Unit 1: AC1.1-4  
Hospitality Industry

|  |  |  |  |
| --- | --- | --- | --- |
| **LO1: Understand the environment in which hospitality and catering providers operate.** | | | |
| **Marks: 15-29** | | **17% – 32%** | |
| **AC1.1** | **AC1.2** | **AC1.3** | **AC1.4** |
| **Describe the structure of the hospitality and catering industry.** | **Analyse job requirements within the hospitality and catering industry.** | **Describe working conditions of different job roles across the hospitality and catering industry.** | **Explain factors affecting the success of hospitality and catering providers.** |

**My Hospitality and Catering Business Proposal Part 8**

**Name: ............................................. Target Grade…………………………**

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**Take off task ……..**

**What is the definition of customer service?**

AC1.4 & 2.3: Customer Service

**Why is customer service important to the hospitality industry?**

Produce a spider diagram or a list in the space below to show you understand all of the reasons why customer service is important to the hospitality industry.

Reasons why customer service is important.

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AC1.4 & 2.3: Customer Service in the Hospitality Industry

**The Customer and customer types:**

The customer is the most integral and important part of the hospitality industry. If there were no customers there would be no business.

To show you understand the types of customer that might want to use your hotel complete the table below to show what services you would offer them to ensure customer satisfaction.

|  |  |
| --- | --- |
| Customer Type | Service needed |
| A visitor who speaks very little English |  |
| A wheel chair user |  |
| Someone with hearing impairment |  |
| A customer who is well below or well above average height. |  |
| A person with visual impairment |  |
| Add another type of service user of your own here |  |

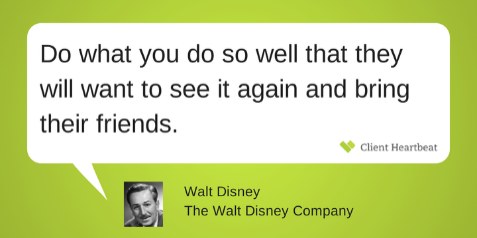


AC1.4/2.3: Customer Service in the Hospitality Industry

**Customer Satisfaction and quality service:**

List all of the things you would do or offer to ensure excellent customer satisfaction at your hotel.

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**Dealing with complaints:**

Choose one of the complaints on the board. Explain how you would deal with the situation/complaint.

Situation/complaint ...................................................................................................................

....................................................................................................................................................

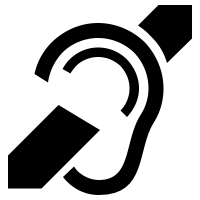
How you would deal with the situation/complaint ...................................................................

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**Equality Act 2010**

Show your bank manager that you understand the law by summarising the Equality Act in the space below

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AC1.4/2.3: Customer Service

**Good customer and poor customer service can:**

On the next page, complete the table to show you understand the consequences of good or poor customer service.

|  |  |
| --- | --- |
| Good customer service | Poor customer service |
|  |  |

