



# PARTICIPANT HANDBOOK



Hospitality & Tourism

Language:  
English

# HOSPITALITY ASSISTANT



N · S · D · C  
National  
Skill Development  
Corporation



# **HOSPITALITY ASSISTANT**



Orion House, 28, Chinar Park, Rajarhat Road  
Kolkata – 700157, Ph.: +91 33 40051635

[www.orionedutech.com](http://www.orionedutech.com)

## Welcome Note

Dear Participant,

Welcome to the " Hospitality Assistant." training programme. On completion of this programme, it is expected that you will join the hospitality industry as a hospitality assistant, hotel executive, a manager and a hotel in charge. As a hospitality employee, you would be able to know the work details, locate the defects and attend the minor maintenance of the different types of stuffs in a hotel.

Read each module, log your key learnings and attempt the worksheet questions in the end.

## **General Instructions to Trainee**

- 1.** Greet your instructor and the other participants when you enter the class.
- 2.** Always be punctual for every class.
- 3.** Be regular. Candidates who fall short of the required attendance will not be certified.
- 4.** Inform your instructor if, for any reason, you need to miss class.
- 5.** Pay attention to what your instructor is saying or showing.
- 6.** If you do not understand something, put up your hand and seek clarification.
- 7.** Make sure you do all the exercises at the end of each module in this book. It will help you understand the concepts better.
- 8.** Practice any new skills you have learnt as many times as possible. Seek the help of your Trainer or co-participant for practice.
- 9.** Take all necessary precautions, as instructed by your Trainer, while working with electricity and with tools.
- 10.** Make sure you are neatly attired and presentable at all times.
- 11.** Participate actively in all the activities, discussions and games during training.
- 12.** Always take bath, wear clean clothes and comb your hair before you come to class.

The three most important words you must always remember and use in your daily conversation are PLEASE, THANK YOU and SORRY.

## Introduction

The Indian tourism and hospitality industry has seen an unprecedented growth in India. The sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 295.7 billion or 19.2 per cent to the Gross Domestic Product (GDP) in 2015-16, while growing at 8.9 per cent year-on-year.

Indian Tourism has vast potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

The industry is expected to generate 13.45 million jobs across sub-segments such as:

- Restaurants (10.49 million jobs)
- Hotels (2.3 million jobs)
- Travel Agents/ Tour Operators (0.66 million)

The Ministry of Tourism plans to help the industry meet the increasing demand of skilled and trained manpower by providing hospitality education to Trainees as well as certifying and upgrading skills of existing service providers.

The tourism and hospitality sector is among the top 10 sectors in India to attract the highest Foreign Direct Investment (FDI). With the rise in the number of global tourists visiting India, many companies have invested in the tourism and hospitality sector. Some of the recent investments in this sector are as follows:

- Marriott International Inc., the US-based hotel chain, is now looking forward to expand its operations in North Indian cities like Uttar Pradesh, Kanpur, Varanasi and Agra.
- Stayzilla, budget hotels and homestays aggregator, has raised over US\$ 13 million in Series C round of funding from Matrix Partners and Nexus Ventures.
- Marriott International Incorporation, the global diversified hospitality industry major, has launched its first dual branded hotel in India, called the Courtyard and Fairfield, in Bengaluru, Karnataka with an investment of Rs 300 crore.
- Indian Railway Catering and Tourism Corporation (IRCTC) has partnered with OYO Rooms, India's largest branded network of hotels, to provide standardised accommodation options to train travellers through its convenient booking platform.
- Fairfax-owned Thomas Cook has acquired Swiss tour operator Kuoni Group's business in India and Hong Kong for about Rs 535 crore (US\$ 79.31 million) in order to scale up inbound tour business.
- ITC is planning to invest about Rs 9,000 crore (US\$ 1.33 billion) in the next three to four years to expand its hotel portfolio to 150 hotels. ITC will launch five other hotels - in Mahabalipuram, Kolkata, Ahmedabad, Hyderabad and Colombo - by 2018.
- Goldman Sachs, New-York based multinational investment banking fund, has invested Rs 255 crore (US\$ 37.8 million) in Vatika Hotels.
- MakeMyTrip will acquire the travel planning website Mygola and its assets for an undisclosed sum, and will together look to focus on innovating the online travel segment.

Rating agency ICRA Ltd estimates the revenue growth of Indian hotel industry strengthening to 9-11 per cent in 2015-16. India is projected to be the fastest growing nation in the wellness tourism sector in the next five years, clocking over 20 per cent gains annually through 2017.

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# CHAPTER 1

## INTRODUCTION TO HOSPITALITY INDUSTRY

### LEARNING OUTCOME:

- Knowing the various aspects of hospitality industry in and around the world
- Gathering knowledge about the types of Food and Beverage operations
- Understanding the Travel and Tourism, Catering and welfare sector in hospitality sector

### PRE-SESSION ACTIVITY:

- The Trainer will show a video on various services in hospitality industry to the Trainees. Here the Trainees will get to know the periphery of hospitality industry.
- After showing the video, the Trainer will ask the Trainees about their knowledge on the same. The Trainer will tell everyone to raise their hand for sharing their knowledge. The Trainer will appreciate the Trainees for their answers.

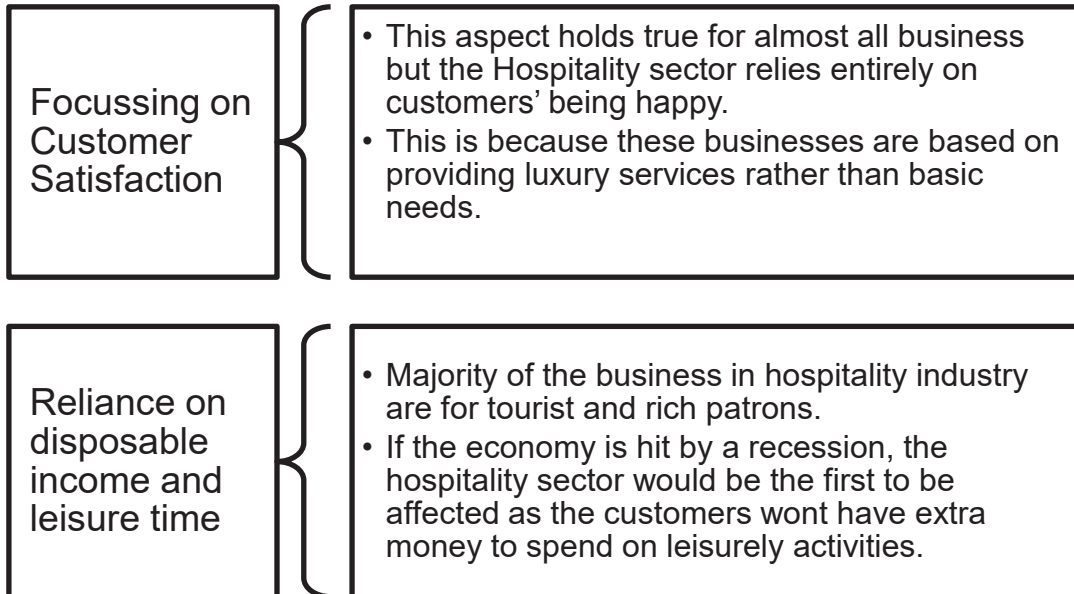


We all like to have Fun! Don't we? We travel to exotic places by the Airplane, taste the thrill of an adventure on a Cruise ship or a Luxury train, relax in the lap of a nice Hotel, visit amusement parks, enjoy the nightlife at night clubs or just catch up a friend at a pub, a coffee shop, or a food joint. Often we prefer relaxing alone at a Spa or a Resort for having some quality time.

All these bring immense pleasure and relaxation to our tired bodies and minds. The Hospitality industry strives and works hard to bring us such relaxing moments that we all crave for

### 1.1 Hospitality Industry

- The word hospitality comes from the Latin word called – 'Hospes', which has its origin from the word 'Hestis'
- "Hestis" at the beginning meant "stranger, but with time and changes in tongue, it took on the meaning of enemy or hostile stranger
- The hospitality industry is a vast trade and applies to all businesses which aim to provide customer satisfaction and meeting leisurely needs rather than the basic needs of food, clothing and shelter
- Although Hospitality Industry is a huge sector, there are some defining aspects of this trade. These aspects are:








While the image that usually comes to our mind while we think of hospitality industry is the hotel, it is just one sector of the vast industry.

Many other trades that come under the hospitality sector are:



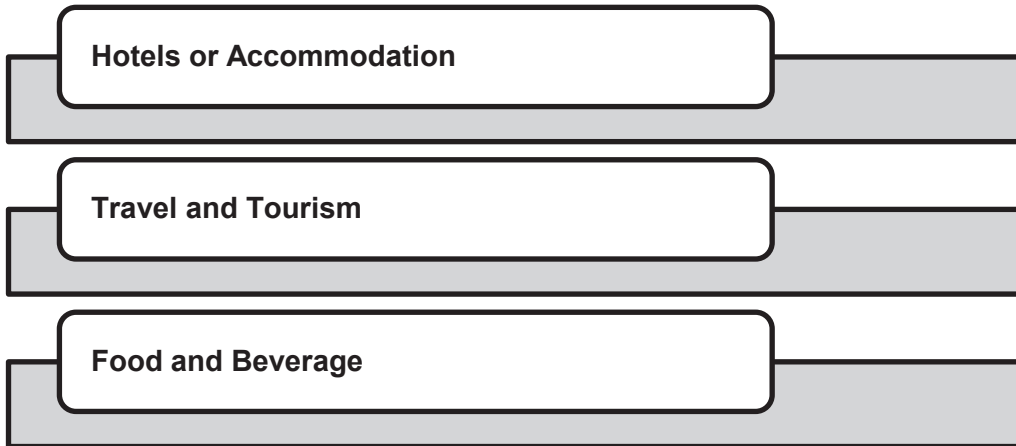
<p><b>Trades in the Hospitality Industry</b></p>	
	<p><b>Airlines</b></p> <p>Airlines come under two different sectors - Transport and hospitality. The airlines offer its customers best services on board to ensure smooth and hassle free travel.</p>

<b>Trades in the Hospitality Industry</b>	
	<p><b>Cruise Ships</b></p> <p>Luxury services are provided to the travellers on board while the ships take them to faraway places.</p>
	<p><b>Resorts</b></p> <p>There is a hairline difference between a resort and a hotel. While a hotel provides lodgings to its guests, a resort provides comfortable lodgings as well as space for relaxation and recreation.</p>
	<p><b>Luxury Trains</b></p> <p>Similar to airlines, Luxury Trains provides an assortment of other services including comfortable travel to their service list.</p>
	<p><b>Spa</b></p> <p>Spas' provide an assortment of services aimed at satisfying their consumers.</p> <p>Their services include skincare, body care, hair care, massages etc.</p>

<b>Trades in the Hospitality Industry</b>	
	<p><b>Pubs</b></p> <p>Also known as bar, bistro or after hours joint, a pub serves you food and alcohol on a commercial basis.</p>
	<p><b>Restaurants</b></p> <p>A place where various kinds of foods, especially fast foods can be enjoyed.</p>
	<p><b>Event</b></p> <p>It is an occasion of importance where many people come to participate. It can be a serious or a joyous event. The event planners takes care of the smooth running of the event and also takes care of the all the guests invited to the event.</p>
	<p><b>Amusement Parks</b></p> <p>Parks where fun activities are arranged through, Joyrides like, roller coaster, merry-go-round and much more. There are shops and restaurants inside an amusement park for the visitors to shop and eat.</p>

## 1.2 Segments of Hospitality Industry

The Hospitality Industry although vast can be compartmentalized into three broad segments:



### 1.2.1 Accommodation



A home away from home with its warmth and comfort is what the Accommodation segment of hospitality offers to travellers and lodgers. Hotels, bed and breakfast enterprises, resorts consist of the accommodation segment in hospitality industry. Various positions of Room service Attendants, Housekeepers and more are hired for Accommodation services.

Accommodation segment focuses on providing lodging that integrates comfort, efficiency and attentive customer service as its foundation. Travelers value thoughtful treatment and simple amenities.



### 1.2.2 Travel and Tourism



Be it work or recreation, travelling to nearby or faraway place is a common feature of human lives. Travelling needs to be comfortable and safe.

From Luxury Trains, Airplanes to a Cruise ship, the travellers' needs like, food, lodging and associated requirements are met by the hospitality staffs such as, Ground staff, Cabin crew, Housekeeper, Supervisor, Bartender, Bellman, Buffet Server, Cabin Steward, Purser etc.

Destinations such as amusement parks draw thousands of people, all of whom want to benefit from great customer service while enjoying a memorable adventure that also comes under the canopy of travel and tourism.



### 1.2.3 Food and Beverage



In hospitality, food and beverage occupy a special place. It is the largest element of the hospitality industry and can take the form of high-end restaurants, fast-food eateries, catering establishments and many other manifestations.

The food and beverage trade can symbolically function as part of other businesses, such as in Bowling alleys or Movie theatres'.

**Food and Beverage operations are concerned with:**


- The consumer needs and market potential
- The formulation of policy and business objectives
- Decisions on the range and type of food and beverages to be provided
- The organization of provisioning for food and beverages
- Knowledge of the operational and management requirements
- Control of costs associated with the operations
- Monitoring of consumer satisfaction



#### DO YOU KNOW?





The word "inn" is mentioned in the Bible shows us that the history of hotels dates back thousands of years ago.



1.2.4 Types of Food & Beverage Operations:

Types of Operations	Descriptions
	<p><b>Bistro:</b></p> <ul style="list-style-type: none"> <li>• A small establishment, with check tablecloths, bentwood chairs, cluttered decor and friendly informal staff</li> <li>• It offers basic and robust cooking</li> </ul>
	<p><b>Brassiere:</b></p> <ul style="list-style-type: none"> <li>• A large, styled room with a long bar</li> <li>• Normally serves one-plate items rather than formal</li> <li>• Waiters are often seen in traditional uniform of long aprons and black waistcoats</li> </ul>
	<p><b>Gastrodome:</b></p> <ul style="list-style-type: none"> <li>• It is also known as the new wave brassiere</li> <li>• Large and multileveled</li> <li>• Slick modern interior design</li> <li>• Busy and bustling and often large and multileveled</li> </ul>
	<p><b>Coffee Shop:</b></p> <ul style="list-style-type: none"> <li>• Originally served types of coffees and teas along with light snack items like cakes, desserts and sandwiches</li> <li>• Coffee shops often have themed interiors</li> <li>• Can stay open all day and serve all meal types from breakfast to supper</li> </ul>

Types of Operations	Descriptions
	<p><b>First Class Restaurant:</b></p> <ul style="list-style-type: none"> <li>• Formal fine dining restaurants</li> <li>• Classical preparation and presentation of food and offering a high level services</li> <li>• Often associated with classic/haute cuisine</li> </ul>
	<p><b>Restaurant:</b></p> <ul style="list-style-type: none"> <li>• Service ranges from full table service to assisted service such as carvery-style operations.</li> </ul>
	<p><b>International Restaurant:</b></p> <ul style="list-style-type: none"> <li>• International restaurants serve variety of cuisines like Indian, Oriental, Asian, Spanish, Greek, Italian, Creole and Cajun.</li> <li>• The restaurant tends to reflect specific ethnic origins.</li> </ul>
	<p><b>Themed Restaurant:</b></p> <ul style="list-style-type: none"> <li>• These restaurants follow a certain theme for example, Icelandic hot rock with food prepared and cooked at the table, 'Beni-hana' oriental theme.</li> <li>• Also includes themes such as jungle, rainforest or music/opera, where waiting staff perform as well as serve.</li> </ul>



Types of Operations	Descriptions
	<p><b>International Destination Restaurant:</b></p> <ul style="list-style-type: none"> <li>• These restaurants are often Michelin star restaurants</li> <li>• The establishment cashes on the unique feature of the destination into their restaurant ambience, like sea side café or dining in the jungle</li> </ul>
	<p><b>Health Food and Vegetarian Restaurants:</b></p> <ul style="list-style-type: none"> <li>• These specialize in vegetarian and health food</li> <li>• Aims to meet certain lifestyle requirements and diet plans</li> </ul>
	<p><b>Cafeteria:</b></p> <ul style="list-style-type: none"> <li>• Dishes are available in counter or counters in varying designs</li> <li>• Cafeteria works on self-service by the customers</li> <li>• Originally developed for the industrial feeding market but now seen in a variety of sectors like schools and colleges</li> </ul>
	<p><b>Popular catering and fast-food outlets:</b></p> <ul style="list-style-type: none"> <li>• Originally developed from table service teashops.</li> <li>• Meeting the needs of all-day meal dining (grazing) and also the need for 'grab and go' service, especially for the leisure, industrial and travelling markets.</li> </ul>

Types of Operations	Descriptions
	<p><b>Public houses:</b></p> <ul style="list-style-type: none"> <li>• This establishment commercially serves alcohol to its patrons.</li> <li>• It can simply be a serving bar with standing room for customers or may have more plush surroundings offering a variety of foods.</li> <li>• Such places are sometimes called gastro pubs.</li> </ul>
	<p><b>Wine bars:</b></p> <ul style="list-style-type: none"> <li>• Often a mixture of bar and brassiere-style operation, commonly wine themed, serving a variety of foods.</li> </ul>



## POST SESSION ACTIVITY

The trainees prepare a chart paper project, illustrating the Food and Beverage outlets they have visited so far, categorizing them into sections.

## DEBRIEFING

- The word hospitality comes from the Latin word called – ‘*Hospes*’, which has its origin from the word ‘*Hestis*’
- There are two defining aspects of hospitality industry: **(i)** Focussing on Customer Satisfaction  
**(ii)** Reliance on disposable income and leisure time.
- There are different types of trades in the hospitality industry like airlines, resorts, luxury trains and other services.
- The hospitality industry can be categorized into three broad segments namely: **(i)** Accommodation or hotels  
**(ii)** Travel and Tourism **(iii)** Food and Beverages
- Food and beverage is the largest section in the hospitality industry.



**Test Yourself:**

**1. Fill in the Blanks:**

- a) Hospitality words comes from a \_\_\_\_\_ word called \_\_\_\_\_.
- b) The Hospitality segment has three broad categories: \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
- c) Travelers value \_\_\_\_\_ and \_\_\_\_\_.
- d) \_\_\_\_\_ is the largest element in the hospitality industry.
- e) Bistro is a \_\_\_\_\_ establishment with \_\_\_\_\_ table clothes.

**2. State True or False:**

- a. Food and Beverage segment is concerned with the lodgings of the customer. [     ]
- b. Cafeteria serves high end services to its customers. [     ]
- c. Airlines come under hospitality sector. [     ]
- d. New Wave Brassiere is also known as Gastrodome. [     ]
- e. The word Hospitality originates from a Latin word. [     ]

**3. Match the following:**

Column - A	Column - B
a. Bistro	1. A small establishment, with check tablecloths, bentwood chairs, cluttered decor and friendly informal staff.
b. Cafeteria	2. Classical preparation and presentation of food and offering a high level services.
c. First Class Restaurant	3. The establishment cashes on the unique feature of the destination into their restaurant ambience, like sea side café or dining in the jungle.
d. Wine bars	4. Cafeteria works on self-service by the customers.
e. International Destination Restaurant	5. Often a mixture of bar and brassiere-style operation, commonly wine themed, serving a variety of foods.

# CHAPTER 2

## FOOD AND BEVERAGES SERVICE

**LEARNING OUTCOME:**

- Understanding menu: its purpose and types
- Knowing condiments and accompaniments: Types and Purpose
- Knowing Waste Disposal
- Designing Table Layout: Types and Its Uses
- Recognizing beverages: Types and their Characteristics

**PRE-SESSION ACTIVITY:**

The Trainer will show a video on how to provide a formal dining service in a food and beverage establishment.

**2.1 Menu**

- A menu represents the food and beverages that a restaurant offers to its customers.
- A menu can be an a la carte, buffet menu or table d'hôte.



**2.2 Purpose of a Menu**

**2.2.1 Designing a Menu**

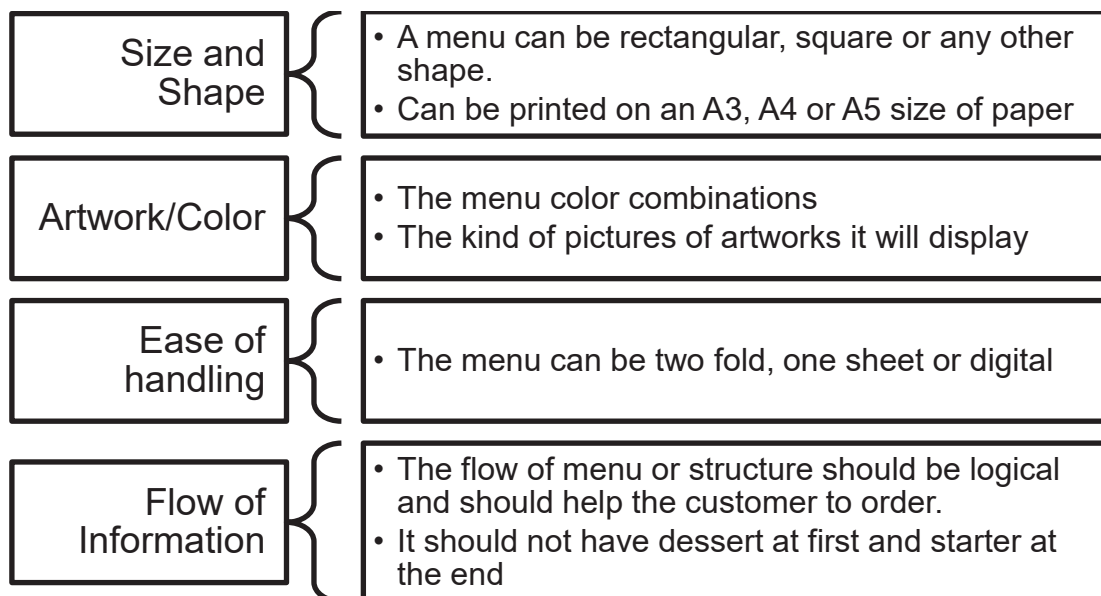
A menu should be designed with careful considerations given that it plays an integral part in captivating the customers' attention. Keep the following considerations in mind while designing a menu:

- The menu should be appealing and interesting to the customers
- The details of the course should be clear and easily found and followed
- A menu should provide a clear and accurate description of the dishes and the ingredients in it
- The mention of prices on a menu is a must
- The inclusion of dietary information in the menu is also a must, so that the consumer can make an informed choice about the dishes he/she will be eating



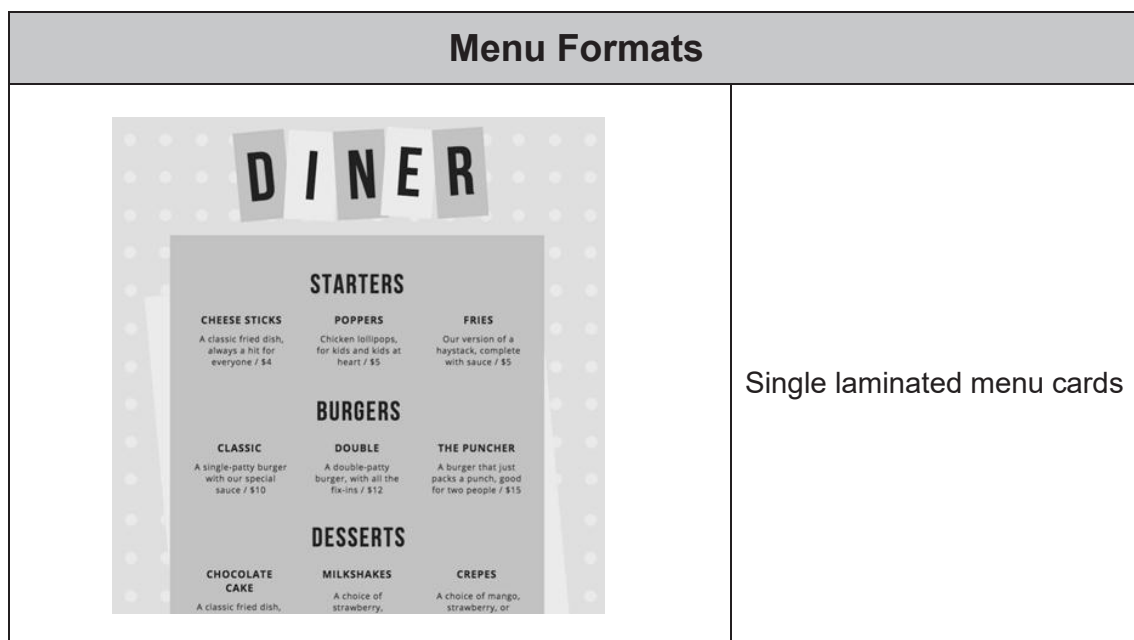
### 2.2.1 Designing a Menu

A menu should be designed with careful considerations given that it plays an integral part in captivating the customers' attention. A menu should be designed keeping the following considerations in mind:



### 2.3 Menu: Presentation Types

Menus can be presented in various formats:



### Menu Formats



Fold out cards with inserts from the size A5 and above



I Pad Menu