'd			
Front office manager	Restaurant manager/supervisor			
Concierge	Food and beverage manager			
Duty manager				
General manager				

## What is the relationship between hospitality and tourism?

A tourist is someone who travels away from home for pleasure and for reasons other than business. Being away from home, they need food, entertainment and accommodation. This is where the relationship between these two industries occurs.

Tourism in Australia is divided into three categories:

- International – across world borders and customs
- Interstate – across state borders
- Intrastate – within state borders.

## What is tourism?

Tourism includes the activities of persons travelling to and staying in places outside their usual environment for recreational purposes. Most statistics on tourism will rule out business travel, as tourism generally implies travel for pleasure and leisure. However, business travellers still eat, drink and sleep (in hospitality establishments) and therefore become part of the statistical analysis on tourism.



Click here and learn a bit more about what constitutes tourism.

Any journey taken, either in Australia or overseas, contributes to the tourism industry. Most journeys, whether they are holidays, day trips, visiting friends or touring, have an element of pleasure or leisure and are therefore classed as tourism. Nearly all travellers become part of the tourism business because they use one or more of the tourism sectors.

## What are tourism sectors?

Tourism sectors refer to businesses such as travel agents, hotels and attractions that provide goods and services to tourists/travellers.

There are three main tourism sectors, which make up the 'tourism industry'.



Click on the thumbnails and see what they are.

- ☐ Travel operations – such as tour wholesalers, airlines, car rental agencies and travel agents
- ☐ Hospitality – such as food and beverage venues, accommodation venues, fast food outlets and conference centres
- ☐ Visitor services – such as attractions, tourist associations, information centres and souvenir outlets.

## How the tourism and hospitality industries benefit one another

The inter-relationship between the hospitality and tourism industries thrives because they sustain one another.



Click on the images and see how it comes together.

- ☐ Travel agents work with airlines and hotels to put together package deals for flights and accommodation.
- ☐ Airlines and hotels promote their facilities and services to domestic and international guests.
- ☐ When travelling, guests purchase food in hotels, hire a car from a travel operator and buy souvenirs from a retail outlet.



Click here and learn about cross selling and tourism

### **Cross selling and tourism**

Many tourism sectors benefit from overseas (international) and local (domestic) travellers staying in hospitality establishments. These include local tourism businesses (tourist attractions and craft shops), entertainment venues, retail outlets, transport operators and tour operators. Through cross selling and advertising their products and services in hotels, these businesses share in tourists' expenditure.

### **What is the relationship between the hospitality industry and other industries?**

The size and scope of the hospitality industry is such that it draws upon goods and services from other industries. For example, a hotel or restaurant may draw upon the following:

#### **Food suppliers**

- meat, fish, fruit and vegetables

#### **Beverage suppliers**

- spirits, wines, soft drink and beer

#### **Entertainers**

- musicians, singers, comedians and live drama

#### **Florists**

- floral arrangements, indoor plants

#### **Suppliers**

- kitchen equipment, crockery, cutlery and glassware, linen

#### **Laundries**

- laundering linen supplies (sheets, towels, tablecloths, uniforms)

#### **Maintenance contractors**

- refrigeration, gas, water, heating and electrical

#### **Advertising agencies**

- establishment promotion

#### **Security**

- customer and staff safety

Whether a hospitality establishment is large or small, it needs reliable support networks with other industries. Each cannot survive without the other. Therefore, if there is a sudden downturn in people visiting your establishment then the effect is felt all the way down the chain. This is known as the multiplier effect.

## What is the multiplier effect?



Click on the images and see how the multiplier effect works:

- ☐ A customer dines in your restaurant and pays money for the food (meat, fruit and vegetables) they eat.
- ☐ The restaurant bought the meat, fruit and vegetables from a wholesaler
- ☐ The wholesaler bought the produce from the grower.

The money passes from one business to the next along the chain. Each person in this chain is supplying a service or product that meets the initial demand of the customer who dined at your restaurant.

Apply this simple example to all the services and products in the hospitality industry and it's not hard to see the contribution tourism makes to the economy as the money filters through.

## How does the tourism industry affect the hospitality industry?

Tourism accounted for \$37.6 billion of *Gross Domestic Product (GDP)* (glossary) in **2006**. The tourism share of GDP was 3.9%. There was an increase in tourism spending compared to the year before.



Click here and check out some stats from 2006.

- ☐ International visitors spent an average of 29 nights in Australia,
- ☐ Spending over \$130 per night with an average total expenditure of \$3740 during their stay.
- ☐ The total number of visitors in the year was over 5 million.

Naturally, the various market segments will show different percentages for these figures. For example, backpackers spend more nights but spend less money per night. Business travellers spend fewer nights but more money per night.

Source: *Tourism Australia* (glossary). Visit the website [www.tourism.australia.com](http://www.tourism.australia.com) for more information.

## What recent events have impacted on tourism?

Tourism clearly has a positive impact on the Australian economy. However, there are always factors that increase or decrease tourism growth.



Click on the thumbnails and look at some events that have had a major impact.

### Late 90's

In the late 1990s many Asian countries experienced economic recession, devaluing their currencies.

Effect: This boosted tourism to Asia by Australian tourists, taking money away from domestic tourism. It also reduced the number of tourists visiting Australia from those countries.

## 2000

In the year 2000, the value of the Australian dollar decreased against the American dollar and other major currencies.

Effect: This made Australia a more affordable destination for inbound tourists, resulting in an increased number of visitors from Europe and North America. Their currency could buy more Australian dollars and was therefore more valuable in Australia.

## 2001

In 2001, the September 11 terrorist attacks on the World Trade Center in New York and the Pentagon in Washington meant many people cancelled or changed travel plans.

Effect: This caused a significant change in where tourism dollars was spent and earned. In Australia, more money was spent on domestic tourism and less on overseas travel.

## 2002

In 2002, the terrorist attack in Bali incited further fear in the Australian traveller.

Effect: Many Australians cancelled travel to Bali which again increased Australia's domestic tourism spending.

## 2003

In 2003 the World Health Organisation (WHO) issued a global health alert for authorities to be aware of a new type of pneumonia called Severe Acute Respiratory Syndrome (SARS), originating in China and killing over 800 people.

Effect: Travellers to and from all parts of the world deferred travel plans. Many Australians deferred non-essential travel to China, Hong Kong, Singapore, Vietnam and Canada (Toronto). The effect on inbound tourism was crippling for travel agents, airlines and tourism associated services.

## 2003 – present

The Iraq war from 2003 to the present and the ongoing civil unrest in many countries has dissuaded many people from travelling out of Australia.

Effect: Australians have chosen to travel more extensively around their home state or around Australia, are spending more domestically and staying away longer, boosting domestic tourism considerably.

## What type of working conditions can you expect in this industry?

A hospitality career is likely to involve work at all times of day and night, every day of the year. Depending on the sector you work in and your establishment's operating hours, it may be necessary for you to work weekends, evening shifts and public holidays.



## In a nutshell

In most sectors of the industry, entry-level wages tend to be low. However, there are many different career paths and with hard work and a willingness to study, you can plan a career that could take you into a well-paid management position.

There is great variance in the working conditions from one establishment to the next. But there is some consistency in hours worked, leave entitlements and safety requirements, among other things. These are covered in an *industrial award* or *workplace agreement* (glossary). Employers are required to observe and enforce the specifics of awards and agreements. This is outlined under industrial relations law.

## What industrial relations issues are relevant to hospitality employees?

Industrial relations refers to the way in which employers can work with their employees to monitor work practices and improve productivity. In Australia this relationship is governed by the *Workplace Relations Act 1996* and *Workplace Relations Amendment (Transition to Forward with Fairness) Act 2008*.

There has been quite a push by government to improve and modernise workplace relations law so that the new workplace relations system is fair, flexible and productive. As a result of change of Government in November 2007 there have been many changes to industrial relations and how it affects employers and employees. For up-to-date information you should check the *Australian Government Workplace Authority* website **regularly**. Further changes are on the horizon.



Click on the Workplace Authority homepage and check it out.  
<http://www.workplaceauthority.gov.au/>

## What is an award?

An award is a legal written document that sets out the minimum pay and conditions of employment for you and your work mates on an industry or workplace basis. It covers matters like:

- classification and wage rates
- notice of termination, redundancy, anti-discrimination
- types of leave – sick, annual, parental and so on
- hours of work – overtime and penalty rates etc.

### Hot Tip

Because it is a legal written document – employers must abide by the conditions of the award. In other words it's illegal for employers to undercut or pay less than what is provided for in the award.

There are many awards and it will depend on the industry and sometimes the employer you work with as to which award covers your employment.

Awards are amended and updated by the Industrial Relations Commission (AIRC) [www.airc.gov.au](http://www.airc.gov.au). The AIRC are an independent industrial tribunal who also handle breaches of awards.

## What are your workplace entitlements?

Your minimum entitlements are protected by the 'Australian Fair Pay and Conditions Standard'. By law, no workplace agreement can provide conditions which are less than those in the Standard.

This standard contains five minimum conditions.



Click on the tabs and check them out. (\*Note: based on a full-time employee working 38 hours per week)

### 1. Rates of pay

A Federal Minimum Wage or guaranteed basic rate of pay under an applicable Australian Pay and Classification Scale. For casual employees covered by a workplace agreement, a casual loading of 20 per cent is guaranteed.

To find the pay scale summary that applies to you, you need to know the title of the award you are covered by and look it up on the Workplace Authority website. If you are not sure, call the Workplace Infoline on 1300 363 264.

### 2. Hours of work

Maximum ordinary hours of work limited to 38 hours per week (which can be averaged over a period of up to twelve months) and reasonable additional hours.

### 3. Annual leave

Four weeks paid annual leave per year (five weeks for some continuous shift employees), except for casual workers. Up to two weeks of this can be cashed out at the employee's written election where their workplace agreement allows it.\*

### 4. Personal leave

Ten days paid personal/carer's leave per year and two days paid compassionate leave for each relevant occasion, except for casual workers.\* Where this paid personal leave has been used up, two days unpaid carer's leave for each carer's leave occasion. This unpaid leave is available to casuals.

### 5. Unpaid parental leave

For all employees other than certain casual employees, up to 52 weeks unpaid parental leave.

## What is the Australian Fair Pay Commission?

The Australian Fair Pay Commission (AFPC) is an independent, statutory body responsible for setting and adjusting minimum wages and casual loadings for employees in the federal workplace relations system.

In keeping with the governments new policies the Australian Fair Pay Commission will continue to undertake minimum wage reviews until the establishment of Fair Work Australia in 2010.

### **A bit about the minimum wage**

The Australian Fair Pay Commission's first Federal Minimum Wage decision came into effect on 1 December 2006. The Commission increased minimum wages by \$27.36 per week for minimum wage rates up to \$700 per week and \$22.04 per week for minimum wage rates \$700 per week and above.

### **What award am I on?**



Click here

There is no simple answer to this question. There are many different awards in the hospitality industry and the one that you will be under will depend on your field of work and the state or territory you live in.

For a listing of the hospitality and tourism awards, go to the 'Australian Industrial Relations Commission' website ([www.e-airc.gov.au/crvic](http://www.e-airc.gov.au/crvic)) and look at 'Current Common rule awards'. Alternatively enter the name of your award into the 'Search for an award' section of the workplace authority.

### **Which awards are relevant to the hospitality industry?**

Here is a list of some of the awards relevant to the hospitality industry.

- Hospitality Industry – Accommodation, Hotels, Resorts and Gaming Award 1998. (This award has the largest employee coverage as it covers NSW, Vic, Tas and southern Qld)
- Motels, Accommodation and Resorts Award 1998
- Restaurant etc. Employees (State) Award 1981 (NAPSA – NSW)
- Club Managers and Club Secretaries Award 1982 (ACT)
- Licensed Clubs (Victoria) Award 1998
- Liquor and Accommodation Industry – Restaurants (Victoria) Award 1998
- Liquor and Accommodation Industry – Hotels, Resorts and Gaming (Managerial staff) Award 2003.

### **What are workplace agreements?**

Under the new workplace relations amendments there are six types of workplace agreements. They are similar to awards in as much as they set working conditions. Your agreement must pass the no-disadvantage test (NDT) and must provide fair minimum employment conditions as per the Standard (AFPC).

The following is a summary of the agreements.

**Individual transitional employment agreements**

An individual transitional employment agreement (ITEA) is a transitional individual agreement that can be made by certain employers and employees. This agreement has a nominal expiry date of no later than 31 December 2009.

**Employee collective agreement**

An employee collective agreement is made between you and a group of employees who will be covered by the agreement. Your employees can appoint a bargaining agent to bargain on their behalf.

**Union collective agreement**

A union collective agreement is made between you and a union or unions that represent your employees. The agreement sets out the terms and conditions of employment. The union or unions will be negotiating on behalf of your employees.

**Employer greenfields agreement**

An employer greenfields agreement is an agreement in relation to a new project, business or undertaking which you are proposing to establish. When making an employer greenfields agreement you must not have any employees employed in the new project, business or undertaking.

**Union greenfields agreement**

A union greenfields agreement is an agreement between a union and you in relation to a new project, business or undertaking which you are proposing to establish. The agreements are negotiated between you and a union on behalf of your future employees.

**Multiple business agreement**

A multiple business agreement is a collective agreement that enables multiple employers to make a single agreement that applies to all of their businesses. Typically, a multiple business agreement could be used in a franchise operation where there are a number of businesses carrying on the same type of business that wish to offer their employees the same working conditions.

**Australian workplace agreement**

An Australian workplace agreement is an individual written agreement between you and your employer that sets out the terms and conditions of your employment. You can appoint a bargaining agent to bargain on your behalf.

**Hot tip**

Remember that there are ongoing changes to Australia's industrial relations. Check the websites regularly and keep informed of changes that may affect you and your workplace.

## What is an employer association?

Employer associations represent the interests of the industry on a range of issues including taxation, tourism, workplace relations, food safety, training and occupational health and safety, to name just a few. Here are a few examples.



Click on the home pages and find out more.

- ☐ Australian Hotels Association (AHA) [www.aha.org.au](http://www.aha.org.au)
- ☐ Restaurant and Catering Australia (R&CA) [www.restaurantcater.asn.au](http://www.restaurantcater.asn.au)
- ☐ Hotel, Motel and Accommodation Association (HMAA) [www.hmaa.com.au](http://www.hmaa.com.au)



Click here and see the support and benefits they provide

## Support and benefits

Employer associations provide excellent support and benefits to businesses. For example, the Victorian-based, Restaurant & Caterers Association (RCA) provides:

- representation and advocacy to government
- representation on a range of boards, bodies and consultative groups
- policy development
- products and services
- networking opportunities
- professional development.

Restaurant & Catering Victoria, together with other similar state associations, is part of a national network: Restaurant & Catering Australia. The role of Restaurant & Catering Australia is to represent the interests of restaurateurs and caterers at a national level.

## A few things about a Trade Union



Click on the tabs and clear up a few questions on the subject of unions.

### What is it?

A union is an organisation that represents employees (members) from a given trade or industry. The union's main role is to negotiate terms and conditions of employment in the industry it represents. At work, unions give working people a voice in their workplace. Unions may assist them to gain better pay, improved living standards, safe working environments and employment security, through collective bargaining and strength in the workplace.

### Do I need to join?

Joining a union is not compulsory; however, even if you are not a member, if you work in a role represented by that union, you will receive the benefits of their efforts in terms of working conditions and pay rates as stipulated in the award. You are not entitled though, to receive any union support at the individual level, such as assistance with problems relating to work (unfair dismissal, harassment, etc).

### What's the hospitality union?

The Australian Liquor, Hospitality & Miscellaneous Workers Union (LHMU) [www.lhmu.org.au](http://www.lhmu.org.au) represents most hospitality employees in Australia. The LHMU is made up of over 137,000 members across Australia, spanning all sectors of the hospitality industry, including hotels, motels, restaurants, pubs, clubs, tourism, leisure, theme parks, resorts and casinos.

Other unions relevant to the hospitality industry are the Australian Workers Union (AWU) [www.awu.net.au](http://www.awu.net.au) and the Australian Services Union (ASU) [www.asu.asn.au](http://www.asu.asn.au).

### What are the benefits of joining?

Benefits of union membership include:

- clarification and explanation of certified agreements and award conditions
- assistance with grievance procedures
- assistance and advice on unfair dismissal, redundancy and other termination issues
- legal advice relating to working conditions and non-work related issues
- legal representation in the event of a work-related dispute
- discounts on a range of services such as dental care, holidays, tax return preparation, retail outlets, financial planning, insurance
- assistance with workers compensation claims.

### How do trade unions, employer associations and awards come together?

In simple terms, to negotiate an award (agreement or contract between employers and employees) two parties must come together.



Click here and see how it works

The trade union and an employer association must come together to discuss what each party wants. By working together, associations and unions can better serve their members, aiming to provide a consistent approach to meeting the needs of a diverse group of employees.

For example, the Hotels, Resorts and Hospitality Industry Award 1995 was developed through negotiation between the Australian Liquor, Hospitality and Miscellaneous Workers Union and the Australian Hotels Association.

### What is quality assurance?

Quality assurance (QA) is about managing business processes so that both the supplier and the customer are satisfied with the quality and consistency of the goods or services provided.

In a hospitality sense, quality assurance helps maintain a consistent standard in the delivery of food and beverage services. Standards help you to perform each activity the same way each time you do it.

Here are the features of a quality system.

- It should be formalised to ensure the consistent delivery of products and services to defined standards
- It must be documented
- It should not allow defective goods and services to reach the customer
- It should not inhibit timely customer service
- It should not become so dominant as to overshadow the personality factor – the hospitality industry is built on personality!



Click here and see how quality assurance is implemented

### How quality assurance is implemented

Hospitality establishments that focus on quality assurance usually formalise their operating standards for every function, activity and product delivered by the enterprise.

For example, HACCP (Hazard Analysis and Critical Control Points) is a control program for managing food safety. Such quality assurance programs are referred to as Total Quality Management (TQM) or Quality Management Systems (QMS). Their main goal is to provide quality products and services to consistently meet customer needs and expectations.

### Accommodation ratings systems

AAA Tourism owns and manages, on behalf of Australia's auto clubs, Australia's official STAR Rating Scheme which provides consistent star ratings for over 11,000 *accommodation properties* (glossary) throughout Australia. These ratings systems provide a guide for visitors on the level of service and facilities they can expect.

Establishments are initially inspected then visited regularly to ensure that standards are maintained. They play an important role in the Australian tourism industry's commitment to deliver quality visitor experiences.

View a detailed criteria listing for each accommodation sector at [www.aaatourism.com.au](http://www.aaatourism.com.au).



Click on the stars and find out the criteria for each rating.

### Star rating criteria for a hotel/motel

★	Establishments offering a basic standard of accommodation. Simply furnished, adequate lighting.
★★	Well-maintained establishments offering an average standard of accommodation and furnishings.
★★★	Well-appointed establishments offering a comfortable standard of accommodation, furnishings, lighting and heating/cooling. Rooms would contain telephone, clock radio, tea and coffee making with light breakfast available.
★★★★	Exceptionally well appointed establishments with high quality furnishings and comfort. High standards of presentation and guest services with restaurant on site, air-conditioned rooms, comfortable lounge seating and hair drier.
★★★★★	International style establishments offering a superior standard of appointments, furnishings and decor with an extensive range of first class guest services. A number and variety of room styles and/or suites available. Choice of dining facilities, 24 hour room service and additional shopping or recreational facilities available.

## What is quality customer service?

Many establishments may not go down the path of achieving a formal quality assurance system but there is no reason why each and every motel, restaurant, hotel, bar or cafe cannot strive to achieve and maintain quality in the goods and services they provide.

Customers expect that the quality of the food is consistently good from one day to the next, that the bathrooms are hygienically cleaned and that employees are polite, courteous and well-groomed.

To maintain Australia's international tourism and hospitality reputation, quality is a key issue that all businesses must continually address.

## Don't throw away the globe! Recycle it instead.

In response to growing awareness of environmental issues most hotels, restaurants and cafes now recycle just about everything that comes in – glass, plastic, bottles, cardboard, corks, oil and food scraps. Many accommodation venues provide biodegradable soaps, shampoos, toilet paper, dishwashing detergents and laundry powders.

Whether organisations recycle or not depends on a combination of awareness, motivation, government (support and legislation) and business initiatives.



Click here and check out a Government recycling initiative

## Waste Wise

Government initiatives help hospitality enterprises boost their recycling. Waste Wise, managed by EcoRecycle, is a Victorian Government program that encourages businesses to audit their waste and divert as much as possible from landfill.

As an example, a Melbourne city restaurant, over a period of 18 months, reduced their yearly waste from 260 tonnes to 80 tonnes.

## Where does waste end up?

Traditionally waste – food, bottles, cardboard, paper, plastic – ended up in landfill but thankfully a change in attitude and environmental awareness is changing all that.



Click on the pictures and see where the waste ends up.

- ☐ Bottles, plastic, paper and cardboard are recycled into reusable products.
- ☐ Leftovers, plate scrapings and offcuts are eventually sold as garden fertiliser or turned into compost for household or community gardens.
- ☐ Used vegetable oil is recycled into stock feed or biodiesel fuel.
- ☐ Corks are recycled using a granulating process and used in flooring tiles.



The biggest myth is that environmental practices cost more. Many hospitality venues find that they actually save money because everyone is forced to tighten up on consumption. The issue has become influential enough to create a market for hotels and resorts to be specifically promoted as environmentally friendly establishments.

## What is Ecotourism?

Eco is short for ecological, which refers to the biological study of living organisms and their relationship with their surroundings. Ecotourism has also been more loosely described as 'green tourism', 'environmental tourism' and 'nature tourism'. Thus, ecotourism is concerned with maintaining the natural and cultural integrity of certain tourism areas in ways that cause minimal harm.



Click here and learn more about 'ecotourism'

Although there are conflicting viewpoints as to who can use the term 'ecotourism', strictly speaking, ecotourism is a special-interest tourism market that should have the following characteristics:

- a nature-based experience
- low impact and small scale
- promote a conservation ethic
- support local communities
- provide a learning experience.

## Responsible use of natural resources

It's no secret. We need to ensure we use our gas, electricity and water resources responsibly.

More efficient use of water, gas and electricity is now a priority for all Australians and in fact, the world. Government and environmental organisations are working together on how these resources can be used more sustainably to ensure their use in the future.



Click on the tabs and look at some ways our natural resources can be used more efficiently.

### Water

Here are some water saving practices used in the industry to save water.

- Guests are instructed to leave towels in the bath tub only when they need to be changed (to reduce water usage)
- Water efficient taps, shower heads and toilets are fitted
- Toilet and laundry water recycled for outdoor use

Due to advances in technology the quality and purity of the end product means that excess recycled water can be discharged directly into the surrounding environment to maintain gardens.

## Electricity and gas

Hotels being built today are now looking at energy conservation initiatives that can be designed into the building. Here are some examples:

- room key activated lights that automatically go off when the room is vacated
- energy efficient fans for ventilation
- incandescent lights replaced with energy efficient compact fluorescents
- improved designs to capture natural light, to heat and cool buildings
- engineering solutions for energy savings on pumps and motors, air conditioning, and power factor correction.

## How do you keep up to date with hospitality information?

Keeping up to date with information about the hospitality industry is up to you.

### Hot Tip

'Ignorance is no excuse'

It is your responsibility to be aware of legislation, rights, changes, new trends and ideas that affect you.

This unit has suggested ways in which you can source and update industry information. As well as using these sources, you also have access to hospitality *industry bodies* (glossary) that can update you on each sector of the industry.

These bodies lobby state and federal government to influence policy decisions that affect their members. They also provide business networking opportunities through conventions and travel expos, seminars and social events. To gain the full advantage of these organisations you are required to pay a fee and become a member.



Click here and check out some of the key hospitality industry bodies.

- ☐ Australian Hotels Association (AHA)
- ☐ Restaurant and Catering Association (RCA)
- ☐ Hotel, Motel & Accommodation Association (HMAA)
- ☐ Licensed Clubs Association
- ☐ Various Chambers of Commerce and Industry
- ☐ Caravan Parks Associations.
- ☐ Australian Institute of Hospitality Management (AIHM)
- ☐ Australian Tourism Export Council (ATEC)
- ☐ Tourism Training Australia (TTA)
- ☐ Tourism Council Australia (TCA)
- ☐ Australian Tourist Commission (ATC)
- ☐ Liquor licensing authorities
- ☐ Gaming and casino commissions
- ☐ Australian Federation of Travel Agents (AFTA)

# 2.0

## SOURCE AND APPLY INFORMATION ON LEGAL AND ETHICAL ISSUES

In this section you will learn how to:

- Obtain information on legal and ethical issues to assist effective work performance.
- Conduct day-to-day hospitality industry activities according to legal obligations and ethical industry practices.

### How does the law affect what we do?

Most of us abide by laws and regulations every day. We stop at the traffic lights when they are red and give way to cars on our right when turning. We observe electrical danger warnings, fence our swimming pools and don't drink and drive. These laws become a natural part of life and we abide by them to prevent injury or harm to others or ourselves, and to live in what is hopefully a harmonious community.

### But how does the law apply to hospitality?



Click here and find out.

In the hospitality industry, federal, state and local government laws and regulations govern how we operate. We need to abide by:

- building regulations
- hours of operation
- safe hygiene practices
- consumer protection rules
- the sale of alcohol.

We do so because we have a duty of care to the safety and well-being of others.]

### What is a 'duty of care'?

Duty of care is the responsibility that you have for the safety and well-being of someone, whether it is a customer or a colleague.

Your employer's duty of care is for all employees and customers. Your employer is also responsible for your actions. This means that if you cause injury to someone at work your employer can be held liable, as can you. This is known as vicarious liability.

#### Hot Tip

Breaching the duty of care law can result in fines, loss of business and, in extreme cases, imprisonment. YOU have a responsibility to know the laws that affect you and the people in your care. Ignorance is not an excuse.

## Are you responsible for keeping up to date with the law?


Yes you are! There are a range of laws that regulate the hospitality industry. These laws range from liquor control and food handling to occupational health and safety.


You can key in the relevant legislation in your state or territory. Or simply type the words of an area of interest (for example, 'Health Act'), into the search prompt and begin that way.



Click on a home page and check out the laws that apply to you.

 [www.au.findlaw.com/directory](http://www.au.findlaw.com/directory)

 [www.austlii.edu.au](http://www.austlii.edu.au)

 [www.law.gov.au](http://www.law.gov.au)



Click here and learn more about the origins of law

There are 3 levels of government in Australia: Federal, state and territory, and local.

All three levels affect the hospitality industry in some way. For example, at a federal level, hospitality establishments have to pay taxes such as wine tax. State legislation covers issues like gambling. Local government deals with setting up tables on the footpath outside a restaurant.


Most of the legislation that governs hospitality establishments comes from state parliament. Each state and territory in Australia has similar legislation in place, although you will find subtle differences. Overall, the primary objective of the legislation remains the same across all states and territories.


## What legislation affects the hospitality industry?

There are a number of laws and regulations that affect the hospitality industry.



Click on the objects and check out the primary objectives of law and how they impact on you.

 Liquor Licensing

 Occupational Health and Safety

 Food Regulations


 Tobacco laws

 Equal Opportunity

 Gaming

 Trade Practices

 Workers Compensation

 Building regulations

## Liquor Licensing

Legislation varies between each state and territory and is enacted by Liquor Acts, Registered Clubs Acts or similar. Liquor control legislation will determine the types of licence a premises can hold. The type of licence will determine:

- hours of operation
- how alcoholic beverages are packaged and sold
- persons permitted on premises
- service to intoxicated persons
- offences and defences, and legal proceedings.

Liquor laws are policed by state or territory police force licensing inspectors.

### Primary objective

To make provision relating to the sale, disposal and consumption of liquor. To:

- reduce alcohol abuse and provide adequate controls over the supply, disposal and consumption of alcohol
- allow greater flexibility for licence and permit holders
- introduce reforms to each establishment and ensure that they are carried out.

### Impact on staff

This legislation states that alcohol cannot be served to persons under the age of 18 years, nor supplied or sold to an intoxicated person. Staff shall not permit intoxication or any indecent, violent or quarrelsome conduct on the premises.

If you serve or allow alcohol to be served to a person under 18 years of age, you and the licence holder can be fined. Any staff will be fined if found guilty of contravening liquor laws.

## Occupational health and safety

OHS legislation is guided by three principles:

- Prevention (safety rules)
- Workers compensation for work-related injuries
- Rehabilitation (treatment and retraining).

OHS is policed by occupational health and safety representatives in the workplace and by WorkCover OHS representatives.

### Primary objective

To ensure the health, safety and welfare of persons at their place of work. Your employer has a legal responsibility to make sure that your workplace is safe, and to maintain the welfare and health of all employees and customers. This is called 'duty of care' and can take the form of fencing dangerous kitchen machinery or providing fire escapes and extinguishers, among other precautions.

**Impact on staff**

All employees must take reasonable care to prevent accidents in the workplace and display an awareness of hazards in the workplace. They must work in a safe manner, be conscious of the health and safety of others and cooperate with the safety requirements of the employer.

For example, ignoring a trip hazard like this and choosing to ignore it - you are not showing a duty of care.

**Food laws**

These Acts are usually administered under the relevant health department and policed by local council health surveyors. National legislation now requires all food proprietors to implement their own food safety plans. This is an attempt to change the focus of food safety to one of prevention.

**Primary objective**

Food sold from a food premises must be fit for human consumption and not damaged, deteriorated or perished. The premises, appliances and utensils must be kept clean and sanitary and prepared foods are to be stored in safe conditions.

**Impact on staff**

Any staff knowingly selling food that is not fit for human consumption can be fined or prosecuted along with the employer. All staff must demonstrate a duty of care to fellow colleagues and members of the public.

**Tobacco laws**

Legislation in all states and territories now protects patrons and staff working in restaurants, cafes and shops from exposure to environmental tobacco smoke.

In Victoria from 1 July 2007 all enclosed licensed premises must be smoke free.

Smoking is also prohibited in an outdoor dining or drinking area (for example, a balcony, courtyard, marquee, rooftop, street or footpath) if the area has a roof in place and the total actual area of the wall surfaces exceeds 75% of the total notional wall area. Venues must also have acceptable no smoking signs displayed in a way that ensures that a person is reasonably likely to see one or more of them when entering the premises or within the premises.


The establishment can receive a minimum 1 penalty (approx \$104) or maximum 5 penalty (approx \$500) infringement notice if:

- an individual smokes in prohibited areas
- you are a manager in charge of an area where someone is smoking
- no non-smoking signs are displayed.

It appears that over time legislation may well prevent smoking in all public places. Keep an eye on these reforms or speak to your manager about the laws in force in your state or territory.

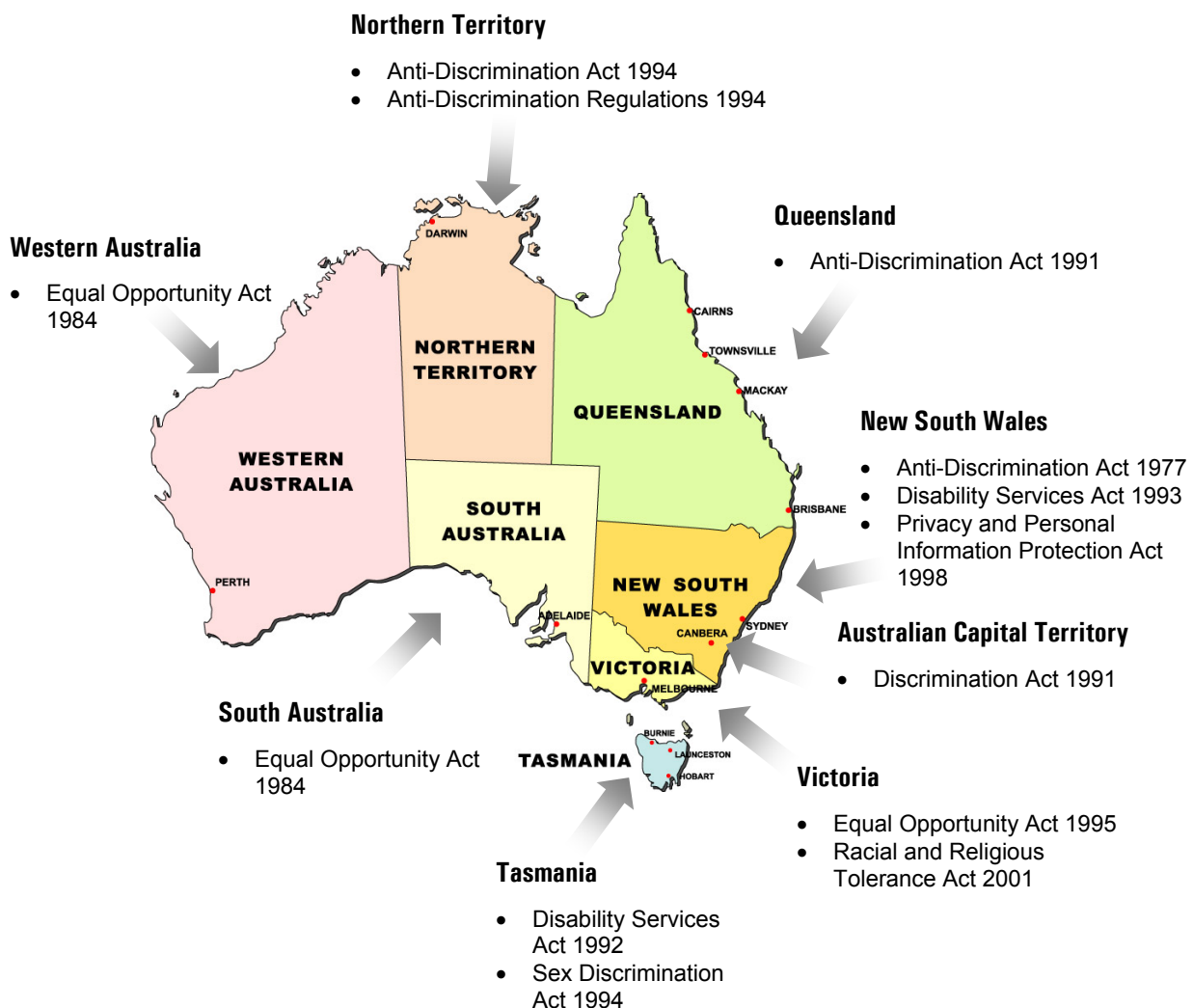
## Equal Opportunity – Anti-Discrimination legislation

Equal opportunity legislation exists both on a federal and state level to protect the rights of everyone. It is administered by The Human Rights and Equal Opportunity Commission.

 Click on the map highlights and check out the federal and state/territory laws relating to Equal Opportunity.

### Australia

- Human Rights and Equal Opportunity Commission Act 1986
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984
- Disability Discrimination Act 1992
- Affirmative Action (Equal Opportunity for Women) Act 1987
- Equal Opportunity (Commonwealth Authorities) Act 1987
- Human Rights (Sexual Conduct) Act 1994
- Privacy Act 1988
- Racial Hatred Act 1995



### Primary objective

Equal opportunity legislation makes it unlawful to discriminate on the basis of a range of attributes or personal characteristics.

It is unlawful to discriminate against anyone on the basis of age, gender, marital status, pregnancy, sexual preference, race, nationality, religion, political beliefs, physical and mental impairment, education, accommodation, provision of goods and services and membership of clubs.

The legislation also aims to eliminate sexual and racial harassment in the workplace, educational institutes and accommodation and to promote community recognition and acceptance of the equality of men and women.

### Impact on staff

Any employee found guilty of discrimination can be fined, along with the employer. A recent case of discrimination in the hospitality industry concerned a mother breastfeeding her baby in a restaurant. The courts found that discrimination had occurred in this situation and the mother won the case.

You must keep your personal opinions and preferences to yourself when serving the public. For example, you cannot refuse to serve someone because they have a different religious belief to you.

## Gaming

There are quite a few federal laws that exist for the operation of gaming and betting premises and casino licences. State and territory laws also regulate gambling services.

### Primary objective

Gaming legislation is required to establish a system for the regulation, supervision and control of gaming machines. It aims to ensure that gaming is conducted honestly and management is free from criminal influence or exploitation.

The laws deal mainly with fair returns for gamblers' investments, access to gambling facilities (customers must be over 18), regulation of the activities of persons in the gaming machine industry, hours of operation, employee restrictions and licensing and harm minimisation strategies.

### Impact on staff

All gaming employees are to apply for licences. These cannot be issued if the employee has a criminal record. Employees that do not abide by the legislation will be dismissed from their place of work and fined or prosecuted accordingly. Gaming laws are policed by both police and gaming inspectors.

## Trade practices

Trade practices laws are concerned with the way an organisation conducts business. It guards against unfair practices. These may include fraud, unsafe products, *price fixing* (glossary), or misrepresentation of goods and services. The laws list penalties and remedies. The federal *Trade Practices Act 1974* (glossary) regulates these areas.



This legislation also deals with misleading and deceptive conduct on the part of the seller. It protects the consumer from faulty or unsafe goods, misleading advertising, false representations and false claims regarding the standard or quality of certain goods.]

### Impact on staff

Those deliberately misleading the public can receive extremely high fines. The Trade Practices Commission administers the Acts and has the power, through inspectors, to impose such fines.

## Workers compensation

Workers compensation is money paid to a worker who is injured while working. The WorkCover authority in each state or territory administers the Workers Compensation Act. All employers are required to maintain a workers compensation insurance policy, which insures against the likelihood of an accident by an employee.

With the increased number of workplace accidents and deaths, government initiatives have enforced stricter controls and guidelines for all workplaces and imposed heavy fines on employees and employers who have been found to contribute to an accident or death.



Click on your state/territory and check out the workers compensation and OHS law that applies to you.

- ☐ NSW: [www.workcover.nsw.gov.au](http://www.workcover.nsw.gov.au)
- ☐ SA: [www.workcover.com](http://www.workcover.com)
- ☐ Vic: [www.workcover.vic.gov.au](http://www.workcover.vic.gov.au)
- ☐ Qld: [www.workcover.qld.gov.au](http://www.workcover.qld.gov.au)
- ☐ ACT: [www.workcover.act.gov.au](http://www.workcover.act.gov.au)
- ☐ NT: [www.worksafe.nt.gov.au](http://www.worksafe.nt.gov.au)
- ☐ Tas: [www.workcover.tas.gov.au](http://www.workcover.tas.gov.au)
- ☐ WA: [www.workcover.wa.gov.au](http://www.workcover.wa.gov.au)

### Primary objective

To make provision for employees and/or their family in the event of a work-related injury or death. Workers compensation also covers mental illnesses that are proven to be caused solely by work.

To obtain compensation the worker must prove that the employer was at fault, although compensation is also paid when the worker is at fault.

### Impact on staff

Workers receive compensation until they are able to resume work duties. For example, a bar attendant who slips on a set of stairs is eligible for compensation if he can no longer work and receive income.

## Building regulations

Building construction, renovations and additions are generally administered by local council, policed by building inspectors and regulated by the various state and territory building Acts and regulations. The main purpose of the legislation is to provide regulation of buildings and building standards.

### Primary objective

The Australian Institute of Environmental Health has issued a National Code for the Construction and Fit-out of Food Premises (1993). From this document councils develop their own codes in relation to fire safety, room size, lighting, ventilation, noise, garbage disposal and licensing requirements.

The code ensures that architects, building contractors, shopfitters, manufacturers and others involved in the planning and building of food premises abide by regulations that protect and ensure the safety of the public.

### Impact on staff

Employees can be assured that the environment they work in is safe, comfortable and conforms to hygienic building standards.

For example, the correct installation of fixtures, fittings and equipment will ensure that you work at benches at the right level. It will also ensure that a bench's framework, legs and brackets are fitted to ensure its safety.

These laws and regulations have been established to protect those who work in the hospitality industry as well as the consumers who visit your establishment. It is up to you and your employer to make sure that you are aware of your obligations.

## What are ethics?

There are many different definitions of the term 'ethics' but generally it means a system of principles and values that govern the way you behave and act. You may believe a person is ethical or unethical simply by the way they have behaved or acted.

Ethical issues in the hospitality industry have always and will continue to be a subject of discussion. What one person believes to be ethical, another may not.



Click here and work through an example about ethics.

Some restaurateurs organise their waiters to pool tips, meaning that all tips earned throughout the shift are added together and then divided evenly among waiters at the end of the shift.

If a waiter secretly keeps the tips they earn, and then takes a share of the pooled tips, is this ethical?

If you have trouble deciding whether or not this behaviour is ethical ask yourself the following questions:

- Am I being honest?
- Is it legal?
- What if everyone did it?
- Can I live with myself?
- Would I publicise my decision?
- Is it fair?

If you answer 'no' to any of these questions you have your answer.

To help solve some of these legal, but potentially unethical practices, many employers develop policies.

For example, a restaurant may write a policy that all waiters are required to pool their tips; waiters who are caught keeping their tips and sharing in the pooled tips will be dismissed.

This may seem harsh, but it can help ensure that everyone observes the same ethical principle in managing tips.

## What other ethical issues impact on the hospitality industry?

Ethics generally means the principles and values that govern the way you behave and act. Ethical behaviour can be described as the proper adherence to legal and accepted morals.



Click on the tabs and take a look at some ethical issues.

### Substituting products

An establishment that sells alcohol pours a cheaper brand into bottles of a higher quality product and sells the product at the higher price. This is not only unethical but illegal under the Trade Practices Act. The practice of emptying beer drip trays back into barrels is also unethical and illegal.

### Lying

Lying to customers and colleagues is probably the behaviour that most people have difficulty determining whether or not is ethical. Many rationalise lying by calling it a small lie or 'white' lie, said to keep a customer happy. But it's still a lie.

### Confidentiality

People who get together for a business lunch or quiet drink often do so because it is an informal way to meet friends or discuss business, ideas and future plans.

Waiters often overhear confidential information and need to take great care to ensure that it remains confidential and not part of a gossip grapevine. Your interaction with regular customers should always remain professional even if you know them well.

### **Souveniring property**

Customers like to collect souvenirs from places they visit and readily help themselves to ashtrays, glasses, bathrobes and towels. They justify the theft of hotel or company property by rationalising, 'We pay all this money for a hotel room, so we are entitled to take a souvenir'.

Some venues have good systems of control – they impose a 'late charge' to the customer's credit card – while others do not. Stealing is not only unethical but is also illegal.

### **Overbooking**

Most accommodation venues, especially large hotels, overbook. This practice is done to maximise occupancy (achieve highest possible occupancy rate). Hotels take reservations for more rooms than are available, so they can counter potential losses resulting from late cancellations, early departures and no shows (guests who book a room and don't arrive).

Some guests and even employees may perceive this practice to be unethical. It is, however, common practice (not only with hotels but also with airlines).

### **Product recommendations**

If an employee or employer favours one product, for example Gordons Gin, over another, for example Vickers Gin, because of the potential to earn greater revenue then the ethical question may be raised. Recommending Gordons Gin over Vickers is generally thought of as promoting and selling your products, but it does raise ethical concerns.

It is unethical because the way it is done may not provide the buyer with all the information they need to make an informed and unbiased decision about the product.

### **Pricing**

During high demand periods, a hotel or motel may be tempted to increase their room rates from \$120 to \$150 per night, because they know that there is no alternative for the guest but to stay there and pay the increased price. More seriously, this practice can lead to price fixing, which we have mentioned previously in this unit. This practice is anti-competitive, is unfair for the consumer and breaches the Trade Practices Act.

### **Gifts and services free of charge**

Some businesses try to seduce their customers with substantial gifts and free services, attempting to attract their business. Gifts and free services can be considered bribery because it is regarded as self-promoting and results in anti-competitive behaviour. Employees can accept unsolicited gifts that are moderate in value and considered customary and routine for their jobs as long as no purchasing decision is pending.

# 3.0

## UPDATE HOSPITALITY INDUSTRY KNOWLEDGE

In this section you will learn how to:

- Identify and use a range of opportunities to update general knowledge of the hospitality industry.
- Monitor current issues of concern to the industry.
- Share updated knowledge with customers and colleagues and incorporate it into daily operations.

### How can you update information?

Information can be gathered through both formal and informal research.



Click on the tabs and learn more.

#### Formal research

Involves reading written material produced by hospitality reviewers and writers. They start with informal research before publishing or documenting their findings or opinions. For example, a restaurant review in the newspaper or *The Age Good Food Guide* is a published account of personal observations made by hospitality reviewers.

#### Informal research

This research comes from unpublished sources. This type of research includes questioning, personal observations and experiments. For example, informal research takes place when you go to a restaurant and observe the waitering skills of the employees and taste the food. It also takes place when you attend a seminar and listen to a guest speaker.

### What opportunities are there to update general knowledge?

There are many options for researching hospitality information. Good research skills will help you to keep up to date with new developments and trends and help you better understand your customers' needs.



Click on the tabs and see some ways you can use to update your knowledge.

#### Observation

This is an information gathering technique that involves viewing an event. Viewing an event a number of times enables you to check that what you are observing is typical rather than unusual. You then need to interpret your observations objectively. For example, staff may vary in the way they pour a beer from the tap, open a bottle of wine or bone a chicken, but the method basically remains the same.

## Experiment

This involves trying a number of alternatives to find out the best way of carrying out a task. For example, it may be better to place a tray of glasses near a beer tap so you do not have to walk from one side of the bar to the other to pour the beer. This method may save a lot of time, allowing you to serve many more customers and take more revenue for the establishment. Experimenting provides more reliable and accurate information than observation.

## Interviews

Before you conduct an interview you need to prepare a range of questions and the order in which to ask them. You then conduct the interview by asking the questions and recording the answers at the same time. You may either record the interview on paper or, with the permission of the subject, record it digitally. This method can help you gain information from a high profile industry identity with an extensive knowledge of customer service.

## Questionnaires and surveys

These are handy when you need to obtain information from a large number of people. Spend a reasonable amount of time in preparing your questions. When you do this, focus on the issue and purpose of the survey. Once the survey is complete, extract the information, compile it and interpret the results. For example, you may use a survey if you are trying to determine whether or not a new restaurant will be profitable in an inner suburb of Sydney.

Questionnaires and surveys allow you to gather facts and information from small groups, large organisations or a cross-section of the local community.

## Professional associations

There are numerous associations that can assist you in your information gathering. For example, Restaurant & Catering Victoria can supply you with information on industry networks, changes to laws, benefits and new initiatives (if you are a member). The Liquor Licensing Commission can supply you with information about laws on licensing, hours of operation and the sale and consumption of alcohol.

## Files and records

Council records can provide information on a particular company. You can search for background information and follow up any expertise that is relevant to your needs. For example, you could gather information on the history of the trade unions in Australia to determine the level of impact they have had on the development of the hospitality industry.

## Libraries

Libraries are some of the best single location information sources of all. The range and number of publications makes them a rich information collection point.

There are many sources of hospitality information that can be found in libraries, including books, periodicals, journals, newspapers and audio-visual materials. From the latest Gourmet Traveller magazine to cooking DVD's – you can get lost in the diverse range of hospitality related information.

## How do you monitor current issues of concern in the industry?

Monitoring means checking for changes that may affect you. It could be the way your establishment conducts its business or your legal obligations in the workplace. You need to be aware of:

- government initiatives such as employee training, changes to industrial relations laws, smoking reforms, drink driving laws and online gambling
- major events such as the Olympic Games, Australian Open, festivals, racing carnivals and the Grand Prix
- environmental and social issues such as the growth in ecotourism and greater awareness of waste management and reducing the use of natural resources such as water and electricity
- changes in corporate industries such as the arrival of Virgin Blue and JetStar into the airline industry
- state of the economy in regard to inflation and bank interest rates, exchange rates and taxes.

## What are some of the best sources for monitoring hospitality and tourism data?

There are two major sources of hospitality and tourism data: Tourism Australia and the Australian Bureau of Statistics.



Click on the tabs and check out the data they produce.

### Tourism Australia

Promotes travel to and within Australia, to maximise tourist spend and visitation throughout the country and to deliver economic benefits to regional areas as well as major cities. Tourism Australia provides:

- tourism forecasts
- facts, figures and reports
- tourism research links
- tourism and tourism spending.

Tourism Australia also has a couple of business units - *Tourism Research Australia (TRA)* and *Tourism Events Australia (TEA)* (glossary).

Check out their website [www.tourism.australia.com](http://www.tourism.australia.com).

### The Australian Bureau of Statistics

(ABS) is an Australian government agency. The ABS collects, compiles, analyses and disseminates a wide range of statistics. They provide statistics on the performance of:

- our economy
- the well-being of our population
- the condition of our environment
- the challenges faced by regional and rural communities.

If you are looking for statistical information, specific to occupancy levels in hotels or visitor nights and expenditure in each state, for example, then use this resource. Locate the ABS at [www.abs.gov.au](http://www.abs.gov.au).

## How is information shared with customers and colleagues?

Sharing hospitality-related information with customers and colleagues should occur on an ongoing basis, throughout your working day.

### Sharing information with colleagues

Sharing information tends to come naturally through general discussion with your colleagues. While polishing cutlery, setting tables or preparing food it's easy to have an informal chat about the best coffee you have had or where you can buy the best risotto in town. If you have eaten at a new restaurant or tried a great new wine, let your colleagues know.

### Sharing information with customers

In the eyes of your customer, you are a very valuable source of information, especially if they are from interstate or overseas. Customers will always seek information from you: the best wine accompaniment, the makeup of a sauce, great attractions, how to get somewhere, what shows are on, great shopping precincts and so on. You can help them by gaining as much information as you can through the various research options available to you. The queries will come – you need to be equipped to handle them.



Click here and learn about formal informal gathering

### Formal information sharing

A more formal way of sharing information is through a group meeting or seminar. For example, one of your managers might attend a Masterclass seminar on wine and food at a five star hotel in Melbourne and then gather all the staff together to share the new information and hand out written materials.

Tourism and hospitality enterprises use research information mainly for planning future activities. Identifying trends and analysing forecasted figures allows you to plan events, promotional activities, staffing, and product and services marketing to satisfy customer needs.

## Summary

One of the most rewarding experiences from gaining new information is sharing it with others, especially with people who will be grateful for the knowledge and will benefit from it. Sharing your knowledge with others makes the learning experience a great deal more enjoyable.

In this unit we have looked at the endless career opportunities available to hospitality staff. It's an exciting industry and you can really become part of it if you want to learn, listen, ask questions, observe, taste and experience everything it has to offer. It is really up to you!

Refer to your worksheet or complete the validation.



## SECTION 1: SEEK INFORMATION ON THE HOSPITALITY INDUSTRY

1. The precise meaning of the word 'hospitality' varies according to the industry sector (hotels, restaurants, clubs, etc.) you work in. In relation to your work sector, how would you define hospitality?

2. Hospitality establishments need to continually change to meet customer needs. List six information sources you can use to gather information about your industry sector and provide an example for each one.

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_
- v. \_\_\_\_\_
- iv. \_\_\_\_\_

3. Besides a high level of commitment, you also need certain personal attributes to work in the hospitality industry. List six personal attributes and why you think they are important.

- i. \_\_\_\_\_  
\_\_\_\_\_
- ii. \_\_\_\_\_  
\_\_\_\_\_
- iii. \_\_\_\_\_  
\_\_\_\_\_
- iv. \_\_\_\_\_  
\_\_\_\_\_
- v. \_\_\_\_\_  
\_\_\_\_\_
- vi. \_\_\_\_\_  
\_\_\_\_\_

4. What is a service ethos? Explain your answer using examples.

5. Identify four commercial and two non-commercial hospitality establishments by name. State the type of establishment and the services available.

Commercial	Type	Services
e.g. Zagames	Hotel	Fully licensed bars Gaming room Restaurants Function rooms Entertainment – live music
<b>Non-commercial</b>		

6. In the space provided, draw an organisational chart of the divisions or departments in your place of employment. If you are not working in hospitality yet, choose an establishment from your list in Question 5 and create your own organisational chart.



7. Two of the biggest divisions in a five star hotel are the food and beverage division and the rooms division. Briefly explain their roles and the types of personnel employed in these divisions.

⇒ Food and beverage division

⇒ Rooms division

⇒ Front office

⇒ Back office

⇒ Housekeeping

⇒ Concierge or porters desk

8. The various divisions in a five star hotel must work together to meet the needs of the customer. Using the areas below, provide examples to show how each of the areas interrelate to provide services to the customer.

⇒ Front office

⇒ Concierge or porter

⇒ Housekeeping

⇒ Food and beverage

⇒ Public relations

⇒ Maintenance

⇒ Kitchen

⇒ Stores

⇒ Waiter

⇒ Cashier

9. Briefly explain the hospitality position you would like to see yourself in, in five years time. Outline the career path you might take to get there.
10. Briefly explain the word 'tourism' and identify the three different sectors that make up the tourism industry.
11. How do the tourism and hospitality industries benefit one another?

12. List five industries that the hospitality industry needs to work with to provide products and services to customers.

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

iv. \_\_\_\_\_

v. \_\_\_\_\_

13. Tourists who visit Australia spend a lot of money in hospitality establishments. As a result the number of tourists has a direct impact on employment figures in the hospitality industry. Identify three world events and describe how they have affected the hospitality industry.

Event 1: \_\_\_\_\_

Effect: \_\_\_\_\_

\_\_\_\_\_

Event 2: \_\_\_\_\_

\_\_\_\_\_

Effect: \_\_\_\_\_

\_\_\_\_\_

Event 3: \_\_\_\_\_

\_\_\_\_\_

Effect: \_\_\_\_\_

\_\_\_\_\_

14. There is a lot of variation in the working conditions between one hospitality establishment and the next. To help ensure consistency, employee working conditions are covered in an industrial award. What is an award and what are some of the issues it covers?

15. There is one condition no longer covered in an industrial award. What condition is this?

16. What is the Australian Fair Pay Commission?

17. Which award(s) does your establishment come under?

18. What is a workplace agreement?



19. Are you a member of a trade union? If so, which one?
20. What is the principal role of your/a trade union?
21. Can you give an example where the union has advantaged or disadvantaged you or your colleagues?
22. How do you think quality assurance standards for the hospitality industry will benefit your work environment and customers?
23. As consumers become more aware of the need to protect the environment, hospitality establishments have looked at how their operations affect the environment.  
Think about the type of waste produced at your establishment. What is it and what recycling programs are in place to promote an environmentally friendly workplace?

24. What strategies have been implemented, either in your establishment or in other establishments you know of, to help reduce electricity, gas and water usage?

25. Keeping up to date with information on the hospitality industry can be difficult because the industry is continually changing. List four sources that you can use to keep up to date with these changes. Also list five industry bodies in Australia that you can source information from.

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

iv. \_\_\_\_\_

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

iv. \_\_\_\_\_

v. \_\_\_\_\_

26. How does knowledge enhance the quality of your work? Provide four examples.

## SECTION 2: SOURCE AND APPLY INFORMATION ON LEGAL AND ETHICAL ISSUES

1. There is a range of legislation that affects the hospitality industry and you as an employee. Identify three different areas of law and briefly explain what they are, the primary objectives and how they affect you.

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

2. Discuss your understanding of racial and sexual discrimination in the workplace.

3. What are ethics?

4. Where do you stand ethically on the following issues?

⇒ A customer asks you if the fish is fresh from the market today. You know that it has been frozen but you tell the customer it is fresh.

⇒ The policy in your restaurant is that you pool and share tips equally. One evening you went out of your way to help a customer and as thanks he handed you \$20 and said, 'Here, this is for you. Thanks for all your help'. Do you share this tip with your colleagues?

⇒ Hotels take reservations for more rooms than are available, so they can counter potential losses resulting from late cancellations, early departures and no shows. Is this ethical?

## SECTION 3: UPDATE HOSPITALITY INDUSTRY KNOWLEDGE

1. There are a number of ways to update your general knowledge of the hospitality industry. Identify five different methods and provide examples for each. Try to use examples that you have personally used. For example, you might have up-to-date research from a website on how to improve espresso coffee making.

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_
- v. \_\_\_\_\_

2. Identify three current issues that have a direct impact on the hospitality industry, for example, environmental awareness.

- i. \_\_\_\_\_  
\_\_\_\_\_
- ii. \_\_\_\_\_  
\_\_\_\_\_
- iii. \_\_\_\_\_  
\_\_\_\_\_

3. Once you have gathered new information you can share it with your colleagues. What are some examples of sharing information informally and formally?

⇒ Informally

⇒ Formally

4. Identify two organisations you could go to for statistics on hospitality or tourism.

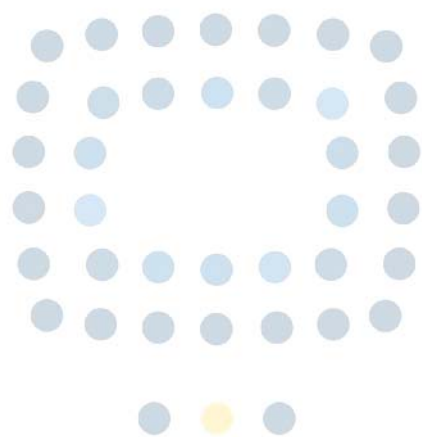
- i. \_\_\_\_\_
- ii. \_\_\_\_\_

## GLOSSARY

Word	Meaning
<b>Industry sector</b>	A market segment, such as a restaurant, club, hotel or motel.
<b>Products</b>	The tangible aspects of hospitality. Things you can see, hold and consume.
<b>Services</b>	The intangible aspects of hospitality, such as service style, activities and experiences.
<b>Sommelier</b>	Pronounced somm-el-e-air. An expert wine waiter.
<b>Commercial</b>	Businesses that operate for profit such as hotels, motels and restaurants.
<b>Non-commercial</b>	Not-for-profit organisations (public necessity or charity) such as hospitals, emergency services and institutions.
<b>Individual business units</b>	A separate profit centre typically within a large hotel.
<b>Front of house</b>	Guest contact areas.
<b>Back of house</b>	Non-guest contact areas.
<b>Croupier</b>	Person in charge of gaming table; raker-in and payer of money at the gambling table.
<b>Gross Domestic Product (GDP)</b>	The total value of goods and services produced by a country in a given year.
<b>Tourism Australia</b>	In 2004, Tourism Australia was created, bringing together the collective skills and knowledge of four separate organisations: the Australian Tourist Commission; See Australia; the Bureau of Tourism Research; and Tourism Forecasting Council. Two new business units, Tourism Events Australia and Tourism Research Australia (TRA), were created to focus on industry and market needs.
<b>Industrial award</b>	A work code or agreement that sets out the minimum working conditions for an industry sector.
<b>Workplace agreement</b>	An Australian workplace agreement is an individual written agreement between you and your employer that sets out the terms and conditions of your employment. You can appoint a bargaining agent to bargain on your behalf.
<b>Accommodation properties</b>	Star ratings range from one to five star and are done for hotels, motels, guest houses, caravan parks, bed and breakfasts, apartment hotels, resorts, guest houses, houseboats and backpackers.
<b>Industry body</b>	Industry bodies work for the benefit of the industry as a whole or a sector of the industry (not restricted to an employer or employee group).
<b>Price fixing</b>	Where companies join forces and agree to charge higher prices. It is illegal for one hotel to call another hotel and find out the room rate and occupancy and divulge the information to another hotel to reach an agreement on pricing.

Word	Meaning
<b>Trade Practices Act 1974</b>	This legislation ensures that goods sold or services provided are the same as those advertised. For example, the ocean views shown on a promotional brochure must match the real thing.
<b>Tourism Research Australia (TRA)</b>	Tourism Research Australia is a business unit of Tourism Australia providing research information that supports improved decision making, marketing and tourism industry performance for the benefit of the Australian community. They provide online tourism data, listings of related publications and services such as consultancy, presentations at national and international events and free conference papers and publications <a href="http://www.tra.australia.com">www.tra.australia.com</a> .
<b>Tourism Events Australia (TEA)</b>	Tourism Events Australia (TEA) is a new business unit within Tourism Australia that focuses on marketing Australia as a business and major events destination. TEA concentrates on two key areas: business events, including corporate meetings, incentive industry and associations market, and major events.







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