

BTEC Nationals

IVA – LEARNER INSTRUCTIONS

Edexcel Level 3 BTEC National Certificate/Diploma

Hospitality Supervision

Unit 1: The Hospitality Industry
Unit 13: Customer Care in Hospitality

Issued June 2004

For use during the remainder of the duration of operation
of the specification issued for September 2002



INSTRUCTIONS FOR LEARNERS COMPLETING IVAs

1. The Integrated Vocational Assignment (IVA) is a compulsory part of your qualification. If you do not complete the IVA you may not receive your certificate.
2. Your tutor(s) will tell you how long you have to complete the IVA and the access you may have to resources.
3. Read the IVA carefully and make sure that you understand the work you should hand in and what is required of you. If you are uncertain, discuss it with your tutor(s).
4. The IVA requires you to work by yourself and to produce original work. You should not share your work with any other learners. For example, if you produce an illustration or diagram electronically, you should not give it to another learner. Similarly, you should not accept and use such information from others. You are required to sign that the work submitted is your own.
5. If you work in a group at any stage, you must present your own responses to each task for assessment.
6. Information taken from sources for research, e.g. internet and textbooks, must be identified and not presented as your own work. You should list the sources used.
7. Some tasks may require Observation Records/Witness Statements. Your tutor(s) will organise for these to be completed and you must attach these to your submitted work.
8. In presenting your final work, you should not include draft work or reference materials such as handouts, notes and leaflets, unless the tasks specifically ask you to do so.
9. Presentation of your work:
 - Check that you have completed all tasks.
 - Label work with the appropriate task/sub task number.
 - Present tasks in the correct order.
 - Label each page with your name and page number.
 - Submit all electronic materials in paper format
 - Clearly label video or audio tapes submitted as part of your assignment.
 - All papers should be securely bound.
 - The completed IVA should NOT be presented in plastic envelopes, a box file or a lever arch file.

YOUR ASSIGNMENT TASKS

Scenario

Caster is a city having a thriving commercial centre with a famous local authority owned racecourse on its outskirts.

Your family owns, as a partnership, a hotel 'The Regency'. The hotel, which has been developed over several years from a number of large Victorian town houses is located in the city and overlooks a small public garden. It has a restaurant, lounge with bar, kitchen and 50 bedrooms, all of which have en-suite facilities; there is no space for conference facilities.

Using the hotel as a head office a bid has already been won to provide contract catering services to the racecourse. The bid includes providing catering services for hospitality tents at the racecourse, which the local authority plans to rent out to companies. It is also planned to further develop the hotel's facilities from a three to four star hotel to attract more commercial customers and visitors to the race meetings.

You have successfully completed a course in Hospitality Supervision at the local college and after three years working for a well-known contract catering company, you have now come back to work for the family company using the experience you have gained to further develop its business.

Staff are to be recruited to work on a part-time basis in both the hotel and contract catering areas of the company. It has been decided to recruit students from the local college (use the local college to recruit from) and it is part of your brief to initiate this.

The partners have asked you to investigate aspects of the industry and to provide a comprehensive information pack for use when recruiting staff, which will include:

- services and products, provided by the hotel and contract catering.
- businesses in the context of the hospitality industry as a whole.
- the organisation structure of the hotel and contract catering businesses.
- customer care provision for the two groups of customers.

In addition to the information pack you will provide for the partners:

- notes on the classification systems used in the industry, with reference to the hotel.
- advice on management strategies related to introducing the new service.
- a presentation on evaluation of customer care.

Task 1: Recruitment pack

It is intended to recruit for the hotel and contract company from the local college, which holds a job and careers fair each year. This gives you the opportunity to recruit both part time workers and also those wanting a full-time career in either of the two areas in which your company plans to operate. The fair provides a good opportunity to put over background information about the industry, the company you work for, as well as the training that people joining your company could expect.

You need to prepare a pack of information to be used at the job and careers fair.

Section 1:

The company in the scenario operates in two sectors of the industry; the hotel is part of the commercial sector and the contract catering operation part of the services sector. Produce notes, which could form the introduction to your pack, to give an overview of the whole industry explaining for each of the two defined sectors:

- a The scale of the industry using relevant data to cover outlets, ownership and turnover.
- b The scope of the industry to cover the commercial sector, the services sector and contract catering.
- c The diverse nature of products and services for food and drink, accommodation and conferencing found in the two contexts dealing with how customers and levels of service differ.

This provides evidence for Unit 1 P1

Section 2:

It is necessary to produce more information for the people you are trying to recruit, about the company, job roles, the similarities and differences between the two types of operation and how the industry is changing. Include:

- a Organisation charts for the hotel and the new hospitality contracts division, showing the range of staff employed.
- b The responsibilities of a named job role at operative, supervisory and management levels.
- c An explanation of the similarities and differences between the hotel and contract catering businesses.
- d Comments on how the industry is changing in relation to scale, scope or diversity, drawing conclusions about the effects on customers and employees.
- e Using your knowledge of the industry, assess the effectiveness of the structures of each of the organisations and make suggestions for improvement.

This provides evidence for Unit 1 P2, M1, D1

Task 2: Classification systems

The company is to seek re-grading for the hotel from a three to four star status and you have been asked to investigate and produce notes for the partners regarding the classification of hotels and other types of outlet in the industry. Produce notes to show:

- a A summary of the range of classification systems used within the hospitality industry and a description of how classification systems used for hotels function, including what they cover and why they are used.
- b A chart, table or other structured information showing the differences between types or levels of classification using relevant examples.

This provides evidence for Unit 1 P3, M2

Task 3: Implementing strategy

The successful bid for hospitality contracts at the racecourse has implications for effective management strategies to be in place to support the new operations. Your background in contract catering has given you the right experience to draw on and you have been asked to produce advice in the form of an implementation strategy for the partners to include:

- a An overview of the implications of the new initiative for marketing, human resource management, financial control and the use of new technology to support operations.
- b A detailed plan for two of these areas, showing what they would need to put in place to successfully support the introduction of the new contract catering business for hospitality tents.
- c A monitoring plan for each of these two areas to show how the success of each can be evaluated in relation to the success of the new operations and what further developments or improvements could be introduced in the future.

This provides evidence for Unit 1 P4, M3, D2

Task 4: Principles of customer care

Customer care is of great importance in the hospitality industry and a section on customer care is included in the information pack you are using at the college. This includes a review of the customers, their needs and how these are being met.

Produce a leaflet to explain aspects of customer care and its importance across the industry based on your own research and illustrated by examples from the two contexts.

- a In the introduction explain the principles of customer care and their importance within the industry highlighting what needs to be done to achieve effective customer care in the two contexts. Analyse the application of underpinning principles in relation to both contexts.

This provides evidence for Unit 13 P1, M1

- b Show how and explain why customer care should be provided, supervised and effectively supported for a range of customers who may be making use of the hotel or racecourse hospitality tents.

This provides evidence for Unit 13 P2, P3, M2

- c Based on your own experience of hospitality contexts, critically appraise the way in which principles of customer care should be applied in respect of situations which are likely to occur in the two contexts.

This provides evidence for Unit 13 D1

Task 5: Presentation on evaluating customer care

The partners have decided that, with the upgrading of the hotel and expansion of the business into contract catering, the provision of customer care for both aspects of the business will need to be evaluated. Because you have experience of evaluating customer care in a hospitality outlet, one of the partners has asked you for your advice on how to go about this. Prepare a presentation for the partners to include:

- a The importance of evaluating customer care and the ways in which effective evaluation could be conducted.
- b How a specific evaluation was undertaken, include what information was obtained, how it was analysed and recommendations for change.
- c An assessment of how the recommendations for change that resulted from this particular evaluation, or other evaluations you have investigated, may contribute to improving customer care.

This provides evidence for Unit 13 P4, M3, D2

ASSESSMENT CRITERIA

For ease of reference, the assessment criteria from the unit specifications that are relevant to assessing and grading this IVA are repeated below. You should refer to the full unit specification for information on unit content.

Assessment Evidence Unit

Unit 1: The Hospitality Industry		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that the learner is able to:	To achieve a distinction grade the evidence must show that the learner is able to:
<ul style="list-style-type: none"> explain the scale, scope and diversity of the hospitality industry describe the organisation and structure of hospitality operations, using relevant terminology analyse classification systems used in the hospitality industry explain how strategies can be used to support hospitality operations. 	<ul style="list-style-type: none"> examine objectively the structure and organisation of different hospitality organisations, highlighting relevant aspects of scale, scope and diversity present a logical and well-structured analysis of classification systems, supported by examples demonstrate an in-depth understanding of strategies used to support hospitality operations. 	<ul style="list-style-type: none"> critically appraise the organisation and structure of the hospitality industry using examples evaluate how different strategies contribute to successful hospitality operations.

ASSESSMENT CRITERIA

For ease of reference, the assessment criteria from the unit specifications that are relevant to assessing and grading this IVA are repeated below. You should refer to the full unit specification for information on unit content.

Assessment Evidence Unit

Unit 13: Customer Care in Hospitality		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that the learner is able to:	To achieve a distinction grade the evidence must show that the learner is able to:
<ul style="list-style-type: none"> • explain the principles of customer care in the hospitality industry and the importance of customer care to the organisation, the employee and the customer • describe how customer care should be provided and supervised in different hospitality situations • describe how effective customer care support will benefit the provision of customer care in hospitality situations • evaluate the provision of effective customer care and make valid recommendations for improvement. 	<ul style="list-style-type: none"> • demonstrate depth of knowledge and understanding by identifying and analysing the principles underpinning effective customer care in hospitality contexts • explain the provision of customer care for a range of customers and situations, including effective customer care support • carry out an in-depth evaluation of customer care provision, supported by well-reasoned recommendations for improvement. 	<ul style="list-style-type: none"> • critically appraise the principles and provision of customer care in hospitality contexts • thoroughly evaluate the provision of customer care in hospitality contexts and explain how recommendations for improvement may contribute to improved customer care.