

Food and Beverage Service Trainee

(Job Role)

Qualification Pack: Ref. Id. THC/Q0307
Sector: Travel, Tourism and Hospitality

Textbook for Class X



171004

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एन सी ई आर टी
NCERT

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Vocational Textbook for Class X

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FOREWORD

The National Curriculum Framework–2005 (NCF–2005) recommends bringing work and education into the domain of the curricula, infusing it in all areas of learning while giving it an identity of its own at relevant stages. It explains that work transforms knowledge into experience and generates important personal and social values such as self-reliance, creativity and cooperation. Through work one learns to find one’s place in the society. It is an educational activity with an inherent potential for inclusion. Therefore, an experience of involvement in productive work in an educational setting will make one appreciate the worth of social life and what is valued and appreciated in society. Work involves interaction with material or other people (mostly both), thus creating a deeper comprehension and increased practical knowledge of natural substances and social relationships.

Through work and education, school knowledge can be easily linked to learners’ life outside the school. This also makes a departure from the legacy of bookish learning and bridges the gap between the school, home, community and the workplace. The NCF – 2005 also emphasises Vocational Education and Training (VET) for all those children who wish to acquire additional skills and/or seek livelihood through vocational education after either discontinuing or completing their school education. VET is expected to provide a ‘preferred and dignified’ choice rather than a terminal or ‘last-resort’ option.

As a follow-up of this, NCERT has attempted to infuse work across the subject areas and contributed in the development of the National Skill Qualification Framework (NSQF) for the country, which was notified on 27 December 2013. It is a quality assurance framework that organises all qualifications according to levels of knowledge, skills and attitude. These levels, graded from one to ten, are defined in terms of learning outcomes, which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. The NSQF sets common principles and

guidelines for a nationally recognised qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities.

It is under this backdrop that Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal, a constituent of NCERT has developed learning outcomes based modular curricula for the vocational subjects from Classes IX to XII. This has been developed under the Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education of the Ministry of Education, erstwhile Ministry of Human Resource Development.

This textbook has been developed as per the learning outcomes based curriculum, keeping in view the National Occupational Standards (NOS) for the job role and to promote experiential learning related to the vocation. This will enable the students to acquire necessary skills, knowledge and attitude.

I acknowledge the contribution of the development team, reviewers and all the institutions and organisations, which have supported in the development of this textbook.

NCERT would welcome suggestions from students, teachers and parents, which would help us to further improve the quality of the material in subsequent editions.

New Delhi
September 2020

HRUSHIKESH SENAPATY
Director
National Council of Educational
Research and Training

ABOUT THE TEXTBOOK

The Hospitality Industry is a broad category of fields within the Service and Tourism Industry that includes lodging, event planning, theme parks, transportation, cruise line and additional fields within the tourism industry. The industry worth several billion dollars is mostly dependent on the availability of leisure time and disposable income. A hospitality unit, such as a restaurant, hotel or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen staff, bartenders, management, marketing and human resource personnel, etc.). Some important sectors of the hospitality industry are: Accommodation; Food and Beverage (F&B); Meetings, Incentives, Conventions and Events (MICE); Clubs and Gaming; Entertainment and Recreation; Travel and Tourism; and Visitors Information.

There is a huge demand for trained and skilled professionals in the industry for numerous job roles such as hotel managers, food and beverage service managers, housekeeping supervisors, housekeeping attendants, hotel receptionists and clerks, bellhops, meeting and convention planners, concierges, maitre d's, executive chefs, reservation ticket agents, maids and housekeeping cleaners, gaming dealers, etc.

An F&B Service Trainee works in areas like restaurant, lounge, coffee shop, room service, poolside barbecue or grill service, banquet, bar and outside catering, etc.

The textbook for the job role of 'Food and Beverage Service Trainee' has been developed to impart knowledge and skills through practical knowledge, which forms a part of experiential learning. Experiential learning focuses on the learning by performing job activities along with classroom teaching-learning process. Therefore, the learning activities are student-centred rather than teacher-centred.

This textbook has been developed by subject and industry experts, and academicians who have made it a useful and inspiring teaching-learning resource material for students. Care has been taken to align the content of the textbook with the National Occupational Standards (NOSs) for the job role so that the students acquire necessary knowledge and skills as per the performance

criteria mentioned in the respective NOSs of the Qualification Pack (QP). The textbook has been reviewed by experts so as to ensure that the content is not only aligned with the NOSs, but also offers quality learning.

The NOSs for the job role of 'Food and Beverage Service Trainee' covered through this textbook are as follows:

1. THC/N9902: Customer-centric services
2. THC/N9903: Etiquette and hospitable conduct
3. THC/N9904: Gender and age sensitive service practices
4. THC/N9905: IPR of organisation and customer
5. THC/N9906: Health and hygiene
6. THC/N9907: Safety at workplace
7. THC/N9909: Importance of language and communication

Unit 1 explains customer-centric services like being customer- and sales-oriented, having a positive attitude towards customers and customer satisfaction, good product knowledge, friendly and outgoing personality, honesty, punctuality, good memory, excellent presentation, and the well organised manner of a professional required in the hospitality industry especially in F&B services.

Unit 2 will help students learn the etiquette and hospitable conduct towards customers. This Unit explains how to be polite, have proper office manners and etiquette to deal with guests in different situations.

Unit 3, emphasising on gender and age sensitive practices in the hospitality industry, explains gender issues and their solutions at workplaces. It explains women's rights, equality, benefits, safety and security for women customers and staff.

Unit 4 explains about the different types of Intellectual Property Rights (IPR), related to the organisation and the customer and their maintenance. It focuses on IPRs, which includes patents, copyrights, trademarks, registered (industrial) design, protection of IC layout design, geographical indications, protection of undisclosed information, etc.

Unit 5 will help students learn how to maintain health and hygiene while working as a Food and Beverage Service Trainee. The Unit explains about cleaning and waste segregation at workplace, personal health and hygiene, food and material hygiene in any luxury hotel.

Unit 6 emphasises on how to maintain workplace safety standards for a hazard-free environment and avoid disruption from personal injuries and a hazardous system failure. This Unit explains how to take precautionary measures to avoid work hazards, follow standard safety procedures, use safety tools and personal protective equipment, achieve safety standards, etc.

Unit 7 will help students learn French as a foreign language along with English. This Unit covers the basics of French communication, salutations, and names of the days of the week, months, colours, etc.

I hope this textbook will be useful for students, who opt for this job role, as well as, teachers. Suggestions and observations will help us bring out a revised and improved version of this textbook.

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Unit



1

Customer-centric Services

The hospitality industry is diverse but specialised in nature, which is concerned with basic human needs like food, clothes and shelter. In the context of hospitality industry, it broadly provides services to the customers. Presently, hospitality sector is emerging as one of the key drivers of growth in the world, generating a huge amount of revenue and creating millions of job opportunities every year. This industry includes many sectors like accommodation (hotels, motels), food and beverage (F&B) (restaurants, food outlets), transportation (airlines, motor car), travel and tourism (travel agent, tour guide), etc. Its prime focus is on customer satisfaction.

The aim of any business is to gain profitable customers and maximise profitability. For a hospitality business there are many defining elements necessary for its success. Sales operation is one of them. To achieve sales objectives, hospitality firms focus on satisfying their customers. To achieve a firm's objectives, the focus is on a marketing mix (product, price, place, and promotion), employees' requirement and training.

This section aims to help students understand sales operation within a hospitality firm. Sales is a viable department for any firm because this is where revenue is generated from. Sales executives or F&B attendants are the key players of this department, as well as, the organisation. Sales executives should have some



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basic qualities such as—customer orientation, sales orientation, positive attitude towards customers, good product knowledge, friendly and outgoing personality, honesty, punctuality, good memory, excellent presentation and well organised.

SESSION 1: DEALING WITH A CUSTOMER AND ASSESSMENT OF QUALITY OF SERVICE

Definition of Sales

Sales refers to the activity of sales force — the people associated with selling. Selling can be of either goods or services or both and the amount of goods and/or services sold within a stipulated time is called 'sales'.

- (a) Salesmanship is all about finding and cultivating new customers.
- (b) Salesmanship is the art of persuading customers to buy goods or services, which will give them lasting satisfaction.
- (c) Salesmanship is the art of helping prospective buyers and customers achieve their goals in life.
- (d) The process of selling involves estimating, ascertaining or finding out the needs of prospective customers followed by approaching and contacting the customers and convincing them as to how their requirements can be satisfied by purchasing the goods and services on sale.
- (e) Salesmanship is the art of solving a customer's problems by listing the benefits offered by the products or services being sold by the salesman.

Methods of Selling

Various methods of selling are used in a diversified target market. A few important ones are described below.

Direct sales or door-to-door sales

This method is also called personal selling. In this method, products and services are sold face-to-face at the customer's location.



Channel sales

This includes Business to Business (B2B), which means selling goods and services to another business such as a grain supplier selling grain to a restaurant. Business to Customer (B2C) is selling goods and services directly to a consumer, who is the end user of the product or service, for example, a restaurant selling food to its customer.

Retail

It means selling products and services directly to the end user through stores or shops for personal, non-commercial use. For example, selling grocery items from a grocery store.

Sales agent

A sales agent is a person or company who acts on behalf of a principal supplier. A sales agent sells products and services to potential customers. In return, the sales agents get a commission based on the value of the business deal. For example, a travel agent, insurance agent, etc.



Fig. 1.1: Retail Store

Telemarketing or telesales

It involves using a telephone to sell directly to the consumers and business customers. Telephone marketing now accounts for 22 per cent of all direct marketing driven sales.

Consultative sales

This happens when salesperson spends time to understand a customer's needs and then offers appropriate products and services accordingly.

Consignment sales

This is when the manufacturer (supplier) gives goods to a wholesaler or retailer without immediate payment. The wholesaler or the retailer is expected to pay the supplier for the goods which have been sold. Any leftover stock that is not sold is returned to the supplier after the agreed time period expires.



Hawker sales

This is done by a travelling salesman who sells products and services by loudly calling out about the wares.

Need for Sales Service

In any business organisation, sales department is the one that generates revenue. No matter how good a manufacturing operation is, how cutting-edge the technology is, how tight the financial goals are or how progressive and forward-thinking the management techniques are, it is very important to have a strong sales mechanism in place.

Sources of Revenue

In the hospitality business, revenue is generated from various sources.

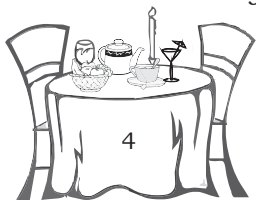
- Room rental is the main source of revenue for any hotel.
- Food and beverage service is the main source of revenue for a restaurant and the second most important for a hotel.
- Business meetings and business events such as group meetings, conventions, seminars, training, etc., are other sources of revenue.
- Social functions like marriage function, birthday party, success party, etc., are also a vital source of revenue.
- Ancillary revenue sources, for many hotels, are room services, bar services, lounges, discotheque, spa and in-house shops, etc. For restaurant, these sources are take-away services, etc.



Fig. 1.2: Bar service in a hotel

Definition of a Customer

An individual or business that purchases goods or services produced by another business is called a customer. A customer creates the demand for goods and services, which is why attracting customers is the primary goal of most businesses. Businesses often compete



with each other through advertisements or lowered prices to attract more customers.

Classification of a customer

Loyal customers

These are the customers who are satisfied with the product or service being sold and therefore keep coming back to the same organisation or firm for repeat business. Although these customers are less in number, yet they play a big role in promoting the sales and profit of the firm through their loyalty.

Discount customers

These are also repeat customers but they visit the firm for purchase only when discounts or schemes are offered on the branded or even regular products. These customers are always inclined to purchase products at low cost.

Impulsive customers

These are the customers who purchase only on impulse or on the spur of a moment. They generally do not have a specific product on their purchase list but just do so as and when they find a product appealing or useful. These customers do not need to be convinced by the seller.

Need based customers

These customers go in for purchase only when needed. Also, mostly such customers buy items which are familiar to them or which have a specific utility.

Wandering customers

These are the customers who visit sellers just for checking out the products available in the market while they do not have a specific need or plan to purchase any specific product. These are the least profitable customers.

Market

A place where buyers and sellers gather to, exchange products and services or sell them for money is called a market. *The Economic Times* in its English edition of 12th August, 2021, defines a market as “the sum total



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of all the buyers and sellers in the area or region under consideration. The area may be the earth, or countries, regions, states or cities”. The supply and demand in a market decide the value, cost and price of items traded. The market could be physical or virtual, local or global, perfect or imperfect such as a commodity market, stock market or village haat.

Village Haat

It is most often called *haat bazaar* in rural areas. It is an open market that serves as a local trade venue for people as seen in Nepal, India and Bangladesh. While it is a regular affair at some places, in others such a market is held once, twice or thrice in a week. ‘Dilli Haat’ is a well-known market place in Delhi.

Maintaining Customer Profile

This is an important exercise for any company. A database of customers and clients helps a sales executive prepare for sales calls and also answer customers’ questions.

Basic customer profile

- List of clients alphabetically and by key client listing
- Sales history of clients
- Volume of sale by clients
- Seasonality of sale by clients
- Products or services purchased by clients
- Profitability of clients (many companies will not release this to the sales force)
- Buyer contact information:
 - (i) Name
 - (ii) Title
 - (iii) Address (both mailing, courier and post office)
 - (iv) E-mail
 - (v) Contact number (if possible)
- Special needs of clients
- Past problems of/with the client



This is only a partial list of information that is provided to the sales executive. The purpose is to assist the executive in serving the client and thus making a successful sale.

Customer Interaction

Dealing with the customer is an essential part of hospitality industry. A customer of the hospitality industry wants to enjoy the product and services provided by the industry. Sometimes a few of them may raise issues regarding the products, services, policies, procedures and the guidelines. In such a situation, customer interaction becomes a serious issue and proper training is required for a good interaction and customer satisfaction. The following points should be considered for effective customer interaction.

Never interrupt the customer

When the customer is asking or sharing something, never interrupt. It can upset the customer. If it is essential to interrupt, then ask for permission first. Ask for the customer's ideas and his thoughts about the problem.

Listen attentively

While interacting with the customer, be focused on the conversation. Don't be distracted by anything else. It is important for the customer to know that you are listening.

Avoid negative questions

While interacting with a customer, frame positive questions and keep the conversations open ended.

Don't be too technical while explaining

While solving a customer's problem, do not go into heavy technical details in your explanations. The customer may have little technical knowledge, so use simple language to explain the situation.

Use positive sentences in communication

Communicate with positive sentences to build the confidence of the customer. While speaking, be clear



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in speech and pronunciation. In hospitality industry, service excellence depends on your understanding of the customer. So anticipate the customer's reactions and act.

Feedback

Feedback is the comment or ideas given by a customer for a product or services. Organisations consider it as a great opportunity to improve. The next chapter deals with feedback forms and other media used for feedback.

Target Customer and their Needs

To start a business, it is important to plan a step-by-step market strategy. This will not only help identify a specific target market but will also help create a customer profile. To market any product or service, it is essential that we tailor the sales and marketing effort specifically to reach the target customer. It saves a lot of time, energy and funds if the target customers' needs can be assessed in advance.

Identifying a Market or Customer

Three factors should be kept in mind while identifying the market and the customer.

Target customer— who is going to buy the product or avail the service

Segmentation— for easy focus and segregation of customer

Research— for customer views or reviews

Types of Customer/Market

Customer is an actual or potential buyer of the product. They can be classified into three categories.

- 1. Individual or household customers:** They are the ones who buy goods for their own use or derive benefit from the purchase of any product or service, for example, medicines and grocery.
- 2. Industrial customers:** These are the ones who purchase products or services for direct use to produce other products like agriculture products or factory products.



- 3. Reseller customers:** These are the ones who are middlemen or intermediaries, such as wholesalers or retailers, who buy products to resell and earn profit.

Creating Demand

To create a demand in the market for products and services, companies takes several steps to get a market share.

- **Sales objectives:** These should be carefully decided right at the outset.
- **Market research:** These should be conducted to determine the consumers' needs.
- **Cost effectiveness:** This can be worked out by the company by charging prices lower than the competitors.
- **Effective sales promotion:** It includes a variety of promotional tools to stimulate a strong market response. The tools could be oriented for consumer promotion (by offering demos, samples, discounts, vouchers, etc.), trade promotion (through giving free goods, cooperative selling with other firms, etc.) or for sales force promotion which could be through offering incentives, bonus, commission on sales, etc.
- **Reviewing results:** It is important for success of the company to evaluate sales results.

Selection of Clientele and Services

Market segmentation is a very important process of any company. A market is a gathering of buyers and sellers who differ in one or more ways in their requirements, needs, expectations, resources, geographic location, buying behaviour and/or practices. Every buyer is a unique market in oneself because of one's specific individual needs and wants. Therefore, a seller might design a separate marketing programme for each buyer. A market can be classified in several ways, some of which are:

- Geographic segmentation
- Demographic segmentation



- Psychographic segmentation
- Behavioural segmentation

After effective market segmentation, the company must look at segment size and growth, segment structured attractiveness, and the company's objectives and resources before deciding the target market where a set of buyers share common needs or characteristics.

Product and Service Design

A room at a hotel, French fries of a popular fast food chain of restaurants, a vacation package in Goa, food and beverage in a restaurant, a bus tour of historic sites, a convention in a modern convention centre— all these are products.

A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, places, organisation and ideas.

Characteristics of hospitality products and services



Fig. 1.3: Perishable Products

- Intangibility: Unlike physical products of hospitality, services cannot be seen, tasted, felt, heard, or smelled before they are purchased. And hospitality being largely service oriented, intangibility is a major factor affecting it.
- Inseparability: In most hospitality products and services, both the service provider and the customer must be present for the transaction to occur.
- Variability: Hospitality products and services are highly variable. Their quality depends on who provides them and where they are provided.
- Perishability: Some hospitality products and services cannot be stored because of their shelf-life.



Level of hospitality product

Hospitality products can be divided into four categories.

- Core products: This is the most basic level, which the buyer is really buying. For example, hotel room, taxi, meals, etc.
- Facilitating products: These are the goods or services that supplement, facilitate and enhance the use or experience of the core product or service by the guest. For example, a hotel check-in, check-out services, telephone, restaurant, etc.
- Supporting products: These are extra products offered to add value to the core product and help to differentiate it from the competition. In a corporate hotel, a health spa is a supporting product.
- Augmented products: An augmented product is enhanced by its seller with added features or services to distinguish it from the same product offered by its competitors. Augmenting a product involves including intangible benefits or add-ons that go beyond the product itself.

Customer Relations and Complaints

Personal relations

Hospitality firms are frequently using this important tool as a feedback medium. Personal relations enable one-to-one interaction with customers. Personal interaction makes the customer feel important and creates a positive impact about the company. Further, hospitality firms can use the data to understand customer behaviour and preferences and generate loyalty to increase repeat sales.

How to interact with customers?

- The hotel or restaurant manager can meet the customers, ask questions about satisfaction, quality, etc., and request for suggestions.
- The manager can also offer rewards.



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- The hospitality firm can keep in touch with the customer through letter, email or social media.
- The hospitality firm can also take feedback over telephone.

Solving the guest's problems and handling complaints

When guests are dissatisfied with some services and express their unhappiness to employees, the company can get the feedback and take corrective measures.

Types of guests' complaints

- *Mechanical complaints* are related to malfunctioning or non-functioning of systems and equipment, such as, television, geyser, etc.
- *Behaviour complaints* are related to staff behaviour, when a guest feels insulted by a rude or tactless hotel staff personnel.
- *Service related complaints* regarding the services provided, like delay in check-in, room service, etc.
- *Unusual complaints* are related to unusual demands like a lack of spa, lack of gymnasium, etc.

Handling guests' complaints

Hospitality is a service-centric industry, so the front desk staff are expected to always be ready to handle guests' complaints tactfully. They must try to resolve the problems immediately and appease the customer. The staff should always keep certain guidelines in mind, when handling guest complaints. Some of the general guidelines are given below:

- Listen with concern and empathy.
- Stay calm. Don't argue with the guest.
- Be aware of the guest's self-esteem. Exhibit personal involvement in the problem.
- Try to address the guest by their name frequently.
- Take the guest away from crowd, if possible, so that other guests don't overhear their concerns.
- Explain to the guest what best can be done in the given circumstances. Offer choices, if available.



Do not promise what is impossible, and do not go beyond your purview.

- Give the customer an approximate time for completion of corrective actions towards resolving his complaint.
- Monitor the progress of the corrective action.
- Follow up and inform the guest to ensure that the problem was resolved satisfactorily.
- If a problem cannot be solved, the front desk staff should admit to this early and call the superior.

Customers' Views, Reviews on Product and Services and Expectations

Customer review is a feedback after the purchase of any product or service. The review makes it clear if the product or service has been liked or not liked. Those who have not used the product or availed the service cannot review the same.

How to get customer review?

1. Before marketing any product or service, focus on the target group or customer so that feedback can be taken from them.
2. Obtain the e-mail of the customer so that they can be contacted from time to time for new product reviews.
3. In modern marketing, organisations, mostly online shopping apps, provide information about other products in the same category and collect reviews for the same.
4. Prepare a graphic presentation of the review as it shows lots of customer reviews in one view.
5. For reviews of any product or service, provide free samples to dedicated customers. The more people trying and testing the product, the more the reviews.
6. In hospitality sector, customers are ignorant about various products and services till they try them



out. It is not a bad idea to offer trials of certain products or services for getting customer reviews.

Using Customer Feedback and Rating to Improve Relationship with the Customer

Public relations (PR) is an important marketing tool to reach out to the customers. Building the foundation for a strong relationship with the customer comes from mutual trust and respect. Therefore, PR is a cost-effective promotional tool.

Some tools of public relations that can be used for reaching out to the customers are discussed here.

Press releases

Frequent information to press helps to place information about the product, services or organisation into the news media to attract the attention of potential customers and other stakeholders. A hospitality firm arranges different types of functions and events to promote their products, and gives information to the press in a form of note called a press release. Some organisations might hold a press conference by inviting persons from the media and specifically inform them about their new products or services.

Product publicity

This involves various means of making the products and/or services popular amongst customers and various stakeholders. This could be achieved through advertising in prominent print and non-print media, offering special discounts or offers, etc. However, most of these methods entail a certain expense coupled with limited period of efficacy. Obtaining testimonials from customers is one of the most used, yet completely inexpensive methods of showcasing your brand, in addition to being long lasting.

Testimonial and feedback

The testimonials are obtained by customers in a feedback form, register or visitor book maintained by



the restaurant. Customer testimonials are a credible way of showcasing your organisation. A testimonial is observations or comments of a customer about your products or services availed by them. They also are a means of conveying the quality of your products and/or services to your employers, co-workers and other stakeholders.

Customer feedback of a restaurant or F&B organisation is about the restaurant and the food and services provided at your restaurant.

The feedback enables restaurants to understand the trend and competition in the market better. They can be an effective tool to understand a customer's needs and take necessary steps for the improvement of the restaurant to grow as a whole. It is very important to translate the feedback into actionable tasks to provide improved services.

Working on Feedback

A company uses customer feedback to analyse what needs to be corrected and where improvement is required. Feedback is a waste if it is not properly handled.

How to manage feedback

- Keep a record of the feedback.
- The management should respond quickly to both negative and positive feedback.
- Set a deadline for corrective measures.
- If the customer gives a positive feedback, then an appreciation letter could be sent to the customer.
- The management should always be ready for positive or negative feedback. This enables the firm to do better.
- There should be regular meetings with staff to let them hear about both the positive and negative feedback.
- A firm can use any mechanism to gather feedback but never ignore the feedback.
- If needed, corrective action should be taken, and the customer should be informed about the same.



Feedback form

Please tick the appropriate box.

Sample Feedback Form				
	Excellent	Good	Average	Needs Improvement
Food				
Flavour of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freshness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services				
How friendly are the services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explanation of menu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time taken for serving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Account settlement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venue				
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other comments:.....				
.....				
.....				
.....				
Name:				
Contact Phone No.:				



Customer feedback form

Please tick in the appropriate box.

Hotel ABC— Customer Feedback Form				
	Excellent	Good	Average	Needs Improvement
Front office staff behaviour				
Lobby services				
Check-in, Check-out procedure				
Room and bathroom decor				
Cleanliness				
Room services				
Restaurant services				
Restaurant ambience				
Restaurant food & beverage				
Restaurant staff				
Service response time				
Spa services				
Fitness centre				
Recreational activities				
Overall hotel rating on a scale of 1 to 10* <input type="text"/>				
*Excellent: 8–10 *Good: 6–7 *Average: 4–5 *Poor: Below 3				
Other comments:				
.....				
Name:				
Contact Phone No:				

Questionnaires for Rating and Assessment

A questionnaire is the most effective and common instrument used by hospitality firms for getting customer feedback. It is also used for survey and research study. A questionnaire consists of a set of questions provided to a respondent for answering. There are many ways to ask questions, so care should be taken to frame them in a way that they evoke a response.



Sample Questionnaire
A study of customer satisfaction in a restaurant

1. Guest Name:
2. Age:
3. Gender:
4. Income (Annual):

Study Related Questions

5. How often do you eat at a restaurant:
(a) Once in a week [] (b) Twice in a week []
(c) Once in a month [] (d) Rarely []
6. How do you know about this restaurant?
(a) Radio [] (b) Television [] (c) Newspaper []
(d) Publicity [] (e) Friends [] (f) Relatives []
(g) Others specify _____
7. What type of food do you prefer?
(a) South Indian [] (b) North Indian [] (c) Chinese []
(d) Andhra Cuisine [] (d) Others []
8. How are our services?
(a) Excellent [] (b) Good []
(c) Average [] (d) Needs improvement []
9. How is the taste and quality of food?
(a) Excellent [] (b) Good []
(c) Average [] (d) Needs improvement []
10. Are you satisfied with our food and service?
(a) Very happy and satisfied [] (b) Good []
(c) Average [] (d) Not satisfied []

Your valuable suggestion:

.....

.....

Thanks for participating
Team
ABC Restaurant



Various Media used for Promotions and Customer Relations

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Interviews

Interviews can be either individual (intercept) or in-depth (qualitative). Intercept interview is when you randomly select a person in a public place or do random door-to-door survey. In-depth interview is when you have a one-to-one conversation with a person that usually helps you collect specific information about the person. Depending on the interview, the time involved could range from a few minutes to several hours. For a longer survey, sometimes a small payment is offered to respondents in return for their time. The main drawback about personal interviews is that it could cost three to four times the cost of telephone interviews.

Telephonic conversation

A telephonic conversation helps to gather information quickly. The customer relationship manager can call a guest to check on how they are enjoying their stay at the hotel. Making a phone call is a great way to show your guests that you care. The call can even be made after the stay is over to take feedback about the products and services.

Electronic media

Electronic media is a great way to promote travel and hospitality content. Many television and radio channels broadcast travel and hospitality related programmes that feature feedback, reviews, etc., of hotels and restaurants.

Internet

Electronic mail (E-mail) is a very effective and low cost way of collecting a large amount of information. A typical e-mail feedback can cost 20 to 50 per cent less than the conventional survey cost. Respondents may give more honest answers to questions on a mail questionnaire than over the phone. Mail questionnaires are also convenient for the respondents as they can answer the



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feedback or survey when they have time. It is also a good way to reach those who travel a lot.

Mail questionnaires also have some disadvantages. Since there is no interaction possible with the respondent, the questions need to be simple and clearly worded questions so that they are well understood by the respondents. Mail feedback usually takes longer time to complete than a telephone or personal contact, and the response rate is often low.

Social networking

Social networking sites such as Facebook, LinkedIn, Instagram, WhatsApp, Google Hangouts and many others are powerful forms of communication. Many firms incorporate social media into their marketing plan and also for feedback and survey. It is very useful for both consumers as well as hospitality firms. Existing customers post their review on social media about the hotel and restaurant products and services that influences new customers. Companies use these platforms to reach out to new customers through advertising and promotion. Through social media, a company can reach a large consumer's base at a very low cost.

Dealing with Customers

Customers sensitisation and generating awareness

For any business, customer is the prime asset. This holds true in the hospitality business too. Due to its service based nature, it is more customer centric than any other business. A business growth can only be achieved by following the right process, a strategic direction and delivering right values towards the customers. To train the staff towards customer sensitisation, many hospitality firms organise training programmes for them. The training programmes include:

- Supporting a sustainable and responsible culture.
- Ensuring welfare and well-being.



- Pledging to provide the finest personal service with genuine care and keeping the comfort of customers in mind.
- Trying to deliver more than promised and over and above the customer's expectation.
- Focusing on providing a good experience to the customer with the motto, "Treat others as you would like to be treated yourself."
- A customer's complaint should always be first priority and remember that the customer is always right.

The loyal customer

Hospitality industry faces cut throat competition. Thus, it is easier for the companies to focus on retaining existing customers to increase their sales, rather than attracting new ones. A good customer relationship manager is a customer's delight. In turn, delighted customers remain loyal to the company and its products.

The focus is to maintain a long-term customer relationship or Customer Lifetime Value (CLV) cycle, rather than on single transactions.

The benefits of continued patronage of loyal customers are— reduced marketing costs, decreased price sensitivity of loyal customers, and repeat partnership activities of loyal customers.

For long-term success, hospitality companies try to build a base of loyal customers who will provide repeat business and influence other potential customers. This requires systematic planning. For example, a popular fast food chain launching a loyalty programme into its smartphone app for the customers.

Visit 1	Visit 2	Visit 3	Visit 4	Visit 5	Visit 6
To be paid fully	FREE Hash Browns	FREE Veg. Muffin/ Egg & Cheese Muffin	FREE Hot Cakes	FREE Fresh Brew Coffee/Tea	FREE Veg Supreme/ Chicken Sausage and Muffin with Egg



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Creating customer loyalty

The following points can be kept in mind to create customer loyalty.

1. Train staff to provide personal service to the customers.
2. Provide incentives to induce customers to increase frequency of business.
3. Provide special service options by offering enhanced services or something extra to loyal customers.
4. Develop strategies to encourage long-term relationship by offering repeat customers special prices or rates.
5. Maintain a customer database by keeping an up-to-date record of customer's preferences, purchase history, etc.
6. Communicate with customers at regular intervals by reaching out to individual customers through individual messages, intimations, invitations, etc.

Practical Exercise

Activity 1

Visit a hotel in your vicinity and see how the F&B personnel interact with customers and collect feedback from the customer by giving them a guest comment card.

Material required: Writing material, guest comment card, feedback forms, etc.

Procedure

- Visit any restaurant near your area.
- Discuss with the F&B manager and observe the F&B staff.
- See how they interact with their guests.
- For collection of customer feedback, make groups of five students each.
- Get permission for feedback survey from the restaurant manager.
- Collect 50 feedback forms from the restaurant manager.
- Greet guests and request them to fill the feedback forms.



- Collect all the forms.
- Analyse the collected data, write findings, conclude them, and submit a copy to the restaurant manager and your teacher.

Activity 2

Visit a hotel in your area and collect the various brochures, handbill and pamphlets about the various facilities available in that hotel organisation and note down the following points:

- (1) Room rent and the type of rooms.
- (2) Available dishes in the menu and their price.

Material required: Writing material, feedback forms, etc.

Procedure

- Visit a nearby hotel.
- Get permission to visit at least 30 hotels and collect brochures and tariffs of the same.
- List and tabulate the facilities and tariffs under the following categories:
 - Room rent and the type of rooms.
 - Available dishes in the menu and their price.
- Compare all the amenities available in the hotels.
- Prepare a presentation and present it in the class.

Check Your Progress

A. Match the Columns

A	B
(a) Hotels in the premium segment	(i) Chhole-Bhature
(b) Core hospitality product	(ii) Star rated
(c) North Indians like to eat	(iii) Social functions
(d) Source of revenue in hospitality business	(iv) Hotel rooms

B. Subjective Questions

1. Explain how a hospitality professional interacts with the customer.
2. Describe various methods of sales.
3. Explain customer reviews and their use in product sales.
4. Describe customer loyalty and how it helps in repeat business.
5. What are guest complaints? Write its type and the handling procedure of guest complaints.



SESSION 2: WORKING TOWARDS ACHIEVING CUSTOMER SATISFACTION

Being Honest and Transparent while Dealing with Customers

Being honest and transparent while interacting with customers will hold you in good stead for making a long-term customer base.

Honesty



Fig. 1.4: Team work

- (a) We should keep our promises made to the customer.
- (b) We should take our responsibility towards the customer seriously.
- (c) We should always have confidence and faith in the customer.
- (d) Communication with the customer should always be clear to generate assurance.

Cooperation

- (a) We should work as a team to build cooperation and faith and to achieve success.
- (b) We should cooperate with each other to achieve common goals.
- (c) We should always focus on the important issues of business improvement.
- (d) We should always find a solution in the interest of the organisation.

Openness

- (a) We should share information and knowledge about the best product available with the customer.
- (b) We should always try to receive constructive feedback from the customer.
- (c) Avoid confrontation with customers. Any issue should be resolved amicably keeping the customer's satisfaction and the company's reputation in mind.

Take steps to ensure that the issues do not crop up but if they do, don't wait for them to escalate. Resolve them as soon as possible.



Interacting with the Customer

When interacting with the customer, always keep the following points in mind:

1. Honour your word
2. Honour your commitment
3. Stay focussed
4. Surround yourself with honest people
5. Take responsibility

Treating a customer fairly and with due respect

In hospitality industry, a customer 'comes as a guest and leaves as a friend'. So for a guest to provide repeat business, treat them fairly and with due respect so that they go away happy and satisfied.

1. Consider the customer first over other issues.
2. Each customer's behaviour, attitude and knowledge is different so treat them accordingly.
3. For better business, understand a customer's needs and expectations and go out of the way to meet them, if needed.
4. Refrain from making any negative comment about the guest or in front of the guest.

Market Strategy for Development

Aim, policy and strategy

Business houses set their own aims and objectives for profitability, sales growth, market share improvement, cost containment, etc. The hospitality industry also, that is diversified into hotels, motels, resorts, restaurants, etc., does the same.

Aim of sales

In the hospitality industry, the aims and objectives of sales may include:

- Penetrating the existing market
- Developing new markets



- High sales volume
- High profit margins
- High market share
- Excellent customer services
- Focus on customer satisfaction

Sales policy

A sales policy is a systematic process of developing, coordinating and monitoring the various decisions that have a direct bearing on the company's sales. Sales policy provides guidelines for sales decision making and action to carry out the marketing functions in accordance with the chosen strategy. Thus, sales policies impact the functions and operations of the sales department.

The sales policy may include:

- Market segmentation
- Target market and product positioning policy
- Delivery policy
- Price policy
- Promotion policy
- Supply policy
- Code of behaviour towards customers
- Feedback policy
- Indicators of sales success

Sales policy is always customer oriented. Every hospitality firm has its own sales policy as per the organisation, nature of business, size, location, rules and regulations and business ethics. Some of these include:

- An advance payment of 50 per cent to make a reservation. The remaining amount is paid upon departure.
- Check-in at the hotel before 12 a.m. on the day of arrival.
- Vacate rooms before 10 a.m. on the day of departure.
- Prior to departure, your final account must be settled at the reception.
- The specified prices are informative only.



Fig. 1.5: Reception area



- Payments for the reserved period of stay are made at the reception, and are made according to the relevant price list on the day the payment is made.
- The hotel reserves the right to reject, cancel or change a reservation if there is a problem with the reservation.
- Reservations are held till 10 p.m. on the day of arrival

Strategy

Companies formulate strategies to achieve established aims and objectives. The company decides which customers it will serve (segmentation and targeting) and how. It identifies the total market and then divides it into segments, selects the most promising segment, and focuses on serving and satisfying customers in these segments. The sales strategy is always guided by a mix of marketing factors that include products, price, place and promotion.

To achieve the established goals, the following strategies may be used:

- All types of promotion to attract profitable customers.
- Build profitable customer relationship through various loyalty programmes.
- Increase sales volume through personalised sales.
- Price always matter, so focus on the best quality products at low price.
- Increase sales through a motivating (incentives, rewards) sales force.
- Increase business-to-business sales through negotiation.

Cancellation policy

For any cancellations, the reservation department or desk needs to be contacted.

- If reservation is done more than five days prior to arrival, the advance payment may be refunded fully or partially depending on the hotel's policy.



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- The advance payment may not be returned in case of cancellation done less than 5 days before expected arrival.
- The advance payment is not returned in case of 'no show', i.e, if the guest does not turn up without cancelling the reservation.

Customer-centric Market Survey

Market survey is a very effective tool to understand the market potential. To create a valuable product for the customers and to build a meaningful, long term relationship with them, it is important to first gain a deep insight into what they need and want.

Market survey is a process that identifies and defines market potential and challenges. Through the survey, firms find out customers' choices and buying preferences. The analysed outcome enables marketers to create customer-centric strategies. For example, when a company decides to add salads to its menu, its planners have to research customers' preferences for the types of vegetables and dressings. A survey is best suited to gathering descriptive information. Survey research can be either structured or unstructured. A Structured questionnaire has fixed alternatives like multiple choice, yes/no or true/false questions and mostly used for quantitative studies. Thus, each respondent is presented with exactly the same questions in the same order. Unstructured questionnaire is a set of open ended questions and the respondents are not restricted to a fixed choice. It lets the interviewer probe respondents and guides the interview according to their answers.

Advantages

- A survey is flexible. It can be used to obtain different kinds of information.
- It provides information quickly.
- Compared to other forms of market research, this is low cost.



Disadvantages

- Sometimes people are unable to immediately respond to the questions.
- Sometimes people are reluctant to answer questions.
- Respondents may not answer the survey questions honestly.

Making of a Brand Value

Before trying to understand the meaning of brand value, we must understand the meaning of brand.

A brand is a product or service that takes on a distinctive identity of its own in the market. Therefore, brand value is the financial worth of this brand.

Once established, maintaining the quality of the brand is a very difficult task for any marketing company. This is where research and marketing strategies come into play, to maintain the brand and brand value.

Product or brand value enhancement

For any organisation, it is important to modify or improve the existing product for quality improvement and brand value enhancement.

Product improvement involves modifications and improvements to the existing product by way of quality, size, and design to give the product a new look. This also helps to compete with other producers of the same product.

Such enhancement and improvement involves long-term planning and adjustment in the product line to realise the objective efficiently and economically.

The enhancement of any product quality and brand value depends on three major factors:

1. Product innovation
2. Product development improvement
3. Product differentiation



Practical Exercise

Activity 1

Survey two restaurants or food outlets and find out why most customers prefer the same outlets.

Material required: Writing material

Procedure

- Visit two restaurants or food outlets in your city.
- Observe their customer service pattern.
- Conduct a survey for the following:
 - Honesty and service of F&B staff
 - Customer respect
 - Effort to create brand value
- Analyse and compare the services.
- Prepare a report and present in the class.

Activity 2

Conduct an interview with the salesperson of a hotel. Ask about the hotel's sales strategy and challenges faced by him while doing his job.

Material required: Writing material

Procedure

- Invite a sales executive of a luxury hotel as a guest lecturer.
- Plan an interactive lecture on hotel sales with the students in the class.
- Students can ask about the hotel's sale strategies and challenges during the session.
- Ask students to note down the important information.
- Prepare a report after the lecture.

Check Your Progress

A. State 'True' or 'False'

1. Market-based pricing is the best way to set the room rent.
2. Check-in and check-out time is generally 12 noon in most commercial hotels.
3. Health spa is an example of a core product.
4. Market research is a tool to determine what a consumer needs.
5. Hospitality products and services cannot be stored.



B. Match the Columns

A	B
(a) Hotel	(i) Check-in
(b) Facilitating product	(ii) Core product
(c) Hotel Taj Mahal	(iii) McDonald's
(d) Fast food	(iv) Mumbai

C. Subjective Questions

1. Describe the characteristics of hospitality products.
2. Explain the process involved in product development.
3. Describe briefly product improvement and enhancement.
4. Define brand value of a product. How can the brand value of a product and service can be enhanced?
5. Write short notes on:
 - (a) Sales policy and sale strategy
 - (b) Customer centric market survey

SESSION 3: FULFILLING THE CUSTOMERS' NEEDS AND REQUIREMENTS

Customers' Needs, Expectations and their Fulfillment

Needs are the necessities of human beings such as physical needs of food, clothing, shelter, etc., and social needs of safety, belonging, affection, fun, relaxation, etc.

Wants are a desire for things that we would like to have but do not necessarily need. For example, wanting a branded pair of shoes when ordinary shoes are available.

Demands are a consumer's willingness to pay for the goods or services that they desire.

Selling of Hospitality Sector Products

Service

Selling hospitality products is very different from selling other consumer products. Hospitality products can only be experienced and felt unlike other tangible products



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that can be touched or seen. Hospitality products can be divided into two categories.

- Tangible product is a physical item that is visible and can be touched. In hospitality industry, this would mean a hotel room, food and beverages, bathrobes, bath products and even the in-room coffee maker. Some hotels also run in-house souvenir shops for their guests.
- Intangible products do not have a physical nature. Included in this category are hotel services such as booking, pick-up and drop, check-in, check-out, room service, Internet services and parking facility. Luxury properties often advertise their numerous property amenities, such as discotheque, gymnasium, swimming pool, water sports or in-house spa, etc.

Customer Expectation and Satisfaction

The quality of services and customer satisfaction are critical factors for success in any business. They not only help in gaining an edge over the competition but also helps in retaining customers. Given that the cost of attracting new customers is higher than the cost of retaining the existing ones, special attention should be given to customer satisfaction and loyalty.

Customer satisfaction can be measured by:

- making periodic surveys through email or telephone
- monitoring customer loss rate
- collecting regular feedback through questionnaires
- Speaking to customers directly, by asking questions such as: Are you happy or satisfied with our services? Would you recommend this product or service to a friend?, etc.
- Reading their comment cards
- Observing what they eat
- Analysing sale per dish
- Speaking to employees

Thus, success and profit of any hospitality business is closely connected with customer satisfaction. This



is one of the main preconditions for creating a loyal customer base in the business.

Introduction of New Products and Services

When a hospitality organisation launches a new product, the idea is to make the product have a long and lucrative life. The product is not expected to sell forever, but they do want to earn enough profit to compensate for the effort or risk involved in launching the new product. For this, market strategies are planned and formulated from time to time. The strategies change often due to the changing market situations. A product lifecycle consists of five main stages.

1. **Product development:** is when an idea to develop a product begins with zero sales and the cost of product development is considered an investment.
2. **Introduction:** is when a product is introduced in the market. This stage is characterised by a slow sales growth or low sales rate as the product is just introduced in the market. During this time, profit is secondary as the company that has invested heavily is looking for customer views or reviews.
3. **Growth:** It is a period of rapid market acceptance and increasing profit.
4. **Maturity:** It is when the product has achieved acceptance in the market. During this phase the sales growth slows down but eventually picks up.
5. **Decline:** It is when sales fall quickly and profit comes to a draw.

Customer Satisfaction

Customer satisfaction refers to a product or service meeting a customer's expectations. If the product performance falls short of a customer's expectations, the buyer is dissatisfied; if it matches the expectations, the buyer is satisfied; and if it exceeds expectations, the buyer is delighted.

Price is the money charged for a good or service and is the only way to earn revenue for any company. For example, a hotel charges room rent or restaurant charges



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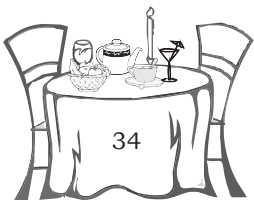
for offering its food and beverages. Revenue comes from customers so it is important to understand who your customers are. This helps define what makes your organisation unique compared to others in the industry.

Therefore, to create an accurate customer profile, it's very important for successful marketing of your hotel or resort to know clearly which type(s) of customers you wish to target or reach. Thus, all the established big brand hotel and resort groups position their hotels and resorts according to their customers' needs and profile. These big groups mostly categorise their properties in all or some of the four segments: luxury, premium, mid-market and economy. The hotels in the different segments are named differently from the main brand and function as wholly owned subsidiaries of the company. Thus, for example, the ITC group of hotels have classified their hotels under four distinct brands. The first brand, 'The Luxury Collection' comprises the luxury hotels, the second brand named as 'WelcomGroup Hotels' comprises the five star hotels. The third, 'Fortune Hotels' operate mid-market to upscale properties in the first class, full-service business hotel segment all over India. The fourth, 'WelcomHeritage' brings together a chain of palaces, forts, havelis and resorts, offering a unique experience.

Affordability of Selling Price

Price plays a very crucial role in a consumer's buying decisions. When a consumer thinks of buying any product or service, the resources is what comes to mind first and then the demand. So, in a buying process, it is the consumer who decides whether a product's price is right. So, when setting prices, a management or seller must consider how consumers are most likely to perceive price and how these perceptions affect consumers' buying decisions. Like other marketing decisions, pricing decisions must be buyer-oriented.

Effective pricing opens doors. It requires a creative awareness of the target market, why they buy, and how they make their buying decisions. Marketers must try to look at a consumer's reasons for choosing a product



and set the price according to consumer perceptions, especially consumers' affordability. Because consumers vary in the values that they assign to products and services, marketers often vary their pricing strategies for different segments.

Feedback Cycle and Dealing with Negative Feedback

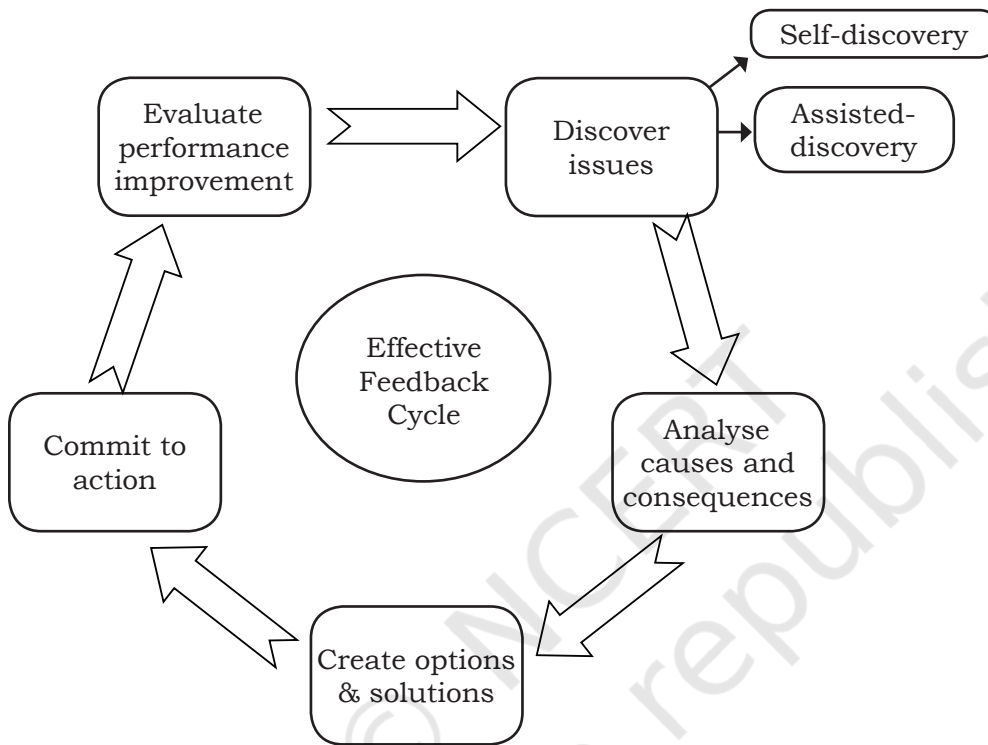


Fig.1.6: Feedback cycle

Even negative feedback is positive

Always take negative feedback positively, because it shows there are people who want you to become better. If they didn't care, they wouldn't have provided any feedback.

Negative feedback also presents opportunities for growth. While negative feedback may not be instantly pleasant to receive, it gives us a different perspective to consider. By learning from all the different perspectives, we can grow much faster.

Positive feedback encourages and inspires. Negative feedback helps us to improve.



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There's always something to learn from every feedback. So ask yourself:

- What have I learned about myself?
- What have I learned about others?
- How can I improve? What can I do differently from now on?

Retaining Customers

A satisfied customer is one who is dealt with honestly, fairly, and with respect. A satisfied customer will not only remain loyal but will also recommend to others.

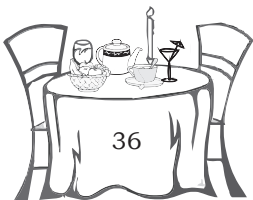
When a hospitality organisation keeps profit as primary and customer satisfaction as secondary, it will not only have very low repeat business but will also have a very poor market image.

A successful hospitality organisation understands that profit is the result of running a business well rather than its sole purpose. A satisfied customer will pay a fair price for the product and this fair price includes a fair profit for the organisation.

Promotions to Improve Customer Satisfaction

A hospitality organisation should have strong sales promotion programmes to ensure customer satisfaction. Number of employees involved, target customer, customer profile and customer needs and wants should be kept in mind during these programmes. A minimum incentive is essential for the success of such promotional programmes. The larger the incentive, the more will be the sales response.

For example, a restaurant promotion programme can include coupons, flyers, cards, free drinks, etc., sent by mail or through advertisements. Each promotion method involves a different level of reach and cost. The length of the promotion is also important. A short programme though catchy, may not be effective due to limited information. A long duration programme may prove to be too informative and time consuming even for the customers, who are willing to listen. Hence, the duration of any promotion programme should be decided keeping in view the target audience.



The following points could be useful in a hospitality sales promotion programme and restaurant promotion:

1. *Put service first:* Prompt and efficient service can definitely improve first-time experience of the customer. Be sure your servers are guiding new diners to the dishes you are known for and those that are particularly good at bringing people back. Also be sure servers promote specials, seasonal menu changes or a specific wine or cocktail. Keeping connected with your customers and informing them of special offers and events through social media, telephone, etc., go a long way in bringing in repeat customers.
2. *Smart menu planning:* Identify the 'signature' items that diners are most likely to associate with your establishment as unique and include them in your regular menu. Make sure your servers provide feedback about which dishes get the most positive feedback from customers to higher authorities personally or at staff meetings. Then have the servers promote the most winning dishes to first-time guests.
3. *Reward customers for their loyalty:* Loyalty cannot be bought, it has to be earned. Once you've created a great dining experience and won the guests over with signature food and drink options, it's time to offer your customers something special. So, get to know your diners and custom-tailor your loyalty offerings to suit their likes and dislikes. Use the loyalty programme to retain your most valued customers. This could include vouchers, discounts, gifts/mementos, etc.

Practical Exercise

Activity 1

Make a group of four students. Visit two same class restaurants that is, two fast-food restaurants or two fine-dine restaurants. Observe which restaurant has more customer centric services. Explain why?

Material required: Writing material



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Procedure

- Visit two same class restaurants in your city.
- Observe how F&B staff creates a demand for food items.
- Observe the cleanliness, in-house signage, and other physical features of the restaurants.
- Then order a menu item and observe the service and quality of the food.
- Observe overall ambience of the restaurant.
- Write up your observation, and state which restaurant, you feel, is more customer-centric.
- Present and discuss in the class.

Activity 2

Call any five hotels from any category. Request them for information about their customer sales promotion programmes. Write up the special characteristics of every loyalty programme.

Material required: Writing material

Procedure

- Arrange hotel contact numbers.
- Call them, and request for information.
- Ask about their sales promotion programme and their special features.
- Write on paper and present and discuss in class.
- In your opinion, which programme is more attractive for customers.

Check Your Progress

A. State 'True' or 'False'

1. For long-term profitability, hospitality firms focus on Customer Relationship Management (CRM).
2. Customer profile is not necessary for hospitality firms.
3. Some hotels think taking customer feedback is a waste of time.
4. Employees of all companies must be trained and re-trained continuously.

B. Subjective Questions

1. Describe customer satisfaction.
2. Discuss how to retain a good customer.
3. Write the job profile of a F&B personnel.
4. Write the steps to introduce new products in the market.
5. Write a short note on:
 - (a) Customer satisfaction
 - (b) Sales promotion in the hospitality industry



Food and Beverage Service Trainee Class - 10

Unit 1 : Customer-centric Services
Session 1 : DEALING WITH A CUSTOMER AND ASSESSMENT OF QUALITY OF SERVICE

Check Your Progress

A. Match the Columns

A	B
(a) Hotels in the premium segment	(i) Chhole-Bhature
(b) Core hospitality product	(ii) Star rated
(c) North Indians like to eat	(iii) Social functions
(d) Source of revenue in hospitality business	(iv) Hotel rooms

B. Subjective Questions

1. Explain how a hospitality professional interacts with the customer.
2. Describe various methods of sales.
3. Explain customer reviews and their use in product sales.
4. Describe customer loyalty and how it helps in repeat business.
5. What are guest complaints? Write its type and the handling procedure of guest complaints.

Unit 1 : Customer-centric Services
Session 2 : WORKING TOWARDS ACHIEVING CUSTOMER SATISFACTION

Check Your Progress

A. State 'True' or 'False'

1. Market-based pricing is the best way to set the room rent.
2. Check-in and check-out time is generally 12 noon in most commercial hotels.
3. Health spa is an example of a core product.
4. Market research is a tool to determine what a consumer needs.
5. Hospitality products and services cannot be stored.

B. Match the Columns

A	B
(a) Hotel	(i) Check-in
(b) Facilitating product	(ii) Core product
(c) Hotel Taj Mahal	(iii) McDonald's
(d) Fast food	(iv) Mumbai

C. Subjective Questions

1. Describe the characteristics of hospitality products.
2. Explain the process involved in product development.
3. Describe briefly product improvement and enhancement.
4. Define brand value of a product. How can the brand value of a product and service can be enhanced?
5. Write short notes on:
 - (a) Sales policy and sale strategy
 - (b) Customer centric market survey

Unit 1 : Customer-centric Services

Session 3 : FULFILLING THE CUSTOMERS' NEEDS AND REQUIREMENTS

Check Your Progress

A. State 'True' or 'False'

1. For long-term profitability, hospitality firms focus on Customer Relationship Management (CRM).
2. Customer profile is not necessary for hospitality firms.
3. Some hotels think taking customer feedback is a waste of time.
4. Employees of all companies must be trained and re-trained continuously.

B. Subjective Questions

1. Describe customer satisfaction.
2. Discuss how to retain a good customer.
3. Write the job profile of a F&B personnel.
4. Write the steps to introduce new products in the market.
5. Write a short note on:
 - (a) Customer satisfaction
 - (b) Sales promotion in the hospitality industry

Unit

2

Etiquette and Hospitable Conduct

The hospitality industry is all about glamour and showmanship but the personnel have to follow and abide by certain etiquettes to make a guest comfortable.

In India, we follow the principal *atithi devo bhava*, i.e. the guest is like a deity. In this unit you will learn about etiquettes and manners to deal with a guest such as telephone etiquette, body language, gestures, positive attitude, customer assistance, etc.



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SESSION 1: MEANING, COMPONENTS AND GOAL OF HOSPITALITY

Meaning of Hospitality

Athithi Devo Bhava (a guest is God), means where a host receives and takes care of the guest with goodwill, love, affection and faith by giving the guest best of services, food and facilities.

Over the years, *sarai* (inn) and dharmashala came into existence. People could avail the facilities of the same at a nominal charge. Gradually the commercial hotels and a full-fledged hospitality industry came into existence.

Need of Hospitality and Hospitable Conduct

The earlier *sarai* and dharmashala functioned as per their individual codes of conduct. As the hospitality industry grew into motels, hotels, and large establishments, a need for a common code of conduct emerged. A common procedure to receive guests and entertain them arose. Hospitality is all about making a traveller as comfortable as possible away from home.

Goal of Hospitality

Hospitality is the only industry that considers a customer as a guest and the guest as a boss. When a guest is paying for the products and services availed then the guest's satisfaction becomes utmost important. Industry experts consider customer satisfaction as a tool for repeat business and guest loyalty.

Components of Hospitality

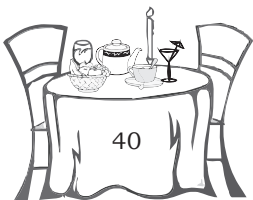
The main objective of hospitality industry is to provide clean, comfortable and a safe environment to stay and provide healthy, hygienic and wholesome food to eat. Based on these two, hospitality industry can be divided into the following:

1. Accommodation arrangements
2. Food preparation
3. Cleanliness and aesthetics
4. Food and beverage service

Role of Food and Beverage Staff in Hospitable Conduct

The hospitality Industry has two major components— food and beverage, and accommodation.

The unique thing about this industry is that every person working in the industry may at some point come in contact with the guest. So the need for a code of conduct or hospitable conduct is important for everyone. When you behave in a proper manner it attracts the guest and forms a healthy relationship with the customer.



Therefore, the image of any hospitality organisation is built by team effort.

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Practical Exercise

Activity 1

Visit a hotel in your vicinity, discuss with the staff types of customers that visit the hotel and prepare a report.

Material required: Writing material

Procedure

- Visit any nearby hotel in your area.
- Ask the F&B service staff about the types of customers they meet on a daily basis.
- Observe their service activities and make a note in your notebook.
- Prepare a report after the visit.

Check Your Progress

A. Fill in the Blanks

1. The components of hospitality are _____, and _____.
2. Guest satisfaction is the _____ of hospitality.
3. Hospitality is a set of _____.
4. Staff should be _____ with the customers.
5. _____ refers to the relationship between a guest and a host.

B. Subjective Questions

1. What is hospitality? Explain the meaning of hospitable conduct.
2. What is the role of food and beverage staff in hospitable conduct?
3. What is the goal of hospitality?

SESSION 2: IMPORTANCE OF BEHAVIOURAL, PERSONAL AND HOSPITALITY ETIQUETTE

Etiquette

Etiquette may be understood as polite social behaviour. In F&B department of a hotel, the term 'etiquette' means respecting a guest and others. F&B staff should be honest, trustworthy, courteous and kind to others.



An F&B attendant (waiter) is the first point of contact when a customer comes to a restaurant so they must be well-groomed, and be courteous to provide a positive dining experience.

Need for etiquette

- Etiquette makes a person cultured.
- Etiquette teaches you how to walk, talk and behave in the society.
- In hospitality industry, first impression is the last impression. So proper etiquette makes a lasting impression on others.
- Etiquette teaches us how to behave with our colleagues also.
- Etiquette also helps us to get respect and appreciation in the society.
- It also helps in creating a relationship of trust and loyalty with the guest.



Fig. 2.1: Maintain space while interacting with the guest

F&B staff etiquette

F&B staff should:

1. never run in the restaurant.
2. always maintain a smiling face.
3. never point to give directions.
4. do not touch guest's personal belongings without their consent.
5. avoid coming in close contact when serving or talking with a guest. Keep a decent distance during any such interaction with the guest.
6. give preference to the young and women.
7. do not fuss with your hair, scratch your neck or pick at skin blemishes while in the restaurant.
8. do not smoke in the restaurant.
9. never count tips in the restaurant.
10. do not touch the food with bare hands.
11. do not shout in the restaurant.
12. do not make unnecessary gestures while talking to the guests.



13. stand erect in front of the guest.
14. do not enter the guest area when not in uniform.

Types of etiquette

1. *Social etiquette*: is how to behave in the society.
2. *Meeting etiquette*: means how to be formal during a meeting and one should never attend a meeting without a pen and notepad.
3. *Telephone etiquette*: teaches you how to speak on the phone and how you can communicate or receive a message.
4. *Eating etiquette*: is essential to make a favourable impression not just in personal gatherings but also in professional meetings. Hospitality industry mainly follows the French etiquette of serving and dining.

Etiquette transforms a man into a gentleman

Man is a social animal and polite and courteous behaviour towards others helps you gain respect.

Hospitality industry is completely based on proper manner, etiquette and behaviour. This provides brand value to the organisation and also customer satisfaction.

Definition of Manners

If etiquette teaches you to talk, walk and behave, manners teach you to show respect, be kind and considerate.

Manners

- Reduce conflict with the staff and guest.
- Help create a good impression not only for self but for the organisation also.
- Make a person attractive. A well-mannered person makes friends easily and good relations with the guest also.
- Help make the other person comfortable easily. People consider a well-mannered person approachable and trustworthy.



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- Help create a more peaceful world with care, respect, admiration and compassion.
- Help in keeping the guest's self esteem intact.

Telephone manners

Telephone is a tool of communication. A hospitality professional should be careful while talking on the phone as the person on the other end of the line is interpreting what you are saying without seeing you. You should be polite and clear so that the person can understand the communication easily and clearly.

Answering the phone: Answer the phone according to the time of the day and the name of the department. After the greeting, inquire politely, 'How can I assist you' or 'How may I help you'.

Taking messages: While taking a message for someone else always politely ask, 'I am sorry, Mr. John has gone out. May I take a message?' or 'I am sorry he is busy at the moment, may I take your name and number and the concerned person will call you back.'

In case you are not comfortable giving information or do not have the information then politely say, 'I am sorry I do not know but I would be happy to pass on the message to the concerned person.'

Always pass on the message to the concerned person with the name, number and calling time so that the call can be made again and the information provided.

Even if the person on the other end is demanding and brusque, continue to be polite in your interaction.

Conversation Skills

Communication skills are an important part and parcel of hospitality industry. An F&B professional deals directly with the guest and therefore, should have good communication skills. Always speak clearly, and make yourself heard without shouting or interrupting. The dos and don'ts of conversations skills.

Dos

1. Look at the person but do not stare.
2. If you have not met before, introduce yourself and ask their name.



3. Always take the person's name with respect while talking to them.
4. If you don't understand something, ask questions clearly and politely.
5. Focus on the subject.
6. Always say nice things about people and praise those who deserve it.
7. It is fine to disagree, but do it politely.
8. Be attentive when talking to someone.

Don'ts

1. Don't look elsewhere or wander off when you are having a conversation with somebody.
2. Don't listen in on conversations you aren't a part of.
3. Don't interrupt when someone else is talking till required.
4. Don't whisper while talking.
5. Don't whine, be a tattletale, brag, or say mean things about others.
6. Don't ask personal questions or make personal remarks.
7. Don't point or stare.
8. Don't argue about things that aren't important.

Magic words of politeness

- Thank you
- Please
- May I ...
- Excuse me
- I'm sorry

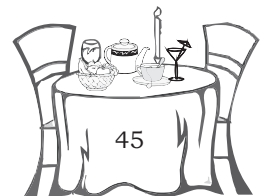
Body Language

In the hospitality industry, no two guests or VVIPs have the same attitude or behaviour, so your body language in dealing with them is very important.

Body language implies non-verbal movement(s) or gestures made by one or many body parts consciously or unconsciously while interacting to communicate one's



Fig. 2.2: Facial expressions



feelings or attitude. It could be for verbal or non-verbal communication of emotions, attitude and feelings. Body language includes facial expressions, hand gestures, body posture, movement of neck, etc. Thus, body language is transfer of thoughts and emotions through body movements.

Make eye contact and have the correct posture

- As soon as a guest arrives in the restaurant and conversation begins, you should always maintain eye contact and pay attention.
- Make sure the customer feels comfortable. Never stare at the customer. Make sure to blink and look away at regular intervals.
- If a customer talks about an experience, an issue or a product, nod your head to show you understand and agree by way of correct body language. However, while nodding keep your facial expressions relaxed so that the customer does not think that you are annoyed.
- Avoid using mobile phones or tablets during the conversation.

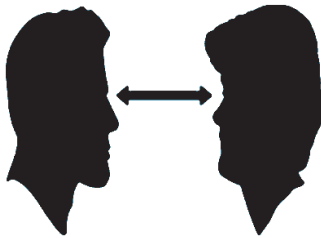


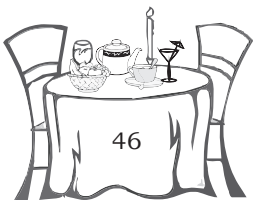
Fig. 2.3: Eye Contact

Give a warm smile

As you are the first point of contact for the customer, always wear a genuine smile to show positivity and trustworthiness. Do the same during departure. This ensures that the customer leaves happily.

Use amicable gestures

- Gestures are verbal or non-verbal ways to express or show an idea or emotions. For example, hand movement, movement of the whole body, facial expression, head movement, etc.
- Gestures are often used along with a verbal message. Isolated gestures convey one message while gesture clusters convey myriad expressions in several gestures.
- Use your hands to convey a friendly gesture during a conversation. These light up thoughts and improve your creative thinking.



Tone of voice

- The voice of a person generally enables the listener to not only identify the gender of the speaker but also their emotional state and cultural background. For example, happy, excited, angry, worried, Gujarati, Punjabi, Bengali, etc.
- The tone of voice is an important mode of emotional expressions.

Read customer emotions

- It is a widely accepted fact that although a person might be able to hide anxiety and stress by controlling the body posture and facial expressions, but in most cases the movement of the person's legs and feet reveals the true emotional state.
- An F&B attendant should have the ability to read a person's emotional state of mind by observing the foot movements. It will help in serving and dealing with the customers better.

Dealing with a Guest

Some of the precautions to be taken in the F&B area while dealing with guests are:

1. Never refuse a guest's request. In case of difficulty, forward the request to a senior.
2. An angry or unhappy guest should be appeased by saying 'sorry for the inconvenience caused to you Sir/Madam'.
3. Do not joke, make personal inquiries, show attitude, or flirt with a guest.
4. Do not interrupt a guest who is conversing with someone, unless it is urgent.
5. Never say 'I don't know' when asked about something without adding 'allow me a moment to find out' or 'let me see to it'.
6. Never touch a guest.
7. Do not work in a hurry and make the guest uncomfortable.
8. Do not have a personal conversation with the staff in front of a guest.



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9. Do not eat in front of the guests.
10. Maintain guest privacy and your own privacy as well.
11. Never use strong perfume as some people are highly allergic and scent sensitive.
12. Treat all the guests with the same respect.
13. Do not gossip about co-workers or guests.
14. Do not ask what someone is eating or drinking when they ask for more. Try to remember what the guest had ordered. If you do not know this or have forgotten or are unsure, refer to the order slip.

Practical Exercise

Activity 1

Visit any food and beverage service outlet and observe how the F&B personnel deal with a guest.

Material Required: Writing material, chart paper, etc.

Procedure

- Visit any F&B outlet.
- Observe how the F&B staff deal with a guest.
- Note down your observations under the following parameters:
 - (a) Dress code of F&B personnel.
 - (b) Etiquette followed during communication.
 - (c) Use of magic word(s) to create good relationship with the guests.

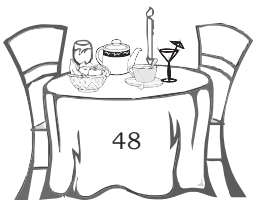
Activity 2

Prepare a chart showing different parts of the uniform used by the F&B personnel.

Material Required: Writing material, chart paper, etc.

Procedure

- Visit any F&B outlet.
- Take a few pictures of the F&B service staff.
- Prepare a chart of pictures showing different parts of the uniform used by them.
- On the basis of your observation, prepare a report.
- Present it in the class and discuss.



Check Your Progress

A. Fill in the Blanks

1. _____ is a person's outward bearing or behaviour towards others.
2. _____ can be indicative of a person's mood and state of mind.
3. _____ is a regular greeting ritual.
4. _____ makes you a cultured individual.

B. Subjective Questions

1. What are etiquettes and manners?
2. What are telephone etiquettes?
3. Explain the role of uniform in hospitality conduct.
4. Explain the various facial expressions used by the F&B personnel for better interaction with a guest.

SESSION 3: RESPECT FOR THE PROFESSION AND PROFESSIONAL DEALING

F&B department deals with guests, which means manual and psychological work. Various documents are generated while dealing with the guest so recordkeeping of the documents becomes necessary for various reasons such as feedback analysis, money transaction, and repeat business.

Office manners or proper office conduct is needed to do office jobs. Office manners are closely associated with work behaviour. A person working in an office should follow office manners and behave like a highly skilled professional person.

Rules and Regulations

These include paper work, wearing a uniform, etc., anything that is done to follow a convention. Some find it difficult to adhere to these formalities but in the long run, well-documented and recorded work procedures are good guides for future use.

Sometimes certain plans are just for one time use but policies and procedures are meant for guidance in long-term planning and for further use.

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Formalities include bringing the work on record, curbing malpractices and making a person accountable. It makes work smooth and result oriented. It makes work predictable and quick to accomplish. It curbs expenses and wastage of material and manpower. Work performance becomes measurable and accountable. Last but not the least, it helps in future decision making and forecasting.

Formalities for F&B service staff

1. Formal behaviour
2. Formal communication
3. Formal dressing (uniform)

Formal behaviour is speech, manners, dress, etc. F&B personnel should avoid the use of informal words or casual language. They should always practise short and sweet sentences, proper etiquette, proper dress code, etc. When dealing with a guest, formal behaviour means being polite, mature and sensitive to the feelings of the other. Formal behaviour is always required, more so during social events.



Fig. 2.4: Communication

Formal communication refers to exchange of information officially. Communication needs recordkeeping. So any communication done should be conveyed to the concerned person through proper channel so that everyone is aware of the steps taken by the department. Some organisations specify a dress code for its male and female employees which must be adhered to during working hours.

Use of Appropriate Language and Politeness in Dealing with Customers

F&B is a department where the staff has to deal with customers who speak a different language, have a different accent, pronunciation, etc. So, they should be able to not only speak clearly for the customer to understand but also understand clearly what the customer is saying and ordering.



They should be able to construct clear and concise sentences. This can be learned by thinking, organising, drafting and writing small sentences with the available vocabulary and word knowledge.

You can learn to speak good English. Some people even manage to have a speaking style of their own. Clear speaking is an art so one should hone this art. More advanced society of mankind is characterised by having sophisticated and elegant speaking style. It is said more advance the society richer the language they speak.

Communication

Communication is possible with a superior, subordinate, friends, guests, relatives, group and during discussions. In hospitality industry, the person dealing with the customer and colleagues should be able to change the tone of his voice to fun, harsh, gentle, easy, attractive, etc., as per the situation.

Upward communication

This means communication flowing from the lower levels to the upper levels of hierarchy. In this kind of communication, we should keep in mind that the receiver may have more knowledge of the communication than others or us. Upward communication may be an idea, suggestion, complaint, grievance, rumour, etc., and it can be passed on in a face-to-face conversation, meeting or conference, etc.

Upward communication becomes more effective if you have good vocabulary, knowledge of sentence formation and language grammar.

F&B staff should use the given words while performing their duties: could, shall, would, may, can, will, should, etc.

Also, they should not forget to say:

- Please
- Thank you
- You're welcome
- I'm very sorry
- Excuse me
- Of course or certainly



- Don't worry
- It is also recommended to add Sir or Madam after the words above. For example, Thank you Sir/ Excuse me Madam.



Fig. 2.5: Greeting Customers

Greeting customers

While greeting customers, F&B staff should say:

- Good morning/afternoon/evening sir/ madam.
- Welcome to our restaurant.
- Can I help you? How may I help you?
- Do you have a reservation this evening?
- May I ask if you have a reservation?
- I'm sorry to say that the restaurant is full.

Taking clients to the table

While taking the clients to the table, say:

- Come with me
- This way, please
- Here you are.
- Will this table be alright?

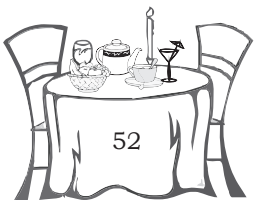
Importance of Politeness

F&B staff should treat every customer as a guest, never as a customer. Politeness is the art of presenting your thoughts in the best possible way and in F&B department, politeness is important.

Politeness shows the listener that you value and respect them and changes or softens while you speak so as not to be too direct or forceful.

There are many ways to show that we value and respect the customer. Some of the polite phrases to be used are as follows.

- Hello, I'm XXX; I'll be your server for tonight.
- What can I do for you?
- Can I help you?
- Can I take your coat?
- Have you booked a table?
- How many are you?



- Would you follow me, please?
- Can I take your order, sir/madam?
- What would you like to start with?
- What would you like to drink?
- What would you like for dessert?
- How would you like your steak? (rare, medium, well done)
- Do you want a salad with it?
- What kind of dressing?
- Anything to drink?
- Do you want a dessert?
- Sorry, the hamburgers are off.
- Is everything alright?
- Did you enjoy your meal?
- Are you paying together?
- May I show you to a table?
- If you could wait, there'll be a table free in a minute.
- Do you want vegetables with it?
- It will take about 20 minutes.
- May I take your plate, sir?



Fig. 2.6: Food and Beverage service trainee

Customer Grievances and Complaints

A grievance is resentment over something believed to be wrong or unfair. In hospitality industry, grievances and complaints are used positively to improve their products and service qualities, customer satisfaction and customer attention.

Reasons for guest grievances

1. Absence of friendliness in staff.
2. Unnecessary excuses by the staff.
3. Absence of good conduct and courtesy.
4. Unhelpful attitude of servers.
5. Lack of response towards the guest.
6. Food not delivered on time.
7. Non-responsive attitude of management towards complaints, etc.



Customer Assistance

F&B staff should provide assistance to the guest while receiving, greeting and seating the guest. They should be trained to anticipate a guest's requirement.

The given points should be followed for assisting the guest while receiving and greeting the guest in a restaurant:

1. When a guest arrives, approach and greet with a smile on your face, make eye contact and keep good body posture.
2. Greet the guest with a 'good morning', 'good afternoon' or 'good evening' depending on the time of day. Make sure to greet the women first.
3. Check the guest for reservation by asking 'Do you have any reservation?' If the guest replies in the affirmative, ask 'under what name' and 'for how many'. Check the reservation and acknowledge by saying 'Certainly Mr. or Ms. XYZ. You have booked for XYZ (number of persons). Your table is ready.'
4. If the guest has not made any reservation, ask how many of them would like to be seated.
5. If you are not aware of the number of persons with the guest, ask 'how many guests are with you, sir?' or 'table for one or two?'
6. In case of full occupancy, inform the guest about the same with an apology. Write down the guest's name and ensure him that as soon as a suitable table is free, you will let him know.
7. If a table is available, ask for the guest's preference by asking, 'Do you have any preference Sir/Madam, like sitting in a smoking or non-smoking area or near the window.'
8. Accompany the guest to their table by saying, 'This way, please.'

While seating a guest at the restaurant:

1. Use a large round table for a large group or family or join two tables together (Fig. 2.6).
2. Allow the guest to choose a sitting area according to his or her preference—in a smoking or non-smoking zone or near the window.



3. Elderly or disabled guests should be seated where movement is easy for them.
4. Make a guest comfortable by drawing out their chairs, especially for the women guests first.
5. Parents should be helped in seating their babies on highchairs or if highchairs are not available then on an additional cushion placed on the chairs.
6. Help to seat the children in normal or high chairs.
7. Help to keep any bags, parcels or jackets at the appropriate place.
8. When the guests are comfortably seated, the menu should be presented opened on the first page. It should be presented from the left and placed directly before each guest. One should not wave or flourish the menu. The glasses should be filled with water for each guest.



Fig. 2.7: Large table for a group or family

Never

1. Seat men before women.
2. Make rapid movement of chairs.
3. Handle a chair incorrectly.
4. Order guests where to sit.
5. Show irritation due to indecisiveness of guests, as to where to sit, etc.

Positive Attitude

To work in the hospitality industry, especially in the F&B department, a person should have a positive attitude towards the work.

Positive attitude towards the work environment, job satisfaction and organisational commitment are influenced by the characteristics of the job, individual perception, psychological contact, relations with co-workers and stress experienced during job performance. To achieve a positive attitude towards the work, you should be well-versed about the work and the activities required to be performed to complete the jobs.



Fig. 2.8: Positive attitude



NOTES

Special attention to guests

Always give special attention to the following guests:

1. Aged or elderly guests
2. Infants and young children
3. Specially-abled guest
4. NRI guest
5. Guest with health issues

Points to remember

The following points should be kept in mind while giving special attention to a guest:

1. Escort the guest to a table and help him/her to be seated.
2. Offer them a seat in a relaxed environment or a comfortable seat.
3. Serve the elderly guest first with care and respect and ask if any special assistance is required. Such guests should be handled according to their pace. Use a clear and soft voice.
4. Anticipate the guest's needs and their problems or disabilities.
5. Young or infant guests should be treated differently. Use a friendly tone to familiarise with the child. Ask if there is any special requirement.
6. Provide a wheelchair for the specially-abled guest, if required, and seat them in an area that is easy to access.
7. Offer escort to a visually impaired guest and serve them with special attention.
8. Use sign language with a guest having hearing problems.
9. Use common language to communicate with an NRI guest or use a translator.
10. A guest with health issues should be served food according to their need.

Measuring Customer Satisfaction

Customer satisfaction is of prime importance in the hospitality industry and this majorly depends on the F&B services and accommodation arrangements.



The main work of an F&B department is to provide products and services, customer interaction and achieve customer satisfaction. This is what gives repeat business. Retaining a customer is customer satisfaction.

‘Customer satisfaction may be derived from products and services and may be influenced by different factors and therefore should be treated as separate and different’.

Customer satisfaction is based on a customer’s experience and is a cumulative based on overall evaluation of the service experienced. So, customer satisfaction is based on the experience with the service provider and is also the result of the service.

In a fine dining restaurant, customer satisfaction will be based on the evaluation of several interactions between the customer and the service provider.

Customer’s satisfaction is influenced by two factors— experience with and expectation from the service performance. Satisfaction is conceptualised as an overall, customer’s happiness and acceptability of the services offered by the service provider. Customer satisfaction is the accumulated experience of a customer’s purchase and consumption experience. Therefore, client satisfaction should be measured through overall satisfaction towards the service. The factors that build customer satisfaction are price, quick service and atmosphere.

Guests are mostly dissatisfied for the following reasons:

1. Insufficient parking availability near F&B outlets.
2. Unavailability of variety in food is a major factor in terms of customer satisfaction. More food variety attracts more customers and serves the expectations of many customers.
3. Poor quality of food is another important factor. Poor food quality results in bad customer feedback and loss of customer base. Food quality matters a lot when it comes to processed food, so it should be fresh.



NOTES

4. Unavailability of loyal staff
5. Late delivery of food order
6. Poor service quality
7. Poor manners and etiquettes of staff
8. Not anticipating a guest's needs
9. Not fulfilling promises
10. Not handling a guest's complaints properly

Contribution to Brand Value

Brand is the name, logo, slogan, sign, symbol or another feature that distinguishes the identity of one seller's product from that of another. Mostly the brand name and its presentation are registered or copyrighted. It carries and conveys the image of a company or product, service or a person created on a customer's mind.

In today's competitive world when there remains very less non-distinguishable difference between two same products of different companies, it becomes very difficult to communicate the better quality of a proposed product to a customer. Brand is the tool that gets embossed on a customer's mind. Whenever a customer comes across a brand name, he relates it to a certain product, company or service for which the brand is being used. The F&B staff comes directly in contact with the customer or at least they are the ones the customer sees frequently. Their manners and etiquette add to the brand value of the company or services that are offered.

Practical Exercises

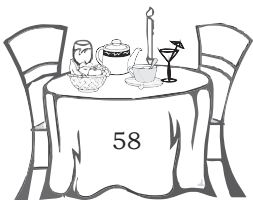
Activity 1

Visit any hotel in your area and observe how the staff uses proper language and politeness in dealing with the customers.

Material required: Writing material, chart paper, etc.

Procedures

- Visit any F&B outlet or any restaurant of a hotel in your area.
- Observe the language and politeness of F&B staff dealing with a guest.



- Note the observations in your notebook under the following parameters:
 - (a) Language,
 - (b) Customer service,
 - (c) Receiving guests,
 - (d) Offering services,
 - (e) Handling queries,
 - (f) Handling complaints.
- Take a few pictures of the service staff and their serving pattern.
- On the basis of your observations, prepare and report.
- Present the report in the class and discuss with the classmates.

Activity 2

Visit any hotel to learn about communication with different customers, and how feedback is collected from the customer and satisfaction evaluated.

Material required: Writing material, chart paper, etc.

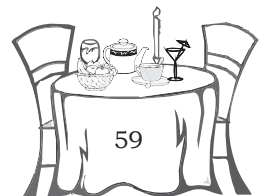
Procedure

- Visit any F&B outlet or any restaurant of a hotel in your area.
- Discuss with hotel staff and ask about the different types of communication with customers.
- Observe the activities of the F&B division.
- Note your observations in a notebook.
- Take feedback from the customers.
- On the basis of your observation, prepare a report and evaluate customer satisfaction.
- Present in the class and discuss with the classmates.

Check Your Progress

A. Fill in the Blanks

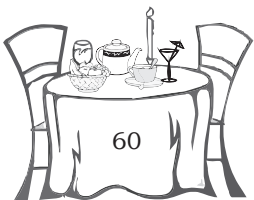
1. _____ means the way one needs to work at workplace.
2. _____ deals with the service of food and beverage items.
3. Guest complaints of complex nature should be handled by _____.
4. _____ should be courteous to both guests and colleagues.



NOTES

B. Subjective Questions

1. What are dos and don'ts while dealing with a guest?
2. How will you measure customer satisfaction?
3. What is a brand? How can housekeeping staff contribute to branding?
4. Write the important points for dealing with a special guest.
5. What are the reasons for guest complaints?
6. What do you understand by positive attitude? Why is it important for F&B service staff?
7. What is the importance of customer loyalty?
8. How will you measure customer satisfaction?
9. What is brand value?
10. What is the importance of delivering service as promised to a customer?



Food and Beverage Service Trainee Class - 10

Unit 2 : Etiquette and Hospitable Conduct
Session 1 : MEANING, COMPONENTS AND GOAL OF HOSPITALITY

Check Your Progress

A. Fill in the Blanks

1. The components of hospitality are _____, and _____.
2. Guest satisfaction is the _____ of hospitality.
3. Hospitality is a set of _____.
4. Staff should be _____ with the customers.
5. _____ refers to the relationship between a guest and a host.

B. Subjective Questions

1. What is hospitality? Explain the meaning of hospitable conduct.
2. What is the role of food and beverage staff in hospitable conduct?
3. What is the goal of hospitality?

Unit 2 : Etiquette and Hospitable Conduct
Session 2 : MEANING, COMPONENTS AND GOAL OF HOSPITALITY

Check Your Progress

A. Fill in the Blanks

1. _____ is a person's outward bearing or behaviour towards others.
2. _____ can be indicative of a person's mood and state of mind.
3. _____ is a regular greeting ritual.
4. _____ makes you a cultured individual.

B. Subjective Questions

1. What are etiquettes and manners?
2. What are telephone etiquettes?
3. Explain the role of uniform in hospitality conduct.
4. Explain the various facial expressions used by the F&B personnel for better interaction with a guest.

Unit 2 : Etiquette and Hospitable Conduct
Session 3 : Respect for the Profession and Professional Dealing

Check Your Progress

A. Fill in the Blanks

1. _____ means the way one needs to work at workplace.
2. _____ deals with the service of food and beverage items.
3. Guest complaints of complex nature should be handled by _____.
4. _____ should be courteous to both guests and colleagues.

B. Subjective Questions

1. What are dos and don'ts while dealing with a guest?
2. How will you measure customer satisfaction?
3. What is a brand? How can housekeeping staff contribute to branding?
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6. What do you understand by positive attitude? Why is it important for F&B service staff?
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8. How will you measure customer satisfaction?
9. What is brand value?
10. What is the importance of delivering service as promised to a customer?

Unit



Gender and Age Sensitive Service Practices

Over the years, several enactments have been passed for the welfare of working people, some of which are specially aimed to benefit the women workforce. In recent times, we have seen an increase in the number of women workers in organisations, both public and private, due to the immense opportunities available and with the booming of specific industries like hotels, IT and start-ups.

The role and participation of women in the workforce continues to grow, with female staff accounting for nearly half of it. In addition to greater representation, women continue to advance their positions in the business hierarchy, holding coveted jobs at all top levels of the corporate structure. In fact, women are the primary breadwinners for more and more families, challenging the traditional notion of stay-at-home moms.

While the complexion has changed dramatically for women in business; old habits die hard. Despite earning their place in the workforce, women still face discrimination and disadvantages, as compared to men. In any case, workplace is becoming more diverse which is more a standard than an exception. Hence, organisations which are proactively integrating women into their workforce have an advantage over those slow to recognise the value of women at the workplace.



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SESSION 1: WOMEN'S RIGHTS AND RESPECT AT WORKPLACE

Women's rights in the workplace include many facets of women safety and dignity, including the right to work during pregnancy. Thus, an employer cannot refuse job or turn out a woman due to her pregnancy as long as she can perform satisfactorily. This means that employers cannot deny hiring any person due to gender or pregnancy. The Law also prohibits sexual harassment of a woman at workplace by any co-worker, employer or visitor. This includes an antagonistic work environment where a woman is subjected to sexual comments, touching or unwanted sexual advances that put her in fear of losing her job if she does not comply. Women should report all such advances to the Supervisor or an appropriate authority.

Due to workplace rights, women enjoy freedom to work in almost any position she chooses. Women can become executives in large corporations, join the armed forces, work as cab drivers and can even own businesses. As the financial status of women increases, so does the welfare of their families, children and the nation.

Company's Policies to Protect Women's Rights

It is a company's responsibility to maintain a workplace that is free of sexual harassment. It is not only its legal obligation but is also good business sense. If we allow sexual harassment to grow at the workplace, it will result in poor employee morale and low productivity. The laws that prohibit gender discrimination also automatically prohibit sexual harassment.

Strategies for prevention

The most effective weapon against sexual harassment is its prevention. The responsibility of preventing sexual harassment is of the employer. The Law directs and makes it mandatory for all the employers to take steps to prevent and deal with harassment at the workplace.



The employer, even if unaware that the harassment was taking place, will be liable for any harassment that occurs at the workplace.

Following are ways to reduce the risk of sexual harassment at workplace:

Vishaka Guidelines

It refers to a set of procedural guidelines for use in India in cases of sexual harassment. They were promulgated by the Indian Supreme Court in 1997 and were superseded by The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. The guidelines laid down in this judgement make it mandatory for every employer to frame a mechanism to redress grievances and complaints pertaining to sexual harassment at workplace and enforce the right to gender equality of working women.

Adopt a clear sexual harassment policy

A sexual harassment policy must be framed, which should:

- define sexual harassment.
- state in no uncertain terms that the company will not tolerate sexual harassment.
- state that the company will discipline or fire any wrongdoers.
- set out a clear procedure for filing sexual harassment complaints.
- state that the company will fully investigate any complaint that it receives, and will not tolerate retaliation against anyone who complains about sexual harassment.

Train employees

Training sessions must be conducted for employees to provide them with education and information about harassment. Yearly training sessions must be conducted for employees. Make it clear to them that this is a workplace where harassment will not be tolerated.

Train supervisors and managers

Training sessions must be conducted for supervisors and managers to educate them about sexual harassment



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and explain how to deal with complaints. Yearly training sessions must be conducted apart from the regular employee sessions. Formulate an anti-harassment policy in consultation with employees (both male and female), managers, and union representatives.

The policies must be communicated to all employees. The management or the employer must assure that all managers and supervisors understand their responsibility to provide a harassment-free work environment. Employers should also provide a mechanism for addressing sexual harassment in a confidential and sensitive manner after a grievance has been filed.

Facilities for Women at the Workplace

The facilities important for the safety and security of women at the workplace are as follows:

Transport facilities

Companies arrange transport facilities for the security of women employees who are required to travel for official purposes early in the morning or late in the evening. The facility is available for women employees who are required to report to work before 6:30 am and after 7:30 pm.

Basic guidelines:

1. Transport should be arranged for women employees working in 24×7 operations with the approval of the respective department heads.
2. The roster should preferably be made in a manner so as to ensure that the last drop is not a woman employee.
3. A security guard of the company must escort the vehicle in which women employees are travelling. This rule should be adhered all the time. Also, if possible, a female security guard should be deputed in the cab in which female employees are travelling, especially in case of the night drop.
4. All guards escorting company employees should be provided a mobile phone and have all the emergency contact numbers.



5. Every company should have an emergency contact number, monitored by the Administrative department.
6. All cabs provided by the company should prominently display the emergency helpline number.
7. The administrative department should conduct regular briefings for drivers on the code of conduct while on duty.

Reporting abuse

At the time of orientation, women in the organisation should be made aware of their rights, facilities and actions that they can initiate regarding sexual harassment. It is mandatory for all organisations to have a code of conduct and the behavioural norms of men towards women employees should be clearly defined. A sexual harassment committee, headed by a woman, should be set up for reporting to the Managing Director or a senior member of the management. Strict disciplinary action must be taken against those found violating the code of conduct to ensure that it is not repeated. The majority or at least two women should be on the committee, one from the staff and one from management. Every office and/or department should have a representative reporting to the committee. The committee should document and promptly investigate every verbal or written complaint. Appropriate action should be taken against the culprit irrespective of his seniority. Smaller organisations can appoint an external sexual harassment committee.

Maternity leave

A woman employee should have minimum 80 working days to her credit in the last 12 months, counting from the start of the maternity leave to be eligible for maternity benefits. The law also states that all working women are entitled for a minimum 12 weeks of maternity leave. They can also take six weeks' leave before the due date of delivery. Some organisations also permit their women employees to extend their leave up to one year (with or without pay). They even cover the expenses of childbirth in a hospital.



Working hours

Indian law does not allow organisations to make women employees work beyond the prescribed hours, after 7pm/8.30pm/9.30pm/10pm in factories and commercial establishments. Employers should understand that they can make women employees work beyond permissible hours only on rare occasions and not as a norm. Employers need to take prior permission of government authorities if they wish to deviate from these norms. Such a permission is granted on the condition of ensuring the safety of women employees. Non-adherence of such conditions attracts penalties.

Safety Measures for Female Employees

CCTV cameras

Though the workplace may be a secure area, common places such as washrooms, smoking areas and cafés may pose a threat. A simple measure which is commonly adopted is CCTV. CCTV surveillance is essential in common places. It is important to have a CCTV on the way to the restroom. All such areas should have proper lights and the doors should have functional latches. A female security guard should be posted near the restroom.

Anti-sexual harassment committee

It is a company's responsibility to maintain a workplace that is free of sexual harassment. Apart from being a legal obligation, it also makes good business sense. A company that does not curb sexual harassment at the workplace, ends up paying a high price in terms of poor employee morale, low productivity and lawsuits.

Every organisation has an Anti-Sexual Harassment Committee. The police forms a detailed mechanism for it and women employees can make complaints when sexual harassment occurs.

Women's helpline

Apart from sexual harassment policies, women helpline numbers are also displayed in common public areas



such as washrooms, cafeterias, etc., in case of an emergency. National Women's Helpline service is to serve only, or predominantly, women who are victims of violence.

Safety and Security of Women Travelers

As per industry experts, 10–18 per cent of their guests comprise single women travelers. Indian hotels have begun to understand that single women travelers is a fast growing, niche market and has tremendous potential. Women don't mind paying for a service as long as it is worth it. Understanding this customer base is an important factor in translating marketing into sales for hotels. Hotels that often perceive their guests as only men could be losing a lot of clientele if their practices or facilities are not tailored to suit women guests. With the change in trends, where more and more women are now travelling for official trips to different cities, ensuring their safety and security is of utmost priority.

Hotels have now started becoming more conscious of this aspect and are adopting various methods to ensure good service to the women guests. Specially-designed single lady programmes help hotels to assure their women guests of a safe and sound environment.

The following are the basic guidelines adopted by various hotels for providing a safe and secure environment to women travelers:

- When allocating a room to a single woman traveler, try to look for a room in the middle of the floor
- Lone women travelers should be automatically upgraded to the next available room type.
- Offer escort service from the hotel car park, especially at night.
- Provide well lit, on site car park with CCTV.
- Ensure to install peepholes on the entrance doors of all rooms for added security and make sure to inform single or lone female travelers of the same.
- Never give out a single woman traveler's name or room number.



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- There should be bedside lighting controls as a standard norm in all rooms.
- Ensure awareness of and adherence by the hotel staff of the health and safety guidelines on non-harassment of single women guests.
- Police helpline number: The Government has launched a helpline number 1800111363 or in short 1363 for women tourists visiting India as part of its Incredible India initiative.

Practical Exercise

Activity 1

Visit a hotel nearby and prepare a report after studying the policies and procedures that it follows to prevent sexual harassment at the hotel.

Material Required: Writing material

Procedure

- Visit any standard hotel located near your area.
- Discuss with the HR manager and ask about the policy and procedures followed by the hotel for the safety of women.
- Note the important details in your notebook.

Check Your Progress

A. State 'True' or 'False'

1. It is a legal obligation for any company or organisation to maintain a workplace free from sexual harassment.
2. A woman employee should have minimum 80 working days to her credit in the last 12 months counting from the start of the maternity leave, to be eligible for maternity benefits.
3. Vishaka guidelines were promulgated by the Indian Supreme Court in 1999.
4. The most effective weapon against sexual harassment is complaint.
5. In order to ensure safety of women employees, many companies provide official transport.

B. Subjective Questions

1. What should be a company's policies to prevent sexual harassment?



2. Write the facilities available for a woman traveler's safety and security.
3. Write the common safety measures adopted for the safety and security of women employees.
4. Write a note on women's rights and respect at the workplace.

SESSION 2: GENERAL FACILITIES FOR EACH AGE AND GENDER

Facilities for Each Age and Gender in Hospitality

Facilities and services should be designed, provided and maintained to ensure the safety and emotional well-being of children, the elderly and young people. The following are the general facilities provided by any hotel for each age and gender:

Children

- Children's pools with slides
- Baby care station
- Mini Club or Playground
- Baby chairs
- Children's toilet seats
- Electricity plug covers
- Tennis lessons (on extra charge)
- Animation, mini disco
- Babysitting (on extra charge)
- Cots

Elderly guests

Senior citizens or elderly guests are described as people aged 65-years-old or more. They have already retired and have fewer responsibilities on the domestic front. As such, they are more likely to spend their free time socialising with people of their age by going on leisure trips. Senior citizens deserve special attention from hoteliers, especially considering that they have more time at hand and are likely to spend more time at the hotel.



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A hotel can facilitate them with the following:

- Sidewalks
- Wheelchairs
- Porter service
- Dietary provision
- Standby medical services

Young or single women

Hotels are working overtime to accommodate the needs of one of the fastest growing demographics in the travel industry i.e. businesswomen. Hotels have started to realise that women are really influential when it comes to taking travel decisions. In many cases, a woman who has stayed in a hotel for business travel, is likely to come back if she is happy with the services. Alternately, she might even come back for a holiday with her family and book more than one room. Thus, all hotels across the globe are focussing on facilities for young or single women travelers. Here are a few women-friendly facilities offered at luxury hotels across India:

- Exclusive floor(s) for women, every room here is equipped with a security camera, allowing the occupant to see who is outside the door before opening.
- Rooms closest to the elevator.
- Their requests are delivered by women executives.
- If it is not an exclusive floor for women, the adjoining rooms are allotted to women travelers for safety and comfort.
- They are escorted to their rooms by a female staff.
- A 'for your care' kit comprising products that women commonly need (nail filer, nail polish remover, and personal hygiene products).
- Women chauffeurs to take them to specific destinations.
- Women staff, butlers and executives are assigned to lady travelers throughout the course of their stay.
- Women therapists at the spa and salon.



- Complimentary yoga and cookery sessions.
- Women guides for sightseeing and excursions on request.
- An in-house shopping arcade.

Unique Needs and Wants of Guests

Guests visit hotels for varied reasons. Every guest has one's specific needs, wants and demands. The front desk team of the hotel should be smart enough to identify and categorise different types of guests and their needs. This will allow them to provide an anticipatory service and exceed the guest's expectations.

Medical travelers

The hotel staff should be sensitised to the unique needs and expectations of a medical traveler. In a broad spectrum, medical guests require more hands-on care than normal guests. The hotel staff should make it a point to check on them once or twice in a day by calling and ensuring they have everything they need. The staff should be trained to anticipate these needs and any safety dos and don'ts (such as what to do and who to call in an emergency) when serving or aiding medical travelers.

Infants or toddlers

Luxury hotels sometimes have adjoining rooms for children to provide the guest with more space and privacy on a chargeable basis. Such hotels specifically state that they cater to families and children and are a bit expensive. Many hotels offer a choice of facilities for infants and toddlers, such as children's tea-time, play areas, highchairs, and cots to make the guests' holiday as enjoyable as possible. Some hotels also have a crèche or childcare facilities, so that the parents can enjoy some time away from the baby but while remaining within the hotel.

Business travelers

They usually travel alone or with their office colleagues. Such guests mostly arrive in the afternoon or late



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evening and depart early in the morning. Their average stay is for one to three days.

Needs of business travelers

- A steady and fast Internet connection.
- Basic business centre service (copy, print, fax).
- Travel adaptor, mobile phone, laptop, tablet chargers and connectors.
- Ability to connect to multiple devices through Wi-Fi.
- International newspaper and magazines.
- Flexible breakfast timings.
- Workplace and inspiring work environment.
- A healthy and stimulating lunch, dinner and room service menus in a conducive communicative environment.

Family guest

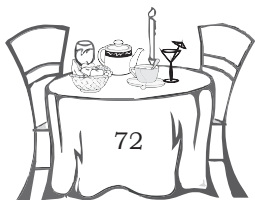
It includes guests travelling with children, parents or relatives. They generally travel for visiting relatives or attending marriages or other special functions.

Needs

- Sofa cum bed, baby cot (including amenities,) extra towels
- Connecting rooms
- Special menu for children
- Babysitting services
- Kids' pool and activities for children
- Hands on knowledge of fun places like amusement park, zoos, city tours, beach activities, etc.
- Extra care if travelling with old parents

Recreational Facilities for Child Tourists

The prime reason for people travelling with family is recreation for themselves and their children. Thus, availability of safe and enjoyable recreational activities for children is a basic expectation when people choose to stay in a family hotel. The elders don't want to be worried about keeping an eye on their children while staying in a hotel. Family hotels have rooms furnished



keeping the needs of young families in mind. Hotels also provide additional equipment to make a holiday with babies and toddlers as easy as possible. Interesting indoor and outdoor recreational activities would make sure that children have an enjoyable and unforgettable stay at the hotel. All recreational facilities for children are always under the supervision of attentive qualified staff. A few recreational facilities for children tourists are:

Indoor play areas

The play area provides board games, drawing and painting, face painting, photo frame making, nature craft, hair braiding, t-shirt painting, pool games, sand castles, puzzles, etc. For children below the age group of four, parent supervision at the play area is essential wherein the child can play with soft toys and building blocks. In many hotels, a special section is dedicated to toddlers up to the age of four years.

Outdoor play areas

Fun and action, fantastic experiences and hour after hour of entertainment all add up to endless pleasure. The play areas include a mini hockey pitch on the grass, a volleyball court, a mini golf course and numerous safe open green spaces with swings, see-saw, slides, etc., a tricycle trail with pedal go-karts where children can play freely without disturbing the adults.

Special restaurants

Hotels have facilities like restaurants reserved for children, which have a pizzeria with wood-fired oven and grill and with the option of providing lunch and dinner with an entertainment staff (with extra charge at lunch for those young guests who have booked the half-board option). For children up to one-year-old, the presence of one parent is obligatory. Some hotels have separate shallow indoor or outdoor swimming pools for children where they can enjoy under the supervision of an attentive qualified staff.



Basic Safeguards and Procedures for Senior Citizens in Case of Emergencies

Both guests and the staff have to evacuate the hotel in case of an emergency. At such times, hotel officials and relief workers may not be able to reach everyone right away. Though signages are displayed at several points in hotels which displays procedures to deal with emergencies, guests should be educated in advance at the time of check-in about the support network for senior citizens as a preventive measure for any hotel to handle an emergency.

Importance and need of medical facilities at the hotel

Being ill when far from home can be very stressful. Thus, many hotels have basic medical facilities to provide prompt dedicated healthcare support for their guests. As more and more patients travel to different countries or states to access healthcare services, it is important for hotels to understand their role in providing medical facilities at hotels. What can hotels do to ensure an optimal recovery environment for guests?

These facilities could be availability of stretcher, wheelchair, hospital bed, IV stand, bed pan, etc. Hotels that provide medical facilities should consider making the following modifications to their space and a percentage of their guest rooms:

- Entries should be wheelchair accessible.
- Corridors should be free of any steps and abrupt vertical level changes.
- There should be a full size elevator that can comfortably accommodate a wheelchair or a patient with a walker.
- All doors into and within guest rooms should be at least 32” wide to accommodate wheelchairs, crutches or walkers.
- There should be ample room space to maneuver a wheelchair.
- Wheelchair accessible peepholes



- Portable shower benches in bathrooms, special chairs in restaurants
- Faucet controls and shower diverters that can be turned on and off easily and are operable and usable with one hand
- Elevated or raised toilet seats with grab bars

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Practical Exercise

Activity

Visit a nearby hotel and note down the various facilities available for each gender.

Material required: Writing material

Procedure

- Visit any standard hotel located near your area.
- Discuss with the managers and collect information about facilities available for each gender and age.
- Note the information under the following categories:
 - (a) For elderly guests
 - (b) for women
 - (c) for children
 - (d) for women employees
 - (e) for business travelers
 - (f) for family guests.
- Tabulate the whole information and prepare a report.
- Present and discuss in the class.

Check Your Progress

A. State 'True' or 'False'

1. The hotel service ensures that single women travelers receive rooms far from the elevator.
2. Many hotels have basic medical facilities to provide prompt and dedicated healthcare support to their guests.
3. Guest travelling with children, parents or relatives are called corporate guests.
4. Luxury hotels sometimes have adjoining rooms for children to provide the guests with more space and privacy, this service is chargeable.
5. Recreational activities are often done for enjoyment or pleasure and are considered to be 'fun-loving activities'.



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B. Subjective Questions

1. Discuss the general facilities available at hotels for each age group.
2. Write a note on recreational facilities for children tourists.
3. What are the facilities required for a business traveler in a hotel?
4. Explain the basic amenities for young single women guests in a hotel.

SESSION 3: PRACTISING STANDARD ETIQUETTES WITH WOMEN AT WORKPLACE

Equality of Women at Workplace

Companies around the world are currently going through a period of transformation and change. Some are expanding their business globally while some are wondering how the change will impact their organisation. As we know, men and women are entering the labour force in equal numbers but the majority of top management positions still belong to men. Still, discrimination on the basis of sex at the workplace remains a problem as social norms continue to restrict occupational choices by women, thereby distorting labour markets, depressing wages, and hurting business innovation and productivity. Women are often unable to break the upper levels of corporate management due to 'glass ceiling'. The term 'glass ceiling' refers to situations or an unacknowledged barrier where the advancement of a qualified person within the hierarchy of an organisation is stopped at a lower level because of some form of discrimination, most commonly sexism or racism.

There are many reasons behind this. One of them is job segregation. It is the concentration of women and men in different types and levels of activity and employment. Usually, men tend to be highly concentrated in the professions like that of managers, supervisors, production supervisors and executives. Women, on the other hand, tend to be involved in lesser paid professions such as teachers, secretaries, receptionists and nurses.



Sadly, there are many barriers that prevent women from reaching one of the higher positions in an organisation. One of the barriers is the work environment. Organisational culture, employees' attitude and racial stereotypes commonly limit women from actively participating in the organisation. Working parents, especially mothers, usually have to deal with family obligations. They often have to choose between their job and family for which they require flexible hours at work. The concept of spending equal time with the family by all genders is still not culturally popular in India.

Many organisations are trying to integrate changes to enable more women to become a part of the top management positions and fulfill their dreams. Some examples are work from home, flexible timings and so on.

The following measures can be adopted to provide equality of work for women at work across both horizontal and vertical segregation:

Assign roles or jobs based on ability, not gender

Hiring and allocation of work should be done on the basis of an individual's abilities and character, not gender.

Implement three simple steps

These three steps will help in attaining gender equality at the workplace at a faster pace:

- Select candidates for interviews based only on education, experience and other required qualifications.
- Pay people market rate salaries as opposed to salary history.
- Change company culture to reward the outcomes achieved, not as per the number of working hours.

Encourage women to take the leap

Many women miss out on big opportunities under the mistaken belief that they are under-qualified. Men, on the other hand, often go after promotions and projects they are not qualified for. Actively encourage women to



take more chances and go for the opportunities they desire. External support is great for confidence-building.

Build new roles for women so that business can evolve better

Women bring a different and unique perspective to business. There is a need to celebrate and integrate it. Instead of trying to shove women into the roles that men have been doing for decades, savvy women should be hired to develop new roles and achieve benchmarks to create success stories.

Stop pay inequality and bridge the gender gap

Female equality at the workplace must begin with equal pay. Gender gap and pay disparity are two of the biggest recurring issues at the workplace.

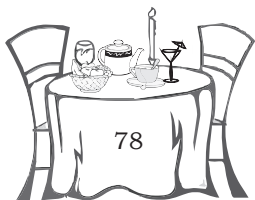
Start at the top

For real equality to happen, it requires a shift in the organisational culture, which typically is a hierarchy pyramid with a top-down approach. Create a cross-functional team to study the current culture and present and access what other companies, competitors and non-competitors alike, are doing to promote female equality and its positive effects.

Have more options for women

Disparity in job opportunities and salary generally occurs when a woman starts a family. During the phase of childbirth and a few years of child rearing, the women would generally prefer to avoid a demanding job or role therein. This is because of their focus and time required for the family. It is this time when organisations need to offer flexible options to women so that they do not lose their job and also the seniority. The flexibilities could be paid leave, work from home, consultancy work, crèche facility in the workplace, time allowed for feeding the child, etc. This will not only keep the women motivated but also keep their financial and professional continuity intact.

Crèche: a nursery where babies and young children are cared for during a working day. Parents who work for long hours can leave their children in the care of the crèche with trained facilitators.



Motivating Women at the Workplace

Although women are dynamic leaders of change, they still have a long way to go when it comes to equal representation in positions of power and leadership, both in corporate boardrooms and presidential cabinets. Discriminatory laws and practices hold women back, as do limits on education, income and time away from care giving.

The following are a few effective ways to motivate women at the workplace:

Make mentoring a must

Provide opportunities for women to align themselves with a corporate leader who can coach, guide and help them professionally. This demonstrates your seriousness when it comes to the growth of your female workforce.

Leverage the power of a personal sponsor

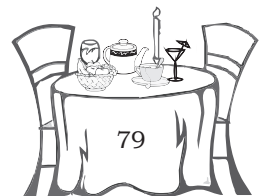
Some women advance faster and stronger with a sponsorship, especially when they've proven themselves but still find themselves stuck. Sponsors can bat for them and advocate their advancement within the company.

Put some creativity into rewards

When a woman employee truly goes above and beyond, a cash bonus may not always be the best way to recognise the achievement. Keep in mind the value of a day off with pay to allow them time to catch up on personal enjoyments, attend a family event or deal with household responsibilities.

Give choice in leading a project

In male-dominated departments, it is easy to draw on the same 10 people or the typical 'go to' person for leading a project or completing an important task. Consider entrusting such tasks to a woman employee and give them an opportunity to showcase their abilities and grow. Show trust in women employees also.



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Lifelong learning is an investment

Most companies have educational reimbursement plans for formal, long-term programmes. But many women are single parents or caretakers for elderly parents and such a commitment is very cumbersome. Consider offering one to two days of skill development programmes and allow your female employees the chance to hone everyday skills needed to grow on the job.

Express appreciation

Often women tend to do a better job of expressing appreciation and they also like to receive spoken and written forms of acknowledgement more often than men. Stop and give frequent and specific thanks throughout the day or at every stage of a project roll-out.

Check how they want to be heard

When a woman shares a problem, check to see if they just want to vent or whether they want your involvement in solving the problem, since many times, women just want to verbalise and share things to feel better. On the contrary, men are more likely to get shared problems fixed.

Show consistent respect and courtesy

Make sure your managers and supervisors understand the value of day-to-day recognition and are appropriately trained in expressing genuine respect for work and effort all year long.

Reward equally and fairly

If there is one thing that irritates anyone, male or female, is seeing someone receive a pay raise, an award, or some form of recognition when they feel deserving too. All organisations should establish clear quantitative or measurable criteria and parameters that are used to evaluate performance and distribution of rewards.

Behavioural Etiquette

It is often said that one's behaviour is the mirror to one's character. Indeed, your behaviour speaks a lot about



the kind of person you are. Our educational degrees hold less importance if we are not well-mannered. Even at your home in front of your relatives and family, it is your good behaviour which counts the most. But behavioural etiquette cannot be forced on anyone, it has to be cultivated and nurtured by one's own self. However, remembering a few basic principles and applying them wherever required can undoubtedly be helpful.

Behavioural etiquette when dealing with women colleagues:

- **Think before you speak:** Although, your close friends may understand your dry sense of humour and blasé attitude, you should keep personality quirks in check when dealing with female co-workers.
- **Be courteous:** An F&B service trainee must always be courteous towards guest and while dealing with a female colleague. They must always care about their respect and emotions.
- **Be a team player:** Many companies have less staff strength, which means many employees have to shoulder a bigger workload. Make a point not to overburden your co-workers by shirking your responsibilities.
- **Respect a closed door:** If a colleague has shut her office door, stay out, even if she doesn't look occupied.
- **Refrain from cracking jokes:** One should avoid cracking a joke or doing a prank with any co-worker.
- **Write an E-mail:** The easiest way to confront a co-worker is often via email. You get to express yourself without interacting face-to-face.
- **Keep your personal matters and opinions at home:** It is ok to have strong views, but it is not ok to push them on your co-workers or pick fights with them when they do something you do not approve of.
- **Watch your language, even when you are away from your desk:** Anything you do during the day



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even though you are on break, is a reflection of ones professional self.

- **If problems arise, handle them privately:** In case of any problem with a colleague or employer, resolve it between yourself and the counter party instead of making it public.

Behavioural etiquette when dealing with women guests

- Always smile while welcoming a guest in your hotel.
- Always give the guest full attention and do not say, 'Yes' until you completely understand what the guest is demanding.
- Never say 'I don't know'. Tell the guest you will find out for her and ensure that she is provided with accurate information.
- Never argue with the guest. Try to speak softly and clearly, without an artificial accent.
- Never talk negatively about the hotel or other staff members with the guest.
- Try to maintain regular eye contact with your guest. But that doesn't mean to continuously gaze at them.
- Maintain a distance from the guest while taking an order.
- Do not use hotel jargon in front of the guest.
- Using the guest's last name whenever possible during a conversation with them gives a personalised touch to the conversation.
- Needless movements of hands and facial gestures while describing dishes or while speaking to the guests must be avoided.
- Maintain your poise at all times, as the guest might be observing you.
- Walk on the guest's right hand side when accompanying them.



Practical Exercise

Activity 1

Visit a hotel in your vicinity and observe the standard etiquettes practised while dealing with women workers and guests.

Material required: Writing material

Procedure

- Visit any standard hotel located in your area.
- Discuss with the managers about the etiquette practices towards women staff and guests in the hotel.
- Observe the hotel staff and their etiquette.
- Note your observation and information under the following points:
 - staff's etiquette towards women colleagues
 - etiquettes for women guests
- Prepare a report after the visit.

Check Your Progress

A. Fill in the Blanks

1. _____ has to be cultivated and nurtured by one's own self.
2. Never say _____ to any demand of a product or service made by a guest until you are sure to provide it.
3. Avoid using an _____ accent.
4. Lifelong learning is an _____.

B. Subjective Questions

1. Briefly explain the measures that could be adopted for equality of women at workplace.
2. List a few effective ways to motivate women at the workplace.

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Food and Beverage Service Trainee Class - 10

Unit 3 : Gender and Age Sensitive Service Practices

Session 1 : Women's Rights and Respect at Workplace

Check Your Progress

A. State 'True' or 'False'

1. It is a legal obligation for any company or organisation to maintain a workplace free from sexual harassment.
2. A woman employee should have minimum 80 working days to her credit in the last 12 months counting from the start of the maternity leave, to be eligible for maternity benefits.
3. Vishaka guidelines were promulgated by the Indian Supreme Court in 1999.
4. The most effective weapon against sexual harassment is complaint.
5. In order to ensure safety of women employees, many companies provide official transport.

B. Subjective Questions

1. What should be a company's policies to prevent sexual harassment?
2. Write the facilities available for a woman traveler's safety and security.
3. Write the common safety measures adopted for the safety and security of women employees.
4. Write a note on women's rights and respect at the workplace.

Unit 3 : Gender and Age Sensitive Service Practices

Session 2 : General Facilities for each Age and Gender

Check Your Progress

A. State 'True' or 'False'

1. The hotel service ensures that single women travelers receive rooms far from the elevator.
2. Many hotels have basic medical facilities to provide prompt and dedicated healthcare support to their guests.
3. Guest travelling with children, parents or relatives are called corporate guests.
4. Luxury hotels sometimes have adjoining rooms for children to provide the guests with more space and privacy, this service is chargeable.
5. Recreational activities are often done for enjoyment or pleasure and are considered to be 'fun-loving activities'.

B. Subjective Questions

1. Discuss the general facilities available at hotels for each age group.
2. Write a note on recreational facilities for children tourists.
3. What are the facilities required for a business traveler in a hotel?
4. Explain the basic amenities for young single women guests in a hotel.

Unit 3 : Gender and Age Sensitive Service Practices

Session 3 : Practising Standard Etiquettes with Women at Workplace

Check Your Progress

A. Fill in the Blanks

1. _____ has to be cultivated and nurtured by one's own self.
2. Never say _____ to any demand of a product or service made by a guest until you are sure to provide it.
3. Avoid using an _____ accent.
4. Lifelong learning is an _____.

B. Subjective Questions

1. Briefly explain the measures that could be adopted for equality of women at workplace.
2. List a few effective ways to motivate women at the workplace.

Unit



4

Intellectual Property Rights (IPR) of an Organisation and a Customer



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Creating awareness and increasing the knowledge of Intellectual Property Rights of the hospitality product is essential for F&B working professionals. They need to be aware of the reason for protecting their products in the market from any infringement and violations. The idea behind this unit is to create awareness among the F&B staff of the IPR system in India.

The first session of this unit explains the importance of IPR. These rights can be used for protecting different aspects of an inventive work for multiple protections. The F&B staff, especially the seniors, must be aware of the various components of IPR like patents, copyright, industrial design rights, plant varieties, trademarks and trade dress.

The second session gives brief details of the history, evolution and evidences of the IPR system in India. The third session lists the various objectives of intellectual property law and of the importance of understanding infringement, misappropriation and enforcement.

The fourth session will enable one to know the various needs of IPR in a hotel and the different subjects that need IPR protection under hospitality. The next session explains the procedure and awareness for the registration of intellectual property. It will make one aware of securing the company's IPR according to the national and international law of protection of

trademarks, patents, the Berne Convention for copyright and other international IPR systems.

The sixth session lays emphasis on working with IPR regulations and the importance of preventing new ideas. This unit also explains how to report IPR violations. The last session explains the importance of giving respect to copyrights and copyrights in the Indian scenario.

SESSION 1: IMPORTANCE OF INTELLECTUAL PROPERTY RIGHTS

Meaning of IPR

Intellectual Property Rights (IPR) refers to the monopoly right given to the designated owners for creation of the intellect by law. Intellectual Property refers to the creation of mind i.e. inventions, industrial designs for article, literary and artistic work, symbols, etc.

These rights can be used for protecting the different aspects of an inventive work for multiple protections. They are outlined in Article 27 of the Universal Declaration of Human Rights. IPR are largely territorial rights unlike copyright, which is global in nature. IPR can be assigned, gifted, sold and licensed like any other property.

Forms of IPR

Intellectual Property Rights comprises two distinct forms:

1. **Industrial property:** Trademarks, patents, etc. These are protected by the concept of patenting, trademarks, industrial designs, trade secrets, layout-designs, and geographical indications.
2. **Copyright:** It covers artistic and literary works, etc., and is protected by the concept of 'Copyright'.

Literary & Artistic Works	Industrial Property
Books, paintings, musical compositions, plays, movies, radio and TV programs, performances and other artistic works.	This is any physical matter that is the outcome of an idea or concept for commercial purposes.

The idea behind IPR is that if a person discovers, invents, creates, forms or develops any idea, thought,



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skill, art form, machinery, literature, etc, in the world of competition, they are worried about its being stolen or used or copied by someone other and may be presented to the world as their own creation, or may even be used for earning money.

Intellectual right is given to a person or a company to have exclusive rights to use its own plans, ideas, or other intangible assets without worrying about competition, at least for a specific period of time. This includes copyrights, patents, trademarks, and trade secrets.

In simple words, if you come up with a new idea you should file for IPR so that no one steals the idea from you.

IPR protection is a concept that has evolved through the practical need of protecting ideas that are imitated and used without the creator's knowledge. In the era of Information Technology, the creations of human intellect have become valuable and are treated as property. They need protection.

Components of IPR

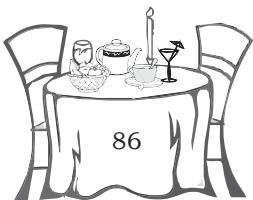
The concept of IPR is not a single concept. It has emerged from or is composed of the following components.

- Patents
- Copyright
- Industrial design rights
- Trademarks
- Plant variety rights
- Trade dress
- Geographical indications
- Trade secrets

There are also more specialised IPR, such as circuit design rights and supplementary protection certificates for pharmaceutical products and database rights but these are not universal and adapted by a few countries as per their requirements.

Patents

It is an exclusive right granted by a country to the owner of an invention to make, use, manufacture and markets the invention.



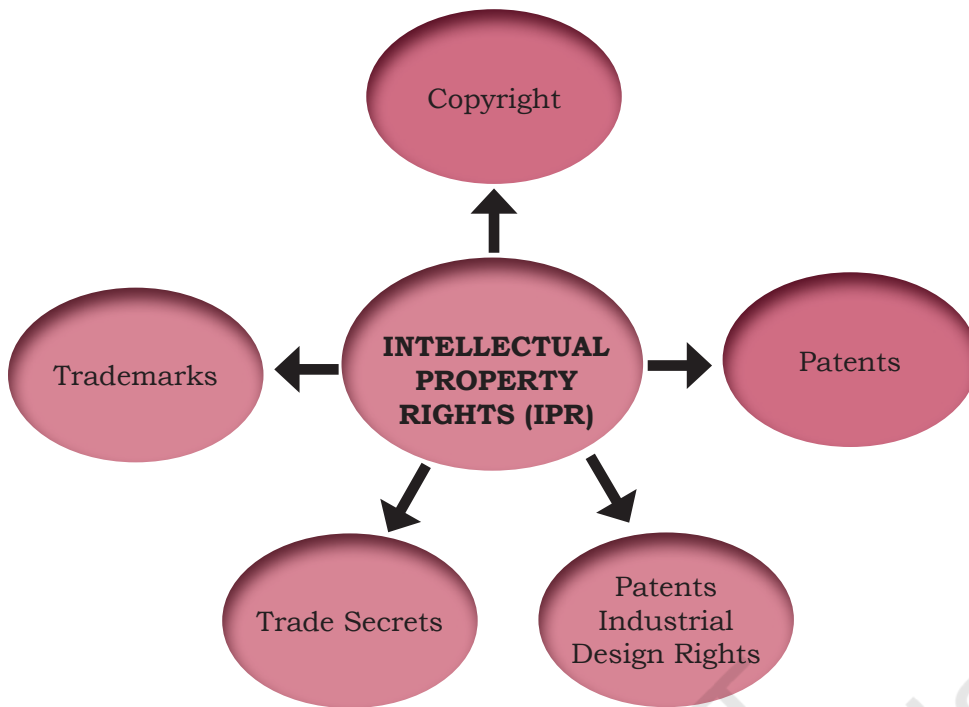


Fig. 4.1: Components of IPR

It is a right given to an inventor. It gives the owner the right to exclude other people from creating, using, selling, giving sales offer, and importing an invention for a limited period of time, in exchange for the public disclosure of the invention. An invention may be a product or a process but results in providing solution to a specific problem. Any invention generally has to fulfill three main requirements— it has to be new; it should not be obvious and it should be industrially applicable.

The patent right is territorial in nature. Patents provide incentives to individuals by recognising their creativity. These incentives encourage innovation. India is a member-state of the World Intellectual Property Organisation (WIPO), Paris Convention, Patent Cooperation Treaty and Budapest Treaty.

Patents in India

The history of Patent law in India starts from 1911 when the Indian Patents and Designs Act, 1911 was enacted. The present Patents Act, 1970 came into force in the year 1972, amending and consolidating the existing law relating to Patents in India. The Patents Act, 1970



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was again amended by the Patents (Amendment) Act, 2005, wherein product patent was extended to all fields of technology including food, drugs, chemicals and microorganisms.

The patent offices function through the Department of Promotion of Industry and Internal Trade under the Ministry of Commerce & Industry.

Patent Offices are located at Kolkata, Mumbai, Chennai and Delhi to deal with the applications for patents. Patent Information System (PIS) & Intellectual Property Training Institute (IPTI) located at Nagpur.

Copyright

It gives the creator exclusive rights for their original work but for a stipulated time. Copyright applies to a wide range of intellectual, artistic, or creative works or forms. Copyright covers the form or manner which are expressed and not ideas and information.

Copyright is a legal concept, enacted by most governments, that grants the creator of an original work exclusive right for its use and distribution. Copyright is available for creating an original, literary, dramatic, musical or artistic work.

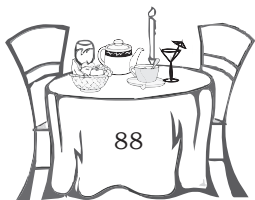
In India, The Copyright Act, 1957 and amended in 1983, 1984, 1992, 1994 and 1999 is available. Registration can be done at the Office of the Registrar of Copyrights in New Delhi. The Act provides protection for the expression of an idea and not for the idea itself. The owner may allow the copyright to any person.

It gives the owner incentives in the form of recognition and fair economic reward increases their activity.

Industrial design rights

An industrial design right is also known as 'design patent' or 'design right'. It protects the visual design of objects that are not purely functional. A design patent may be granted if the product has a distinct configuration, distinct surface ornamentation or both. In other words, a design patent provides protection for the ornamental design of something that has a practical utility.

These include the ornamental or aesthetic aspects of an article which may consist of 3D or 2D features, such



as shape or surface, patterns, lines or colour, thereby making the article attractive and appealing which add to the commercial value of the product and increase its marketability. However, any technical features of the article are not protected by it.

Plant varieties

Plant variety rights, also called plant breeders' rights are the rights to use a commercially new variety of a plant. This variety must be novel and distinct amongst other varieties and for registration, the evaluation of the propagating material of the variety is examined.

Trademarks

A trademark is a sign or symbol that is recognisable. A trademark is generally a word, phrase, sign, symbol or design, or a combination thereof, that identifies and distinguishes the source of the goods of one party from those of others. A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than goods.

Trademark is therefore a distinctive sign that provides to the owner of the mark an exclusive right to use it to identify his goods or services. Well-known trademarks are associated trademarks, service marks, certification trademarks, collective marks etc.

To register a trademark: One needs to approach an appropriate national or regional trademark office. WIPO administers an international registration system for trademarks.

Trade dress

It is a legal term for art forms related to visual and aesthetic appearance of a design of a building or a product or its packaging that conveys the origin of the product to consumers.

Trade secrets

A formula, process, design, instrument, practice, compilation of information or pattern, which is not known to people other than the creator company or business and by which a business can obtain an economic advantage over competitors and customers.



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There is no formal government protection granted. Each business must take measures to guard its own trade secrets.

Geographical Indication (GI)

A sign used on goods that have a specific geographical origin and possess qualities or a reputation due to that place of origin. Registration period of a GI is 10 years which is renewable. The Geographical Indication of Goods (Registration and Protection) Act came into being in 2000 with imprisonment for a term between six months and three years and a fine between ₹ 50,000–2,00,000.

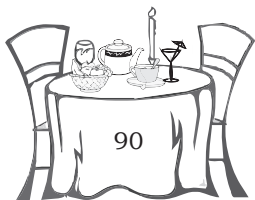
The law related to this (applicable in India) is Geographical Indication of Goods (Registration and Protection) Act 1999.

History and Evolution of Intellectual Property Law

Intellectual property law dates as far back as medieval Europe. Intellectual property law, at that time, was driven not by an interest in creation and innovation, but rather by political and religious motivations.

Until the middle of the 20th century, copyright, patent, trademark, and trade-secret law commonly were understood to be analogous but distinct. In most countries, they were governed by different statutes and administered by disparate institutions, and few controversies involved more than one of these fields. During the second half of the 20th century, however, the lines between these fields got blurred. Increasingly they were considered to be closely related, and eventually they became known collectively as 'Intellectual Property Law'.

The first legislation in India relating to patents was the Act VI of 1856. The objective was to encourage inventions and to induce inventors to disclose the secret of their inventions. Later, to grant exclusive privilege, a fresh legislation was introduced as Act XV of 1859. However, in 1872, the act was renamed as 'The Patterns and Designs Protection Act'. The act remained in force for 30 years with only one amendment in the year 1883.



The Indian Patents and Design Act replaced all the previous laws in India. In this act, provisions relating to the grant of secret patents, patent of addition and increase of term of patent from 14 years to 16 years were made. Later, after independence, various committees were made to examine the revisions in the law and thus a bill was introduced in the Lok Sabha in 1965 which however lapsed. Though it lapsed in 1965, in 1967, an amended bill was introduced and then on the final recommendation of the committee, the Patents Act, 1970 was passed, which is presently used in India.

The modern usage of the term intellectual property gained momentum after the establishment of WIPO in 1967. India became a member of WIPO in 1975. But IPR did not enter popular usage until the Bayh-Dole Act in 1980 which was passed with the intention of promoting research in cancer and other diseases.

History of Indian Patent System

History of Indian Patent System	
1856	Act VI of 1856 on protection of inventions based on the British Patent Law of 1852. Certain exclusive privileges granted to inventors of new manufacturers for a period of 14 years.
1859	The act modified as Act XV; Patent Monopolies called Exclusive Privileges (making, selling and using inventions in India and authorising others to do so for 14 years from date of filing specification).
1872	The Patterns & Designs Protection Act
1883	The Protection of Inventions Act.
1888	Consolidated as the Inventions & Designs Act.
1911	The Indian Patents & Designs Act.
1972	The Patents Act (Act 39 of 1970) came into force on April 20, 1972.
1999	On March 26, 1999 Patents (Amendment) Act, (1999) came into force from 01-01-1995.
2002	The Patents (Amendment) Act 2002 came into force from May 20, 2003
2005	The Patents (Amendment) Act 2005 effective from January 1, 2005



History of copyrights

The world's first copyright law was the Statute of Anne, enacted in England in 1710. This Act introduced for the first time the concept of the author of a work being the owner of its copyright, and laid out fixed terms of protection.

Legislation based on the Statute of Anne gradually appeared in other countries, such as the Copyright Act of 1790 in the United States, but copyright legislation remained uncoordinated at an international level until the 19th century. In 1886, however, the Berne Convention was introduced to provide mutual recognition of copyright between nation states, and to promote the development of international standards for copyright protection. The Berne Convention does away with the need to register works separately in each individual country, and has been adopted by almost all the nations of the world (over 140 of the approximately 190 nation states of the world). Following the United States' adoption of the treaty in 1988, the convention now covers almost all the major countries. The Berne Convention remains in force to this day, and continues to provide the basis for international copyright law.

The first copyright act of India was enacted in 1847, during the regime of East India Company. As per the act, the term of copyright was either for the lifetime of author plus 7 years, or 42 years. The government had the power to grant the publishing license after the death of the author if the owner of the copyright refused permission. All suits and infringement related to copyright came under the jurisdiction of the highest local civil court. The act was replaced by the copyright act of 1914.

The act of 1914 was the first 'modern' copyright law of India. It was the first law to include all works of art and literature under the ambit of copyright. It was a replica of the English law of 1911. It was done by British to ease the passage of literature over colonial subcontinent.

Post-independence Copyright Law in India

The Copyright Act of 1957 came into force on 21 January, 1958 replacing the 1911 act. The act besides amending



the copyright law also introduced milestone changes such as provisions for setting up copyright office under the control of Registrar of copyright for registration of books and other works of art. It also established a copyright board to deal with the disputes relating to copyright.

WIPO

The World Intellectual Property Organisation (WIPO) is the global forum for intellectual property (IP) services, policy, information and cooperation. It is a self-funding agency of the United Nations, with 193 member states. WIPO was established in 1967 through the WIPO Convention.

The two main objectives of WIPO are: (i) to promote the protection of intellectual property worldwide; and (ii) to ensure administrative cooperation among the intellectual property Unions established by the treaties that WIPO administers.

The headquarters of the organisation are in Geneva, Switzerland. The organisation has Liaison Offices in Brazil (Rio de Janeiro), Japan (Tokyo), Singapore (Singapore) and the United States of America (at the United Nations in New York).

India, the country with the world's second largest population, became a member of WIPO in 1975 and is currently a party to six treaties administered by WIPO, namely, WIPO Convention (1975), Paris Convention (1998), Berne Convention (1928), Patent Cooperation Treaty (1998), Phonograms Convention (1975) and Nairobi Treaty (1983).

Practical Exercise

Activity 1

Surf the Internet to find the IPR of various products and services for a hospitality organisation.

Material required: Writing material, computer, Internet etc.

Procedure

- Access the Internet and collect information about the IPR of various products and services for a hospitality organisation.



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- Note down the information about photographs and articles that come under copyright and record the details in a practical copy in the following format:

Serial No.	Hospitality Product & Articles	Type of IPR	IPR Law provide protection
1			
2			
3			
4			
5			

Activity 2

Visit the Patent Office and collect the procedure for the following: Patents, copyright, industrial design rights, plant varieties, trademarks, trade dress, trade secrets.

Material Required: Writing material

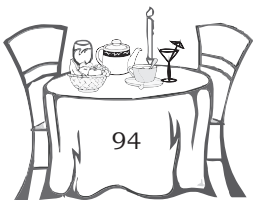
Procedure

- Visit the Patent Office in your city.
- Discuss with the authorised officers and ask queries about the IPR procedures for the following:
(a) Patents, (b) Copyright, (c) Industrial design rights, (d) Plant varieties, (e) Trademarks, (f) Trade dress, (g) Trade secrets.
- Write the information in your notebook.
- Find out about the role and reason for maintaining IPR for hotel property.
- Prepare a report after the visit and present it in the class.

Check Your Progress

A. Fill in the Blanks

1. _____ is the monopoly right given to the designated owners for the creation of the intellect by law.
2. _____ is an exclusive right granted by a country to the owner of an invention to make, use, manufacture and markets the invention.
3. A _____ is a sign or symbol that is recognisable.
4. _____ is a legal term for art forms related to visual and aesthetic appearance of a design of a building or a product or its packaging that conveys the origin of the product to consumers.
5. _____ administers an international registration system for trademarks.



6. WIPO stands for _____.
7. The Patents and Designs Protection Act came into existence in the year _____.
8. The Patents (Amendment) Act 2005 became effective from _____.

B. Subjective Questions

1. What is IPR?
2. Write the different components of IPR.
3. Explain how the IPR concept was developed.
4. Explain the meaning of Trade Secret.
5. What are the objectives of IPR?
6. What are components of IPR?
7. Write a short note on:
 - (a) Patent
 - (b) Copyright

SESSION 2: OBJECTIVES, NEED AND RELATIONSHIP OF IPR WITH HOSPITALITY

The main purpose of intellectual property legislation is to encourage innovation and provide absolute protection of the same. Legal ownership of an innovation and its protection from misuse, theft, etc., by others are incentives which encourage innovation.

Objectives of IPR

The New IPR Policy 2016 is rather well thought and lays down following objectives:

1. To create public awareness about the benefits of intellectual property among all sections of society.
2. To stimulate the creation and growth of intellectual property by undertaking relevant measures.
3. To have strong and effective laws with regard to IP rights, consistent with international obligations.
4. To modernise and strengthen IP administration.
5. To catalyse commercialisation of IP rights.
6. To strengthen the enforcement and adjudicatory mechanisms for combating IP violations and to promote awareness and respect for IP rights.



- Capacity development by strengthening and expanding human resources, institutions for training, research and skill building in IP.

Meaning of Infringement, Misappropriation, and Enforcement

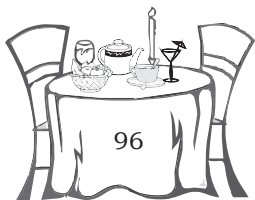
Infringement refers to the violation or breaking of laws, patents, copyright, agreements and trademarks. Misappropriation generally means theft or embezzlement or unlawful appropriation of funds.

Types of Infringement:

- Patent
- Copyright
- Trademark
- Trade secret misappropriation

Chart showing the difference between types of infringement and misappropriation:

Patent infringement	Copyright infringement	Trademark infringement	Trade secret misappropriation
<ul style="list-style-type: none"> Patent Infringement refers to the violation that arises after selling of a patented invention without taking permission from the patent holder. 	<ul style="list-style-type: none"> Copyright Infringement refers to the violation that arises when a party is reproduces, distributes, displays or performs any work, or creates derivative works without the copyright holder's permission. In this, the copyright holder gets money for the damages. Implementation of copyright is generally the responsibility of the copyright holder. 	<ul style="list-style-type: none"> Trademark Infringement refers to the violation that takes place when one party copies the same or similar trademark to the trademark owned by another party, in relation to the products or services, which are identical or similar to that of the other party. 	<ul style="list-style-type: none"> Trade Secret Misappropriation refers to violations that are different from those of other intellectual property laws. Trade secrets are secret while patents and registered copyrights and trademarks are available publicly. It is not covered under the Copyright Act.



Need of IPR in a Hotel Organisation

IPR plays a major role in the hospitality industry. The hospitality sector deals with products and services both. It includes hotels, motels, clubs, pubs, resorts, restaurants, eating houses, catering organisations, lodges, waiting halls and rooms, marriage halls, conference rooms, auditoriums, etc. These places offer hospitality services like lodging and boarding, lunch, breakfast and dinner, function management, event management, in-house and outdoor catering services, etc.

The company of these services and related products needs to protect their specialties to create their own brand. Such protection helps to secure the service business from the competitors. In hospitality sector, a lot of manipulation and misappropriation can happen. There is a lot of scope for piracy and copy of other's products.

Food is patentable as a composition

It must be new, useful, not obvious, and meet other disclosure requirements for patentability. However, the critical point remains the same.

The following two categories can be patented:

- Composition of matter
- Process or recipe of making the product

Drafting a patent application is very crucial for making a strong recipe patent. Various parameters, such as proportions, cooking or mixing times, ingredients, should be kept as broad as possible. This will also help reduce the potential of the competition.

Conducting a good patentability search is as important in patenting food recipes as in chemical or pharmaceutical inventions. If your recipe does not meet the patentability criteria, there are always options such as copyrights to get a certain level of protection, which however, cannot be compared with the degree of protection accorded through a patent.

Different Subjects need IPR Protection under Hospitality

Hospitality industry is built on Intellectual Property. For a hotel, it is important to lockdown essential



agreements like the hotel management agreement, the franchise agreement and licensing agreement. All these are critical to the success of a hotel. A hotel should retain any/all title(s), right(s), profit(s) and interest(s) of the website's contents, including but not limited to text, photographs, images, domains, sub-domains, trademarks, logos, or any other intellectual property or moral rights and similar benefits.

Following are the subjects or tools that provide IPR protection under hospitality:

Trademark

Trademarks are an important means by which manufacturers or service providers are able to differentiate their firm and its goods and/or services from the other similar products/services and providers thereof. Trademarks distinguish the goods or services of one enterprise from that of another. Trademark could be a sign or logo composed of letters, numerals or figurative elements specific to the product or service. Today, even sound, shape or smell amount to a trademark provided they function as trademarks in the marketplace.

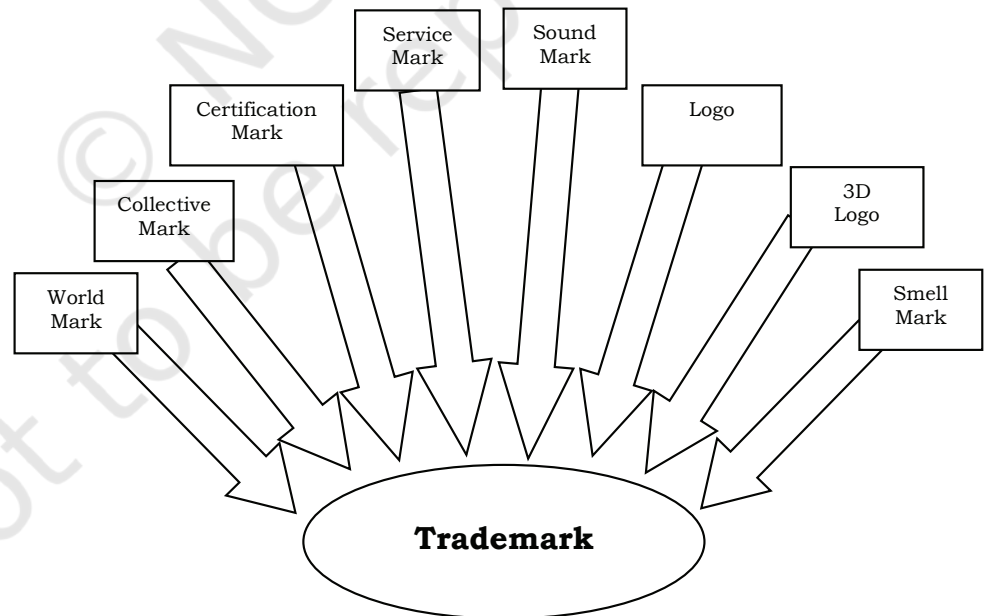
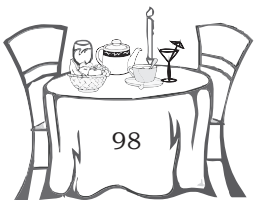


Fig.4.2: Types of trademarks

The Intellectual Property system protects such marks, allowing the owner to have exclusive use of that



mark and providing them the right to prevent anyone else from using that mark for the same or similar goods. The marks deemed to be famous have more extensive rights. Registered or unregistered marks have rights in perpetuity, as long as renewal fees are paid in the case of the former and as long as no one successfully opposes the use of that mark in the case of the latter.

Brand and branding

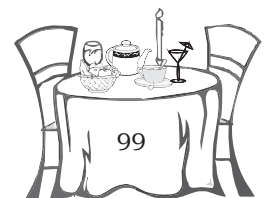
In industry, and publicly also, one is more likely to hear the term brand as opposed to mark. While these terms may overlap, they are not the same. A brand is a name given to a product and/or service such that it takes on an identity by itself. A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. A brand is, therefore a larger and more amorphous concept, being essentially a communication tool. Branding is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. Branding is a marketing term. It embodies many different concepts with intellectual property rights, principally trademarks, contributing towards its development.

Trade secret

Broadly speaking, any confidential business information, which provides an enterprise a competitive edge, can qualify as a trade secret. Trade secrets are intellectual property rights on confidential information which can be sold or licensed.



Fig.4.3: Trade Secret



Copyrights

A copyright is a collection of rights that automatically vest to someone who creates an original work of authorship like a literary work, song, movie or software. These rights include the right to reproduce the work, to prepare derivative works, to distribute copies, and to perform and display the work publicly. Rights closely related to copyright are related rights, which provide rights similar or identical to those of copyright, although sometimes more limited and of shorter duration.

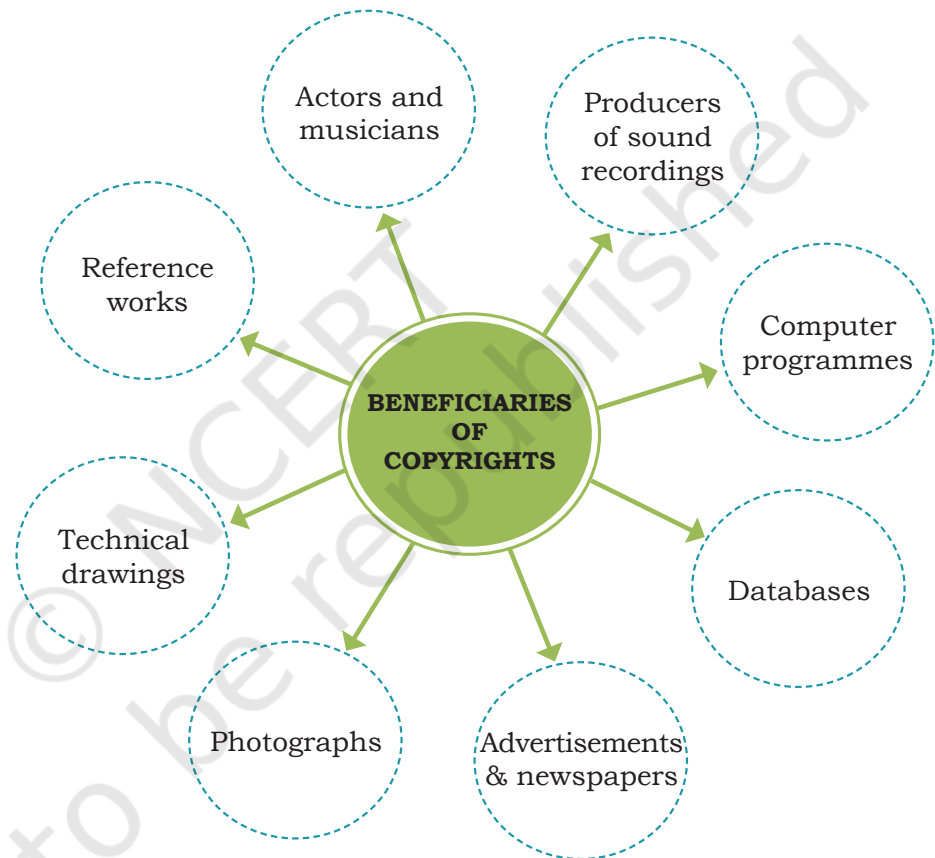


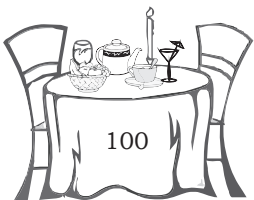
Fig. 4.4: Beneficiaries of copyright

Practical Exercise

Activity 1

Visit the patent office of your area and study the cases of misappropriation and infringement related to any company or organisation.

Material Required: Writing material



Procedure

- Visit a patent office in your city.
- Discuss with the authorised officials and ask the cases reported on misappropriation and infringement under the following parameters:
 - (a) Type of company,
 - (b) Name of product,
 - (c) Case of violation,
 - (d) Action taken by law.
- Note the information in your notebook.
- Note the reason for maintaining these infringements.
- Prepare a report and present it in the class.

Activity 2

Visit any hotel in your vicinity and prepare a report on the role of IPR in that hotel.

Material Required: Writing material

Procedure

- Visit a luxury hotel in your city.
- Discuss with the managers and ask questions about the registration of IPR of the hotel.
- Discuss its benefits.
- Note the role and reason for maintaining IPR of a hotel property.
- Prepare a report after the visit and present it in the class.

Check Your Progress**A. Fill in the Blanks**

1. _____ refers to the violation that arises after selling of a patented invention without taking permission from the patent holder.
2. _____ refers to the violation of patents, copyright and trademarks, and misappropriation with respect to trade secrets.
3. _____ refers to the violations different from those of other intellectual property laws.
4. _____ refers to the violation when someone reproduces, distributes, displays or performs any work, or creates derivative works without taking the permission of the copyright holder.
5. _____ is the body of laws that grants authors, artists and other creators protection for their literary and artistic creations.



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6. _____ are signs that distinguish the goods or services of one enterprise from that of another.
7. Any confidential business information, which provides an enterprise a competitive edge, qualifies as a _____.

B. Subjective Questions

1. What is infringement?
2. Define misappropriation.
3. Write the various objectives of IPR.
4. Explain the need of IPR in a hotel.
5. Write in short about the subjects or tools that provide IPR protection under hospitality.
6. Write a short note on:
(a) Trademark (b) Branding

SESSION 3: IMPLEMENTATION PROCEDURE AND WORKING WITH IPR

Importance of Registration of Intellectual Property

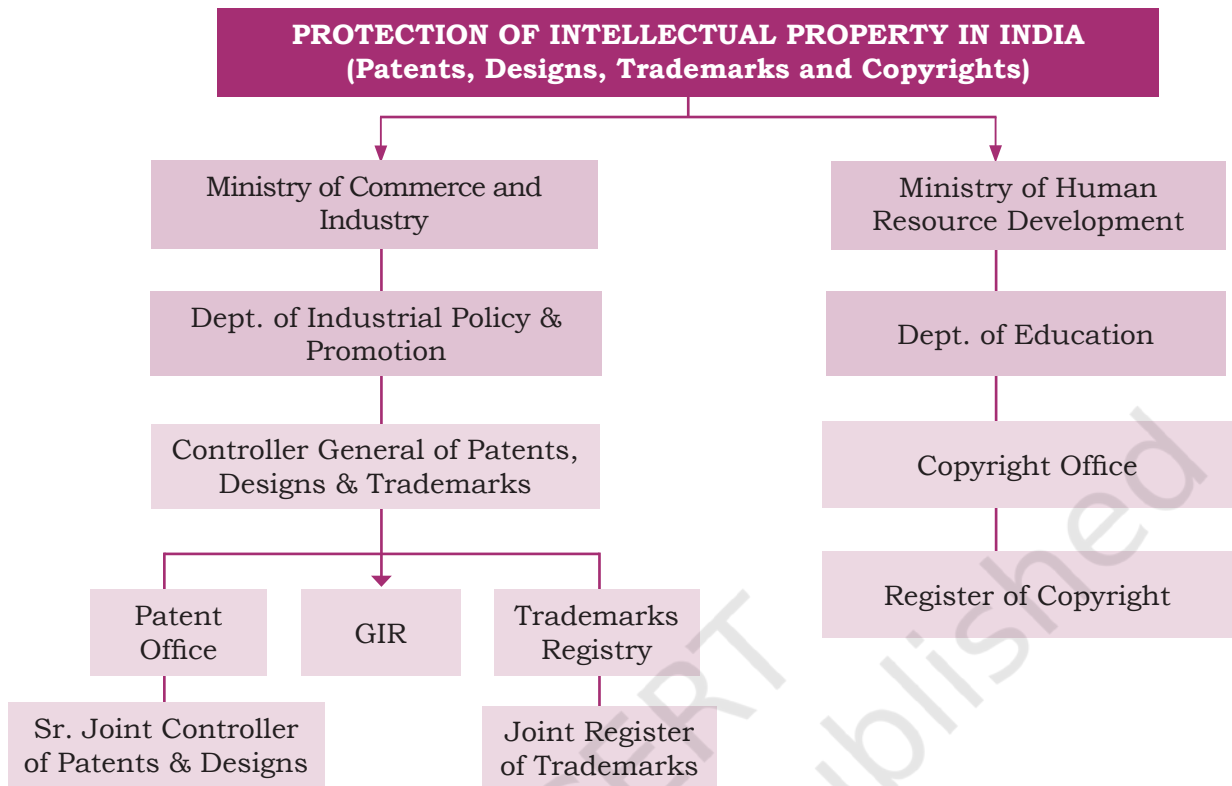
Intellectual Property (IP) rights are possibly among the most important and valuable assets for a business.

Importance of IP registration:

1. It makes one's business different from competitors.
2. It provides an important revenue stream.
3. It offers customers something new and different.
4. It forms an essential part of one's marketing or branding.
5. It is accepted as security or collateral for obtaining loans from financial institutions.
6. Protecting the name and logo, designs, inventions, works of creative or intellectual effort or trademarks that distinguish one's business can all be types of IP.
7. Protect it against infringement by others and ultimately defend in the courts one's sole right to use, make, sell or import it.
8. Stop others from using, making, selling or importing it without one's permission.



Flow chart for protection of intellectual property in India



International Protection of Trademarks

Registration trademarks and domain names

Trademark law enables you to possess and protect the unique marks that you develop to brand your products and services and prohibit its use by others. However, the first party to register the mark has the right to use and own it. A company should be keen on registering its trademarks and domain names. The information under trademarks and domain names becomes private property and gets legal protection.

International protection of trademarks is provided under the Madrid System. The Madrid System is a convenient and cost-effective solution for registering and managing trademarks worldwide. Madrid System greatly simplifies the procedures for registering a trademark in multiple countries.

The Madrid Protocol, which came into operation in 1996 and the Madrid Agreement, which dates to



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1891, govern the system of international trademark registration. Administered centrally via the World Intellectual Property Organisation (WIPO) in Switzerland under the Madrid Protocol, a mark can be registered in multiple countries by filing a single application for international trademark registration through the trademark office of the applicant (office of origin).

Any objection to registration of the trademark must be made to the International Bureau in the prescribed format.

If there are no refusals by any of the country, then the protection of the mark in each country is the same as had been registered by the office of that country.

Once an international trademark is registered under the Madrid Protocol, it is valid for 10 years. International trademark registrations can be renewed at the end of the 10 year period directly through WIPO or through the office of origin.

International Protection for Patents

There is no such thing as an international patent, as patents are restricted to a specific territory and no single patent confers protection for inventions globally. Patent law is specific to each country; although regional agreements exist, there is no global patent law.

However, an international patent application does exist. Filed under the Patent Cooperation Treaty (PCT), an international patent application aims to facilitate the procedures for protecting inventions in multiple countries in a cost-effective and insightful way.

The Patents Act, 1970 includes

- Product and process patent
- Patent term of 20 years
- Public health safeguards
- Protection of traditional knowledge

International Protection under the Berne Convention for Copyright

Berne Convention for the Protection of Literary and Artistic Works, also known as the Berne Convention, is



an international agreement governing copyright. It was first accepted in Berne, Switzerland, in 1886.

Under the Berne Convention, each of the contracting countries provide automatic protection for works first published in other countries of the Berne Union and for unpublished works whose authors are citizens of or a resident in other such countries.

The Berne Convention formally mandated several aspects of modern copyright law; it introduced the concept that a copyright exists the moment a work is 'fixed', rather than requiring registration. It also enforces that countries recognise copyrights held by the citizens of all other parties to the convention.

International Filing through the Hague Agreement on Industrial Designs

The Berne Convention authorises countries to allow fair use of copyrighted works in other publications or broadcasts international filing through the Hague Agreement on Industrial Designs.

The Hague System for the International Registration of Industrial Designs provides a practical business solution for registering up to 100 designs in over 67 territories by filing one single international application.

International Protection through Lisbon Agreement

The Lisbon Agreement was concluded in response to the need for an international system that would facilitate the protection of a special category of such geographical indications, i.e. 'appellations of origin', in countries other than the country of origin, by means of their registration at the International Bureau of WIPO.

The Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (Lisbon Agreement) was adopted in 1958 and revised at Stockholm in 1967. It entered into force on September 25, 1966, and is administered by the International Bureau of the World Intellectual Property Organization (WIPO), which keeps the International Register of Appellations of Origin and publishes a bulletin entitled 'Appellations of origin'.



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The Lisbon Agreement provides for the protection of appellations of origin, that is, the 'geographical denomination of a country, region, or locality, which serves to designate a product originating therein, the quality or characteristics of which are due exclusively or essentially to the geographic environment, including natural and human factors'.

Preventing the Leak of New Plans

Intellectual property is vital to the business process. Knowing how to protect your idea, whether it's an invention or a brand name, can save a lot of time and money.

The idea and new plans can be protected by:

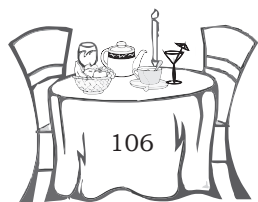
1. Patents
2. Trademarks
3. Copyright
4. Registered designs

Company products

For a successful hospitality business, the hotel staff must have the knowledge of hospitality products. The F&B is responsible for providing service to customers that involves a wide variety of food and beverages. The hotel staff should have good knowledge about the products and services that the establishment provides, including the wide range of menus.

Product knowledge can be defined as an organised body of information about products and services offered to customers, which can be utilised to influence customers' buying decision, resulting in customer satisfaction. A good and updated knowledge of the hotel/organisation's menu, ingredients of various dishes and cookery methods, pricelists, wine lists and the ability to recommend an appropriate dish to a customer is vital.

Trademarks are also an important aspect of the branding of a restaurant. A trademark is a word, phrase, logo, slogan or design that distinguishes the goods and services of one business from those of another. To protect the trademark of any brand, it must be registered under IPR laws. Having a registration can also increase



the restaurant's credibility and brand value, thereby facilitating the licensing of the trademark. Registration is essential for franchising.

IPR in a Restaurant

IPR in a restaurant includes the following:

Restaurant name

For the protection of trademark, it is important to consider a distinct restaurant name. It is difficult for the owner to protect the restaurant name as there are chances of others having the same name. A law firm can be hired to conduct searches and provide advice regarding a proposed name which is not registered for trademark already.

Logos and slogans

Logos and slogans should be displayed consistently, both on-site and in printed and online material. Registration ® and trademark (TM) symbols help to strengthen your claim. Logos and signages are often protected as artistic works.

Dish names

Unique names of dishes may be treated as trademarks. A restaurant menu should contain distinctive names and offer signature dishes.

Layout and décor

The layout and décor of a restaurant also comes under trademark protection. The layout and décor/trade dress should be registered in print and digital media like an advertisement or a website.

Copyright for restaurants

A restaurant should ensure that it owns the copyright in any work prepared by any person or agency. Registration of copyright is not required but can be very beneficial, particularly if it is necessary for a restaurant to enforce its exclusive rights.



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(a) Protection of recipe

It is the responsibility of the restaurant to consider notifying any recipient that their recipe is a trade secret, requiring them to sign a non-disclosure and non-competition agreement.

(b) Protection of food preparation process

This process can be protected under a patent.

(c) Protection for plating

Plating can be protected by copyright as an artistic work or as a trade dress. The restaurant owner should ask a legal consultant/counsel to assess their IP portfolios.

Reporting IPR Violations

Often, people don't know how to seek reprieve under the IPR Act when an IPR violation occurs in their establishment. When there is a violation of an intellectual property, it is the sole right of the owner of the IP to obtain a solution for the theft of knowledge that they have acquired with a lot of hard work and tremendous efforts. The solution given by law is of three types: criminal, civil and administrative.

Patent infringement remedies

A suit for infringement of a patent has to be filed before the District Court or the High Court within the territorial jurisdiction. But if a counter claim for revocation is filed by the other party, then the High Court has the power to entertain or reject the matter. The right to move to the court of law to enforce a patent depends upon the person who has a valid claim on the subject matter of the patent.

Trademark infringement remedies

The owner of a trademark can initiate legal proceedings against a party which infringes its registration. In this case, statutory protection is available to both registered as well as unregistered trademarks.

They are given both civil as well as criminal remedies for infringement. A case against infringement can be filed before the District Court or the High Court.



Proprietors of the trademark and licensed users have the option to initiate criminal prosecution against the infringers.

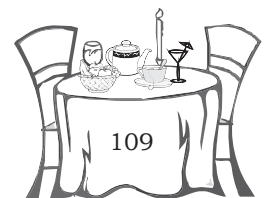
Copyright infringement remedies

In the same manner, a case against the infringement of copyright can be filed in a District Court or High Court within territorial jurisdiction in which the cause of action has arisen.

Copyright infringement is a cognisable (non-bailable) offence punishable with an imprisonment of six months, which can be extended to three years or a fine ranging from ₹ 50,000–2,00,000. For the second offence, the minimum term of imprisonment has been increased to one year, which may extend to three years and the minimum fine has increased to ₹ 1,00,000, which may be extended to ₹ 2,00,000. These criminal remedies are available to the copyright holders for infringement.

The company should adopt the following best practices to keep the intellectual property secured:

1. Employees and vendors must sign a code of conduct and confidentiality, and non-disclosure agreement before beginning work.
2. Confidential information that is stored electronically should be compartmentalised. No one, except an authorised person should be able to access it.
3. No employee should be able to access the proprietary information.
4. When an employee leaves the organisation, they should be examined through an exit interview to assure that they are not taking any internal information to the competitor.
5. If the employee leaving the organisation is involved in malicious activities of information leakage, a full scale investigation should be conducted. If guilty, necessary action should be taken.
6. Access to facilities containing valuable proprietary and confidential information should be carefully controlled.
7. Network security should be well-maintained and updated to prevent hacking.



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8. A control policy should be implemented for classification and marking of proprietary documents. Access to documents should also be included in such a policy.
9. Training to promote compliance with the programme's policies and security audits should be necessary for new and current employees.
10. Companies should continuously re-evaluate their practices. Consultation with security and legal experts in each country should be necessary.
11. During review, the company should emphasise internal threats and the danger of foreign economic espionage, especially if it is a high-tech company.

Importance of Giving Respect to Copyrights

Copyright law protects expression of ideas rather than the ideas themselves. Under Section 13 of the Copyright Act 1957, copyright protection is conferred on literary, dramatic, musical and artistic works, cinematograph films and sound recording. For example, books and computer programmes are protected under the Act as literary works.

Copyright refers to a bundle of exclusive rights vested in the owner of copyright by virtue of Section 14 of the Act. These rights can be exercised only by the owner of the copyright or by any other person who is licensed by the owner of the copyright. These rights include the right of adaptation, reproduction, publication and the right to make translations, communication to public, etc.

Indian Perspective on Copyright Protection

In India, the Copyright Act, 1957 confers copyright protection in the following two forms:

- (a) Economic rights of the author
- (b) Moral rights of the author

(a) Economic rights

- These rights are mainly in respect of literature, drama and music, other than a computer programme, to reproduce the work in any material form including storing it in any medium



by electronic means; to issue copies of the work to the public; to perform the work or communicate it to the public, to make any cinematograph film or sound recording of the work, and to make any translation or adaptation.

- In case of a computer programme, in addition to these rights, the author enjoys the right to sell or give on hire, or offer for sale or hire any copy of the computer programme regardless of whether such a copy has been sold or given on hire on earlier occasions.
- In the case of an artistic work, the rights available to an author include the right to reproduce the work in any material form, including depiction in three dimensions of a two dimensional work or in two dimensions of a three dimensional work, to communicate or issue copies of the work to the public, to include the work in any cinematograph work, and to make any adaptation of the work.
- In the case of a cinematograph film, the author enjoys the right to make a copy including a photograph of any image forming part thereof, to sell or give on hire or offer for sale or hire, any copy of the film, and to communicate the film to the public.
- These rights are similarly available to the author of sound recording. In addition to these, if the creator of a painting, sculpture, drawing or a manuscript of a literary, dramatic or musical work, is the first owner of the copyright, then they shall be entitled to have a right to share in the resale price of the original copy provided the resale price exceeds ₹ 10,000.

(b) Moral rights

Section 57 of the Act defines the two basic moral rights of an author. These are:

- i) Right of paternity
- ii) Right of integrity

The right of paternity refers to the right of an author to claim authorship of the work and the right to prevent others from claiming its authorship. The right



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of integrity empowers the author to prevent distortion, mutilation or other alterations of their work, or any other action in relation to the work, which would be prejudicial to their honour or reputation. Section 57(1) provides that the author shall not have any right to restrain or claim damages in respect of any adaptation of a computer programme to which Section 52 (1)(aa) applies (i.e. reverse engineering of the same). Failure to display a work or to display it to the satisfaction of the author is not deemed to be an infringement of the rights conferred by this section. The legal representatives of the author may exercise the rights conferred upon an author of a work by Section 57(1), other than the right to claim authorship of the work.

Practical Exercise

Activity 1

Visit a Five Star hotel, observe and prepare a report on the benefits of registration of Intellectual Property in a hotel.

Material Required: Writing material

Procedure

- Visit a luxury hotel in your city.
- Discuss with the managers and ask questions about the registration of IPR in the hotel.
- Discuss its benefits.
- Find out the reason for the copyrights of different things of the property.
- Prepare a report after the visit and present it in the class.

Activity 2

Visit a standard hotel, observe and prepare a report on the various products protected by IPR.

Material Required: Writing material

Procedure

- Visit a luxury hotel in your city.
- Discuss with the managers and ask questions about the copyright of the property.
- Note and list all types of IPR of the property.
- Find out the reason for copyrights of different things in the property.
- Prepare a report after the visit and present in the class.



Activity 3

Organise a lecture by a legal advisor.

Material Required: Writing material

Procedure

- The school may invite a legal advisor of any hotel and request them to deliver a lecture on IPR Acts and their remedies.
- The students should note the important aspects covered in the lecture.
- The information gathered should be discussed in the class.

Check Your Progress**A. Fill in the Blanks**

1. International protection of _____ is provided under the Madrid System.
2. The Patents Act was introduced in the year _____.
3. _____ lets you protect the unique marks that you develop to brand your products and services from use by others.
4. _____ can be defined as an organised body of information about products and services offered to customers, which can be utilised to influence their buying decision, resulting in customer satisfaction.
5. Logos and signages will often be protected as _____.
6. _____ laws protect certain kinds of original works.
7. The Copyright Act came into existence in the year _____.
8. Copyright protection provides rights in two forms, _____ and _____.

B. Subjective Questions

1. Explain the importance of registration of Intellectual Property.
2. Write short notes on:
 - (a) Berne Convention for copyright
 - (b) Hague Agreement on industrial designs
 - (c) Patent Infringement Remedies
 - (d) Copyright Infringement Remedies
3. What are the various hotel products protected under IPR?
4. Explain the importance of giving respect to copyrights.
5. Explain copyright act in Indian scenario.



Food and Beverage Service Trainee Class - 10

Unit 4 : Intellectual Property Rights (IPR) of a n Organisation and a Customer
Session 1 : Importance of Intellectual Property Rights

Check Your Progress

A. Fill in the Blanks

1. _____ is the monopoly right given to the designated owners for the creation of the intellect by law.
2. _____ is an exclusive right granted by a country to the owner of an invention to make, use, manufacture and markets the invention.
3. A _____ is a sign or symbol that is recognisable.
4. _____ is a legal term for art forms related to visual and aesthetic appearance of a design of a building or a product or its packaging that conveys the origin of the product to consumers.
5. _____ administers an international registration system for trademarks.

6. WIPO stands for _____.
7. The Patents and Designs Protection Act came into existence in the year _____.
8. The Patents (Amendment) Act 2005 became effective from _____.

B. Subjective Questions

1. What is IPR?
2. Write the different components of IPR.
3. Explain how the IPR concept was developed.
4. Explain the meaning of Trade Secret.
5. What are the objectives of IPR?
6. What are components of IPR?
7. Write a short note on:
(a) Patent (b) Copyright

Unit 4 : Intellectual Property Rights (IPR) of a n Organisation and a Customer
Session 2 : Objectives, Need and Relationship of IPR with Hospitality

Check Your Progress

A. Fill in the Blanks

1. _____ refers to the violation that arises after selling of a patented invention without taking permission from the patent holder.
2. _____ refers to the violation of patents, copyright and trademarks, and misappropriation with respect to trade secrets.
3. _____ refers to the violations different from those of other intellectual property laws.
4. _____ refers to the violation when someone reproduces, distributes, displays or performs any work, or creates derivative works without taking the permission of the copyright holder.
5. _____ is the body of laws that grants authors, artists and other creators protection for their literary and artistic creations.
6. _____ are signs that distinguish the goods or services of one enterprise from that of another.
7. Any confidential business information, which provides an enterprise a competitive edge, qualifies as a _____.

B. Subjective Questions

1. What is infringement?
2. Define misappropriation.
3. Write the various objectives of IPR.
4. Explain the need of IPR in a hotel.
5. Write in short about the subjects or tools that provide IPR protection under hospitality.
6. Write a short note on:
(a) Trademark (b) Branding

Unit 4 : Intellectual Property Rights (IPR) of a n Organisation and a Customer
Session 3 : Implementation Procedure and Working With IPR

Check Your Progress

A. Fill in the Blanks

1. International protection of _____ is provided under the Madrid System.
2. The Patents Act was introduced in the year _____.
3. _____ lets you protect the unique marks that you develop to brand your products and services from use by others.
4. _____ can be defined as an organised body of information about products and services offered to customers, which can be utilised to influence their buying decision, resulting in customer satisfaction.
5. Logos and signages will often be protected as _____.
6. _____ laws protect certain kinds of original works.
7. The Copyright Act came into existence in the year _____.
8. Copyright protection provides rights in two forms, _____ and _____.

B. Subjective Questions

1. Explain the importance of registration of Intellectual Property.
2. Write short notes on:
 - (a) Berne Convention for copyright
 - (b) Hague Agreement on industrial designs
 - (c) Patent Infringement Remedies
 - (d) Copyright Infringement Remedies
3. What are the various hotel products protected under IPR?
4. Explain the importance of giving respect to copyrights.
5. Explain copyright act in Indian scenario.

Unit



Health and Hygiene



171004CH05

This unit discusses the importance of ensuring cleanliness at the workplace. With the emergence of more and more inventions and industrialisation, there has been a significant rise in awareness about the spread of germs, viruses, bacteria and diseases. That is why cleanliness and hygiene at the workplace have become synonymous and play an even more significant role together.

We begin with the importance of handling waste generated in an organisation. It also explains the importance of health and safety in hotels, restaurants, cafes and catering outlets. The unit further discusses the diligence to be exercised, not only in complying with health and safety law and HACCP principles, but also to ensure the safety of employees and consumers alike.

It also gives an idea of importance of indenting and various points to be considered while making a checklist of the F&B areas. In the last two sessions, you will learn about personal hygiene practices and understand the various food standards.

SESSION 1: CLEANING THE WORKPLACE

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Importance of Regular Cleaning of the Work Area

Cleanliness is a state of being free of dirt and germs. Although it is impossible for anyone to get rid of germs entirely regardless of all the techniques, since millions of germs are present in the air, the aim of cleanliness is simply to ensure a healthy and safe environment at the workplace.

A clean workplace is a place where there is protection from germs. A workplace should not only appear to be clean but it should actually be germfree for the employer, employees and the customers.

The workplace environment influences the productivity, performance and well-being of its workers and employees. No matter what the industry, maintaining a clean workplace always helps to keep the staff members safe, healthy and efficient. However, busy production schedules and increasing workload may lead to the standards coming down.

Cleanliness is one of the most crucial factors for the success of any restaurant. The restaurant, especially the dining area and the surface areas that customers come in contact with, such as bar tops, table tops and chairs, must be cleaned and sanitised. The cleaning of surface areas should be done with clean towels that have not been used on the surfaces in other areas of the restaurant, such as the restroom or kitchen. Condiment bottles and menu cards should also be disinfected regularly.

Reasons for cleaning

The reasons for cleaning a restaurant are as follows:

1. It provides a safe working environment.
2. Cleaning kitchens reduces the number of pathogens and other illness causing agents to infect the food that will be served to customers. A clean area reduces harmful bacteria. Most food-related illnesses are the result of unsanitary food handling practices. Just one case of food poisoning



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linked to your restaurant is enough to destroy your reputation. Having a well-kept and well organised kitchen also reduces the number of accidents that occur due to workplace hazards. Slipping on a banana peel makes for great comedy but in a kitchen or restaurant environment, it will spell disaster and result in serious consequences.

3. It promotes workplace efficiency and productivity.
4. It prevents cross-contamination. Cleaning can be done on the basis of daily, weekly, monthly and yearly schedules. From regularly washing hands to knowing which cleaning products to use for surfaces, floors and equipment, the focus is on customer and staff safety.
5. It allows meeting the health and sanitation requirements set forth by the local government.
6. Dirty restaurant floors are unsightly and pose a safety risk for restaurant employees and patrons. Many establishments place a large floor mat at the entrance to prevent outside dirt from being brought inside through footwear of guests and visitors. Workers must, therefore sweep and mop near the restaurant's entrances and exits frequently as well as underneath booths and tables to keep these areas clean, since these are the areas most likely to get dirty easily. Regular deep cleaning with soap, water and liquid bleach help remove soil build-up in tile grouts. If a spill occurs, the area must be promptly sectioned or cordoned off, the spill should then be thoroughly cleaned up and allowed to dry to avoid a slip-and-fall incident.
7. Restrooms are another area that require frequent cleaning and maintenance, more so because in most cases, restrooms are shared both by employees and visitors. Cleaning the restrooms properly helps to prevent cross-contamination from employees to food products and eating utensils. To properly clean the restroom, the toilet bowls and seats as well as the floor around the toilets must be thoroughly scrubbed. All door handles and sink faucets must be disinfected. Surface areas



around the sinks should be disinfected and dried. Dispensers for soap, paper towels and toilet paper should also be refilled frequently and kept fully stocked. Employees should monitor the restrooms frequently to ensure cleanliness.

Waste Segregation

This refers to the practice of separating dry and wet waste and disposing it into the appropriate container.

Reason behind segregation of waste material

1. It is the only way to increase the recycling rate of waste.
2. It makes the work of the waste sorter easier and more efficient and productive.
3. Pure biodegradable waste can produce enough energy which can be used for good purposes.
4. It is the only way to increase the recycling rate.
5. Many parts of the waste can be reused for other purposes.
6. It decreases the cost at several steps of the disposal system.
7. Hazardous waste can cause serious health problems at present or in near future.
8. Proper segregation is the basic requirement for waste incineration.

Classification of waste material

Waste can be classified in several ways.

(A) One way of classifying waste is depicted below (see Table 5.1).

1. Wet waste
2. Dry waste
3. Sanitary waste
4. Garden waste/green waste
5. Hazardous household waste
6. Debris/rubbish
7. Electronic waste



Table 5.1: Classification of waste

	Wet Waste	Dry Waste	Sanitary Waste	Garden Waste	Hazardous Household Waste	Debris/Rubbish	E-waste
Examples	Vegetable, fruit peels, egg shells, tea bags, coffee powder, etc.	Plastic, paper, glass, rubber, etc.	Used sanitary napkins, ear buds, etc.	Leaves, branches, dried plants, etc.	Medicines, pesticide, cosmetics, etc.	Demolition waste, broken glass, broken furniture, etc.	Tubelights, CDs, mobile phones, batteries, etc.
Waste handling and control	<ul style="list-style-type: none"> • Do not put in plastic cover. • They can be composite Clean daily 	<ul style="list-style-type: none"> • Clean and store • Give it for recycling 	<ul style="list-style-type: none"> • Do not throw anywhere • Wrap in newspaper, mark it with red cross before disposal 	Handover to garbage collection trucks	<ul style="list-style-type: none"> • Do not mix with other waste. • Store carefully • Hand it over to specific recyclers 	Call garbage trucks or other agencies for pick up.	<ul style="list-style-type: none"> • Do not mix with other waste. • Store carefully • Hand it over to specific recyclers.

(B) Another way of classifying waste can be:

1. Biodegradable Waste: Bio-degradable waste includes organic waste, e.g. kitchen waste, vegetables, fruits, flowers, leaves from the garden and paper.
2. Non-biodegradable Waste: It can be further segregated into the following.
 - (i) Recyclable waste: Plastics, paper, glass, metal, etc.
 - (ii) Toxic waste: Old medicine, paints, chemicals, bulbs, spray cans, fertiliser and pesticide containers, batteries, shoe polish, etc.
 - (iii) Soiled: Hospital waste such as cloth soiled with blood and other body fluids.

Toxic and soiled waste must be disposed of with utmost care. To assist with segregation of waste, the following guidelines are useful:

- Colour code of bins for different types of waste (Table 5.2).



Table 5.2: Colour code for different types of waste

Green	Blue	Brown	Black
Wet and Biodegradable waste e.g. kitchen waste, paper and cardboard	Plastics and Non-biodegradable waste, e.g. plastics and metals	Food waste for composting	General mixed waste

Alternatively, the colour coding of bins can be:

- Green for organic waste
 - Yellow for glass
 - White for paper
 - Grey for metal
 - Blue for plastic and
 - Red for hazardous material
- Collect the waste in coloured disposal bags to ensure that the waste is segregated correctly.
 - Use photographs as well as text to help employees who may have difficulty in reading English.

Handling of Waste Material

It refers to the items which are useless, unusable, unwanted or discarded for further use. Waste material produced by human activities results in negative effect on the environment. The waste could be solid, liquid, radioactive or gas type. Organic waste can be reused for generating power or electricity.

PPE required

The following Personal Protective Equipment is/are required for handling waste or trash:

1. Gloves
2. Face mask
3. Garbage bag
4. Garbage bin/dustbin

Chemicals required for use

Multipurpose cleaning agent, for example Taski R2

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Fig. 5.1: Gloves and Headgear

Activities to be performed before handling waste

1. Wearing gloves
2. Wearing PPE
3. Washing hands before and after handling waste
4. Never overfill waste bags

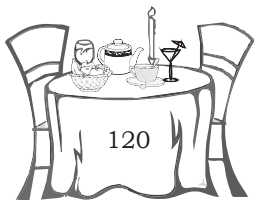
Standard Operating Procedure of Handling a Dustbin

Removal of waste

1. Pick up ashtrays and empty contents in a garbage bin.
2. Pick up all the trash from the counter area and place it in a garbage bin.
3. Transfer all the trash collected in the garbage bin to the garbage collecting bag or soiled bag of the attendant trolley.
4. Wipe trash containers with damp cloth and dry.
5. Place a liner in each trash container.
6. Place bath trash container on the left hand side of the sink without a liner.
7. Place bedroom trash container under the desk or next to the dresser.
8. Check the condition of the match boxes and place it with the logo sitting up, next to ashtrays.

The following points should be considered for planning, handling or removal of the waste material:

1. Budget should be prepared for collection and disposal of waste.
2. Identify the areas where waste or overuse may be occurring.
3. Check the areas where saving is possible.
4. Staff involvement in all the areas of sales or hospitality organisation
5. Safety requirement for staff, for example, PPE
6. Decide the collection areas:
 - (i) Always ensure that the waste collection area is clean and the bins are clearly marked and segregated.



- (ii) Use safety signs in these areas and also ensure that the staff knows the standard operating procedure of handling all type of bins. Supervision by senior staff members is also necessary to keep the place in order.

Pest Control at the Workplace

Guests will be upset if they find pests or insects anywhere in the premises. Pests can cause discomfort or uneasiness and also spread disease. The workplace should have procedures for dealing with pests. Look out for pests and inform your supervisor if you see any signs of them.

Insects or pests enter buildings seeking food, shelter or surroundings having the right temperature and humidity to grow and breed. The key to successful pest control is eliminating one or more of these conducive factors, which aid their growth. Sanitation is an important part of control. Successful pest control should begin with good cleaning practices.

It is important to know about pest behaviour and life cycle in order to take proper preventative measures and to select and use most appropriate pest control methods and products. It also helps to know which pests are most likely to be found in different parts of the building and in different seasons.

Given below is a list of a few common pests found in hotels and methods to control them.

Pests include

- Insects such as flies, cockroaches, silverfish, fleas, ants and bed bugs. (Fig. 5.2, 5.3, 5.4 and 5.5)
- Vermin (mice, rats and possums)

Signs of pests may include droppings, spots on walls and surfaces, eggs and cocoons. If you see any of these signs, inform your superior or housekeeping supervisor immediately.

If you are cleaning the counter desk, you may be able to spray flies, ants or silverfish with an environment-friendly insect spray. But use a small amount only and wear gloves and a mask.



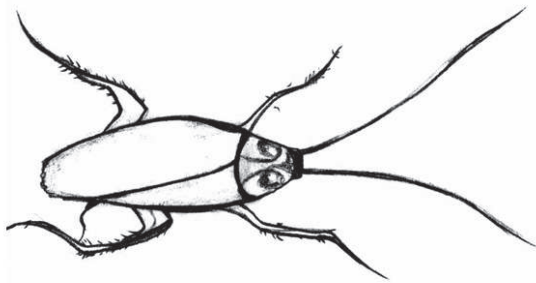


Fig. 5.2: Cockroach

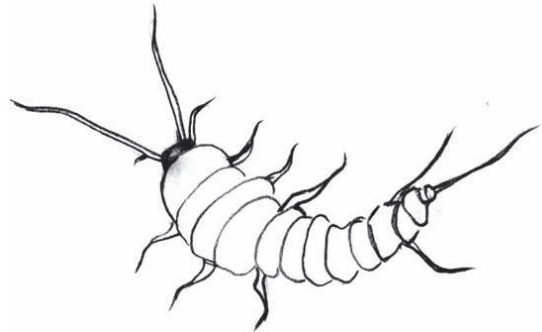


Fig. 5.3: Silverfish



Fig. 5.4: Flies



Fig. 5.5: Bed bugs

Maintenance work and its Importance

Reporting of maintenance problems should always be reported as customers expect that everything in the working area should be in good condition and working order. Faults should be dealt with quickly and efficiently to prevent accidents and to prevent loss of revenue and customer discomfort.

Examples of items, which may require repair in the counter area:

- Broken chair
- Broken tables
- Fused light bulbs
- Dripping taps
- Air conditioning

Maintenance request form

When a maintenance problem is found, the Counter Sales Executive must complete a Maintenance Request Form in writing and follow the policy and procedure of the organisation. It is important to fill up the form correctly, to ensure that relevant information is



communicated to the maintenance department to avoid misunderstanding and confusion.

This maintenance request form is usually prepared in triplicate, one each for the following staff:

1. Tradesman (i.e. plumber/electrician)
2. Chief maintenance engineer
3. Counter sales executive, as a record and follow-up

As per the standard procedure, these forms have to be give to the supervisor for submission to the appropriate department at the end of a shift or earlier.

Example of a maintenance request or report

These forms are filled-up and placed in the information folder.

Maintenance Request Form No. 1234	
Department.....	
By	Date
Supervisor Approval	
Location	
Problem	
.....	
Assigned to	Date
Date of Completion	
Time	
Completed By	
Remarks	
.....	
Originator's Copy	

Main Areas Requiring Maintenance

Areas	Maintenance
Plumbing and water systems	Central heating, boilers, spa, pool, sanitation, filtration, cleaning, irrigation, laundry, guest rooms, fountains, drainage



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Electrical Equipment	Lighting, batteries, generators, meters, energy management
HVAC (Heating, ventilation and air conditioning)	Temperatures, comfort, extraction, refrigeration, cooling systems, air supply
Lighting	Natural, in-room, public areas, task, emergency, exterior, colour, mood, ambience, decoration, energy saving
Laundry	Laundry equipment, energy management, wastewater
Telecommunication	Internet, switchboard (PABX), facsimile, intranet, Wi-Fi, website, E-mail, in-house pagers, mobile telephones
Safety and security	Signage, equipment, testing, electronic locking systems, alarm system, security lighting, parameter fences, fire system, sprinklers, CCTV, in-room safes, fingerprint recognition
Waste management	Recycling systems
Food service equipment	Kitchen equipment, refrigeration, ovens, storage, buffet units, cook-chill units, dishwasher, ice machines, coffee machines, vending machines
Energy management	Cost control, employees, customers, law, comfort, utility pricing
Building exterior	Roof, walls, foundation, drainage, structure, sewers, water features, insulation, windows
Car park and grounds	Presentation, security, lighting, maintenance, irrigation, management and general upkeep
Design	Renovation, refurbishment, interior, comfort, fashion, health and safety

‘Work Order System’ — Day-to-day Repairs

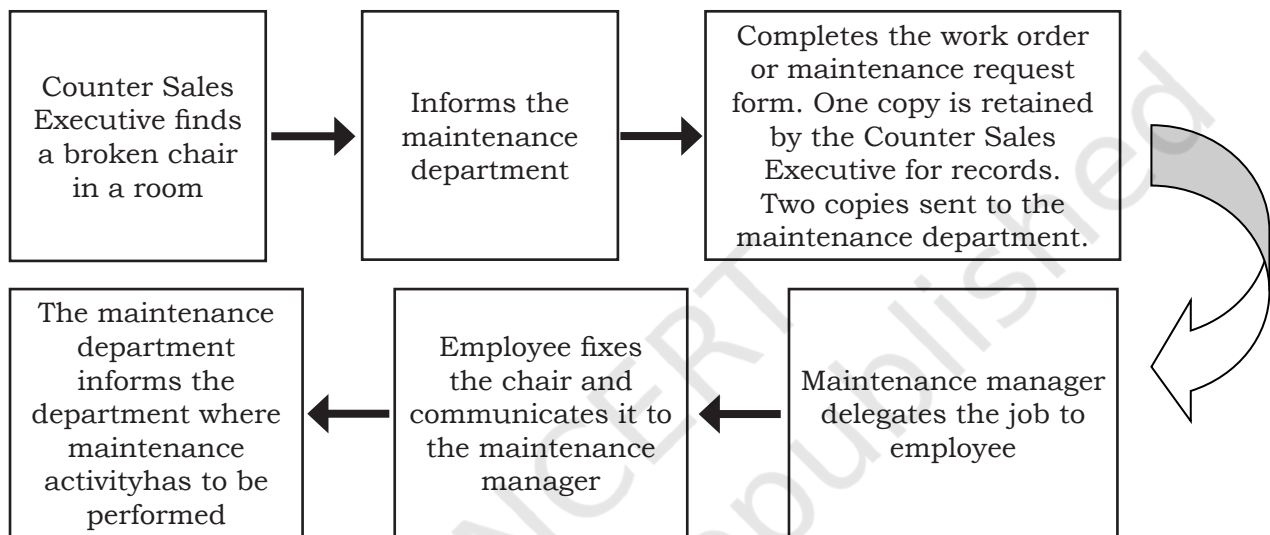
In an organisation, in each department, repair of furniture, fixtures and equipment is ongoing and required at several places. To promptly rectify these defects, most



organisations use a 'work order' system and have a separate maintenance department to deal and prepare to what is referred to as a 'maintenance request'.

Whatever the defect, the problem needs to be resolved promptly. The work order system is a process of documentation and communication to get the defective item repaired quickly so that smooth operation can be on track.

The following steps are followed for the maintenance of day-to-day repairs work order system:



Advantages of the work order system

The work order form is prepared in 'triplicate'. The department reporting the problem keeps one copy of the request and the other two copies go to the maintenance department. Many hotels now use a computerised work order system to report faults.

The concerned employee is required to simply enter the fault details into the computer and it is sent to the maintenance and reception departments. This allows departments to check the progress of redressal of the reported defects.

Ventilation of an Area

Ventilation means free passage of clean and fresh air, supply of outside air into, or the removal of inside air from an enclosed space. It is a process of supplying and



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removing air from a building, which could be achieved by natural and mechanical means. Ventilation provides fresh air in place of the air which contains unwanted fumes, smoke, steam or vapours. Ventilation includes both the exhaust system to remove stale air and another system that provides fresh air.

Good ventilation protects the guests from unpleasant odour, irritating pollutants, and potentially dangerous gases like carbon dioxide and carbon monoxide. A well-designed and functional, easy to operate ventilation system prevents the growth of mould and mildew which can be a potential cause for allergic reactions and lung problems such as asthma or aggravation thereof. Because people generally spend about 90 per cent of their time inside, indoor air pollution can actually be a bigger health risk than outdoor air pollution.

Purpose of ventilation

- To provide fresh and clean air which would maintain the room temperature and provide comfortable work environment.
- To remove or dilute airborne contaminants.
- To maintain the temperature and humidity within an acceptable range.
- The absence of proper ventilation and accumulation of excessive quantity of carbon dioxide in the air, resulting in difficulty in breathing. It is also required to suppress body odour, smoke and concentration of bacteria and other microorganisms. It is required to remove condensation and remove body heat generated by the occupants. It is also required to prevent suffocation.

A ventilation system is needed to provide proper flow of oxygen and remove stale and impure gases, heat, dust, etc. It is also needed to remove contaminants such as smoke, lint particles, CO₂, etc.

Types of ventilation

1. **General ventilation:** Removal of stale and old air from or the supply of air to the general area.



- 2. Diluted ventilation:** Supply of outside air to reduce airborne contamination in the space.

Systems of ventilation

- (i) Natural ventilation
- (ii) Mechanical/artificial ventilation extraction system supply pressure system:
 - (a) Inlet
 - (b) Extract
 - (c) Combined supply inlet
- (iii) Localised exhaust ventilation

General ventilation design

- Good air flow is very necessary.
- Proper ventilation can maintain the freshness of air, prevent accumulation of heat and control the level of airborne contaminants.
- Carbon dioxide level higher than 1,000 ppm indicates the insufficiency of indoor ventilation.
- The location of fresh air intake points should be carefully designed to prevent the intake of contaminated air.
- Optimum temperature of 20°C–26°C.
- Optimum humidity of 40%–70%.
- Minimise the blockage of air flow from the supply registers.
- Too much air movement causes draught, which is annoying, whereas too little air movement may cause stuffiness.
- Adjust diffusers and return air grills properly.
- Regular maintenance to keep the ventilation system clean and enable it to function efficiently.

Infection Control Measures and Ventilation Issues

- Microorganisms are present everywhere whether it is indoor or outdoor.
- Growth of fungus or mould on any material whether it is food or any other material leads to bacterial growth and infection.



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- High humidity, pressure of air and stringent water and filter or anything which is full of dust are favourable conditions for the growth of bacteria and other microorganisms.
- Always use an updated and up to the mark air-filter to prevent bacterial growth and airborne diseases.
- Always empty the water reservoir and stringent water sources, which may encourage the growth of fungus, bacteria or any other microorganisms.

Regular Maintenance of Pipes and Drains

Airconditioning

Air conditioner at the right temperature cleans air and humidity. The air conditioning system should be checked and maintained regularly for smooth functioning. The building should be constructed in such a way that fresh and clean air is adequately available.

Advantages of air conditioning

- (a) Better quality and productivity of work
- (b) Controlled and maintained humidity
- (c) Better psychological atmosphere
- (d) More comfort and less stress
- (e) Better efficiency

Maintaining central air conditioning system

- (i) Always check for the possibility of leaking of refrigerant or the air conditioning system.
- (ii) Look for loose or worn outdrive belts.
- (iii) Check internal operating pressure in the system.
- (iv) For regular maintenance, a filter should be checked once in a month to see if it needs cleaning or replacing. Change filter and hold it to a bright light, then try to look through it if you can see the light easily.
- (v) The condensing unit mounted outside should be cleaned of accumulated dirt, especially near the inlet and outlet discharge grills. Use a brush or hose to clean out leaves and windblown dirt or dust.



- (vi) Go for vacuum cleaning once a month to clean the louvers. Once a year, remove them entirely so that you can clean the back of the louver as well as the inside of the ducts as far as you can reach easily.

Maintenance of air conditioner

Often the split ductless air conditioner plays an important role in maintaining temperature in a hotel.

The following points should be kept in mind for the regular maintenance of an air conditioner:

- Purchase a good quality wash bag.
- Buy a good coil cleaner.
- Install the wash bag around the split AC unit on the wall.
- Spray chemical solution over the coils.
- Spray the rotary blades present in the outlet of the airflow.
- Wait for 10 to 20 minutes for the cleaning solution to work.
- Wipe the fan coil unit.
- Regularly maintain and clean up the air filters
- Clean up the evaporator coils
- Maintain the condenser coil
- Clean the coil fins
- Unclog the rear drain
- Cover the compressor unit during winter
- Do not miss an AC service



Fig. 5.6: Vacuum cleaning

When AC is not working at all?

1. Be sure that the electric supply is ok.
2. Reset the equipment's switches and/or overloads.
3. Check the thermostat settings.
4. Check the condensate overflow switch.

If AC is not cooling but runs

1. Turn off the power.
2. Clean or change the filter.



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3. Check if ice has formed on the coils and if it has, turn on the power and the fan to melt it.
4. Clean the condensation drain.
5. Finally, check and clean the outdoor compressor.

Mechanical Systems

The mechanical systems of ventilation within an organisation are often one of the more expensive parts of a building. They include all HVAC systems, commercial space and guest laundry, elevators, kitchen equipment and pool water systems. Engineered and specified properly, these systems are built to operate for a longer period of time to provide a clean and safe environment. To realise their full operating potential requires a proactive and dedicated system of maintenance and evaluation.

The maintenance is typically quite straight forward. It includes regularly changing filters and getting the internal elements cleaned and checked annually. It is also worthwhile to take time to understand how much energy the systems should typically be burning. By knowing how much electricity a specific hotel generally uses, we are able to notice fluctuations in usage, which could indicate that one of its systems is not functioning properly.

Maintenance of Mechanical Ventilation Systems

Maintenance of mechanical ventilation systems require to perform the following:

- Regular inspection, cleaning, testing and maintenance schedules should be drawn up and followed.
- Replace air filters periodically.
- Inspect all components of the ventilation system regularly to ensure that they are completely clean and free of any microbial growth and clean them if required.
- Every time, test the performance of the system against the design specification and make necessary adjustment or repair.



- If water cooling towers are used, they should be maintained. For example, use of biocides as appropriate to prevent the growth of microorganisms.
- The ventilation system should function properly and be regularly maintained.
- Air-conditioning systems should be cleaned regularly according to the manufacturer's instructions.
- Filters should be changed or cleaned periodically according to the manufacturer's instructions. The staff should put on appropriate PPE (such as goggles and gloves etc) when changing the filter.
- Grills and air ducts should be cleaned regularly.

Importance of Lighting in an Area

Any commercial sales organisation must be provided with sufficient lighting, whether it is from a natural or artificial source, to allow safe movement around the workplace and to allow workers to perform their job without having to adopt awkward postures of body or strain their eyes.

The following factors should be taken into account

1. Type of work activity
2. Nature of hazards and risks at the workplace
3. Work environment and culture
4. Illumination levels, including both natural and artificial light
5. Transition of natural light over day glare
6. Contrast reflections

Additional lighting may be needed for some types of work sale organisation or at places of particular risk (such as crossing points on traffic routes). Different amount of lighting may be needed for different times of the day. Too much lighting can result in glare.



Measures to prevent low level of lighting, glare or reflection

1. Provide more lighting, such as a lamp on a flexible or a movable arm.
2. Change the position of existing fittings.
3. Change the location of the workstation.
4. Increase the number of lights.
5. Change the type of lighting used, for example, from white light to blue light.
6. Change the diffusers or reflectors on existing lights to improve illumination.
7. Use screens, visors, shields, hoods, curtains, blinds or external louvers to reduce reflections, shadows and glare for more illumination.
8. Emergency lighting must be provided for the safe evacuation of people in the event of an emergency.

Cleaning and Maintenance of Food Storage Area

The following points should be followed while cleaning and maintaining a storage area:

1. Keep them clean and dry.
2. Check floors, walls and shelves in coolers, freezers, and dry storage areas on a regular basis.
3. Clean up spills and leaks right away to stop contamination of other foods.
4. Clean dollies, carts, transporters and trays often.
5. Do not line shelving. Make sure the shelving is open, so that air can flow between the foods.
6. All items should be kept 6 inches away from the walls and floors.
7. All items should be kept 12 inches away from the ceiling.
8. Make sure each food item has a specific place for storing and is labeled.



Fig. 5.7: Dry food storage area



9. Repair cracks and crevices of walls in storage areas to avoid pests.
10. Repair doors and windows that don't close tightly.

Dry food storage tips

1. Dry food should be stored in a cool and dry place.
2. The temperature of the dry storage area of food should be between 50–70 degrees Fahrenheit.
3. There should be sufficient ventilation to keep the temperature and humidity consistent.

All steps involved in delivery are important and crucial for food safety. It is important to inspect food when it is delivered. It should be checked by the person who receives it. Store it in the correct location and temperature and ensure that the storage area is well maintained. Only accepting the best quality products for your facility are important.

Shelf stable food storage

1. Steel racks, cabinets and pantries are storage areas for shelf stable foods such as canned foods, cereals, rice, pasta, baking mixes and spices. These areas should be cool and well ventilated, clean, and dry. Examples of poor storage areas are by the cook tops, under the sink and drainage, or any place that is damp with high and low temperature extremes, such as garages or basements.



Fig. 5.8: Shelf stable food storage

2. Dry storage areas should be well maintained with proper air flow. Spilled dry cereals, crumbs and sugar attract insects and pests; prompt clean-up prevents pests. The shelf surfaces should be cleaned with water and dishwashing liquid soap, rinsed and air dried.
3. Canned goods that are dented, rusted or bulging should be discarded. The canned and dry goods should be used on rotation basis, using the oldest



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products first. As a guide to a product's age and shelf life, refer to the 'use by date' on the packet.

Cleaning and Preparing Tables

1. You may be required to clean and prepare tables before opening hours, or commercial hours
2. An initial check should be made every time to ensure that tables are safe and secure. They should be solid and not wobble. Chairs, other furniture and other aspects (electrical cords, frayed carpet) should also be checked for safety.
3. Tables should be cleaned and where necessary, a cloth may be spread.
4. If you are bussing tables in a food court or other large food service area, they should be clear of any placemats, cutlery and plates. All table tops should be clean and streak free.

Clean Food Preparation Surfaces

Micro organisms and bacteria can easily be spread through the surfaces that food touches in a kitchen or food preparation space. One way to limit the spread of food-borne bacteria is to thoroughly clean food preparation and mealtime surfaces before and after cooking.

To clean surfaces

- Always wipe spills on kitchen surfaces immediately, using a paper towel or a clean cloth.
- Wash counter tops with hot soapy water after preparing each food item.
- Always wash table tops with hot soapy water before and after each mealtime.
- Sanitise counter tops and tabletops with a bleach-water solution. Bleach-water solution: 15 milliliters (approximately 1 tablespoon) of chlorine bleach to 4 liters (approximately 1 gallon) of water.
- Allow the surface to air-dry without touching it.



Note

- All kitchen cloths, towels and cleaning supplies should be kept clean and changed daily. Always use a separate cloth and towel for cleaning and cooking to avoid contamination and cross contamination.
- Another way to limit the spread of food-borne bacteria or disease is to prevent cross-contamination from uncooked meat, poultry, seafood and eggs to other foods.

Cleaning of the Serving Area

Restaurant or the coffee Shop and Speciality Restaurant

The following points should be followed while cleaning the serving area:

- Clean them daily well before opening time and as and when required during service hours.
- Collect all the cleaning items required for particular area or task.
- Collect the dining area keys from the security department.
- Turn on the lights so that you can see the area clearly.
- In the morning, open the drapes and blinds to allow natural light to come in.
- Observe the entire area to assess the work to be done and plan for it.
- Before starting to clean the restaurant, the public area attendant should move all the chairs away from the tables so as to make room for proper cleaning.
- Vacuum the entire carpeted area and upholstery.
- If any food spills are found on the carpet, do spot cleaning as per the standard procedure.
- If the floor is not carpeted, sweep and mop it.
- Clear garbage from the service station.
- Dust all the furniture in the restaurant.
- Polish the furniture if required.
- Use a feather duster to dust all the high ceilings, niches, pictures/artwork, and corners.

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- Clean and disinfect telephones.
- Wipe the side stations and host stations.
- Dust the point of sale terminals with appropriate cleaning agents.



Fig. 5.9: Cleaning the mirror

- Polish brass/copper items using proper cleaning agents and procedure.
- Clean the mirrors/windows as and when required.
- All maintenance or repair work required should be immediately intimated to the engineering department/control desk.
- If there are any lost and found items, inform the housekeeping control desk/hotel security and deposit the item with the concerned department.
- Collect all dirty table linen and replenish on a daily basis.
- Return the keys to the security department.
- Fill in the cleaning report or register and submit to the housekeeping control desk.

Cleaning the Crockery

Cleaning the crockery using dishwasher

1. Most of us use dishwasher for cleaning our utensils. Before placing crockery in the dishwasher, get familiarised with its functions and operating procedure.
2. Avoid stacking the crockery close to each other in the dishwasher.
3. Set the dishwasher at an optimum temperature as per the manual when washing crockery.
4. Do not add excess detergent as it may impart a dull finish to the crockery.
5. Make sure that a suitable or recommended detergent/cleaning agent is used for a particular crockery type because using the wrong product may affect the shine of your crockery, especially if it is super-vitrified or glazed.



Cleaning the crockery using hands

1. When washing chinaware, it is recommended to hand-wash the crockery, rather than using a dishwasher because it is very delicate.
2. Use a sponge to wash chinaware using a mild detergent to avoid scratches.
3. It is always better to place a cloth in the sink to minimise damage in case the crockery slips from your hands.
4. After washing chinaware, dry it using a soft cotton cloth or let it dry naturally.
5. Never wash crockery and cutlery together. Cutlery and metal utensils can cause scratches to the crockery.
6. To clean dried stains, soak the crockery in soap water mixture for some time. Then clean using a soft sponge, rinse and dry.
7. Soak cups with tea stains in four cups of water with 2 tbsp. of bleach. Wash off after sometime.
8. Use a metal cleaner to get rid of scratches left by knives and forks.

Cleaning Flatware and Cutlery

The following points should be kept in mind while cleaning flatware and cutlery:

- Wash gold-plated flatware with your hands and buff to bring up the shine and prevent water spots.
- Silver-plated flatware should be washed in the dishwashing machine but will need to be polished less often if it is washed properly with hands.
- Rinse with salt and acidic food to clean flatware as soon as possible to avoid stains.
- Clean streaks on your everyday flatware by rubbing with a soft cloth sprinkled with a little olive oil. Use a second cloth to buff.
- Make a paste of cornstarch and water and apply to tarnished spotted silverware. Let it dry. Wipe clean with a dry cloth.



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- Mix a solution of five ounces of dry baby milk powder, 12 ounces of water, and one tablespoon white vinegar. Pour into a 9×13-inch cake pan. Drop in tarnished silverware, and let it sit overnight. Rinse and dry all pieces thoroughly.
- Store silverware in rolls, bags, or cases made with special tarnish-resistant cloth.
- Place one or two pieces of white chalk in your silverware chest to prevent tarnishing.
- Do not allow stainless steel flatware to touch anything made of silver in the dishwasher. It will set up an electrolytic action that pits the stainless steel and leaves black spots on the silver.

Silverware Polishing

- Pick up the washed silver from the dishwashing area and deliver it to the polishing area.
- Heat water in a stainless steel pot and put the silverware into it for a few minutes.
- Polish by using adequate cleaning agent and procedure.
- Check the silverware for any damage.
- Make sure all the silverware is stocked properly and in good order.

Glassware polishing

- Pick up washed glassware from the shelves in the dish washing area.
- Take them to the polishing area using glass racks.
- Heat water in a stainless steel pot, steam the glasses over hot water and polish them using glass towels.
- Check the glasses for chips, marks, etc.
- Hold the glass by the stem or base with a clean napkin when handling after polishing.
- Take the polished glasses to the service station using appropriate trays.

Importance of food sanitation

Sanitation is a quality of living that is expected in a clean home and a clean establishment. When this word



is associated with the food it becomes more important because food is consumed by people of all age groups such as children, the youth, old people and even patients.

Food handlers and operators are morally responsible for the health of their customer. When people pay to eat, there is an element of trust in who is serving them and what is being served. They have no idea about the food practices followed by the food handlers or operators during food production. So, food safety requires great attention.

Safety is related to freedom from infection or disease of any kind that may affect the health of the people. This signifies freedom from the agents of infection such as micro-organisms like bacteria and viruses, etc.

Cross Contamination

Precautions during the food production and food service

Harmful microorganisms present in one food can contaminate another food. This process is known as cross contamination. It is also defined as transfer of microorganisms or bacteria from food which is full of microorganisms to food with less microorganisms. The following points should be kept in mind to prevent cross contamination of food.

1. Store raw and cooked food separately and not next to or on top of each other to prevent dropping of liquid or oozing.
2. Prepare cooked and raw food on separate tables.
3. Colour coding equipment such as chopping boards and knives for handling only one type of food.

Precautions

The following precautions should be kept in mind during food production and service:

- All food must be obtained from an approved source or licensed vendor.
- Hazardous food must be kept safely, at proper temperature: 41°F or colder or 135° F or hotter at all times.



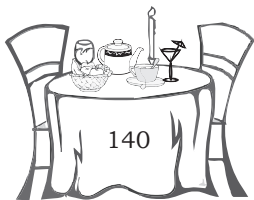
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- Thermometers should be used to monitor the temperature of hazardous food.
- Proper hand washing facilities should be available and used.
- Equipment, utensils, and work surfaces should always be cleaned and sanitised.
- Proper washing facilities should be available and used for everything.
- Sanitiser test strips (chlorine) should be available and used.
- Wiping cloths should be stored properly.
- There should be no cross contamination.
- Food, ice and utensils should be protected from cross contamination and contamination.
- There should be adequate floor and overhead covering.
- There should be adequate water supply, sewage disposal, trash disposal.
- Food handlers should always wear gloves and hair restraints.
- Outdoor Barbecue pits should be located at least 10 feet away from combustible walls, roofs or other combustible material.
- Portable fire extinguishers should be provided for barbecue pits to prevent fires.
- Barbecue pits should not be placed near air intake vents.
- All surfaces should always be clean and sanitised.
- Purchase prepared food because it is mostly untouched.
- Use separate equipment

Preventing Cross-contamination

Food contamination results when physical objects, chemicals, or bacteria are transferred to food either because of poor food handling practices, poor cleaning practices or from another food source. This is known as cross-contamination.

Physical contamination: This results when a foreign object enters food which can be during the preparation



and/or service process, and is very likely to result in an illness. Physical contamination can be through a number of sources and can include items such as:

- Glass fragments from broken containers or ceramic cups, etc.
- Dust that falls into food due to poor cleaning practices
- Metal shavings from slicers and mincers
- A band-aid falling into food
- Pest infestation

Chemical contamination: It is caused due to the presence of toxic chemicals in food. Examples of chemical contamination are pesticides, insecticides, rat poison and cleaning chemicals. Always make sure that there are no chemicals or their residues on food contact surfaces.

Bacterial contamination: While handling food, it must be ensured that food is not exposed to any safety hazards. Poor handling practices can lead to food getting contaminated by bacteria. Bacterial contamination can be caused by people, animals or pests. Examples of how this could occur include:

- Poor personal hygiene, of food handler e.g. coughing or sneezing over food, not washing hands after eating/handling food or using the toilet.
- Food left exposed or unprotected during self-service, such as salad bars not having sneeze screens, food containers left uncovered or the area being infested with mosquitoes or flies.
- Self-service, such as a buffet not being supervised.
- Pest infestations, improper or poor cleaning of the cooking and/or serving area and waste removal
- Poor storage practices of raw as well as cooked food.
- Animals on the premises

Cross contamination takes place when bacteria and viruses are transferred from a contaminated surface



Fig. 5.10: Self-service buffet



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to a non-contaminated surface. The contaminating bacteria and viruses can come from people, work surfaces, equipment as well as other foods. Thus, cross contamination can occur when bacteria from the surface of raw vegetables, meat or poultry are transferred onto— (i) ready-to-eat uncooked food, such as green salads, fruits, curd, vegetables, etc., or (ii) cooked food before it is consumed like pasta, cooked meat, poultry, cooked vegetables, dal, etc. This is because any bacteria on raw food get killed when the food is cooked, but post cooking, the ready-to-eat food gets eaten without further cooking and is therefore, also susceptible to cross contamination.

Bacteria are transferred by hands from raw to ready-to-eat food, but direct contact with raw food, dirty chopping boards, knives and other cooking implements can also spread the contamination.

Chopping boards, plates and knives that have been in contact with raw food must be washed and sanitised, then rinsed and thoroughly dried before being used for ready-to-eat foods.

Reduction of Cross Contamination

Cross contamination can be reduced by adopting good hygiene practices such as:

- Washing and sanitising all equipment including utensils, knives, chopping boards and work surfaces before and after use when preparing different foods
- Washing hands in between preparation tasks
- Changing single-use gloves after handling raw food
- Using a separate clean spoon or bowl every time food is tasted
- Minimising contact with food wherever possible by using utensils or single-use gloves.
- Not storing or stacking raw foods above cooked food

How does cross contamination occur?

There are three main ways cross contamination can occur:



- Food to food
- People to food
- Equipment to food

Food to food: Bacteria transferred from other food results in cross contamination. The problem arises when raw food comes into contact with cooked food. Some examples of food to food contamination are as follows:

- Placing meat on the top shelf and vegetables on the lower shelf is a bad practice as drippings from raw meat enter the vegetables.

People to food: Touching can also be a source of cross-contamination to food. Example:

- Handling food after using the toilet
- Handling vegetarian and non-vegetarian food with the same hands

Equipment to food: Cross contamination can also take place when kitchen equipment and utensils comes in contact with food. This happens especially when the equipment is not properly cleaned.

Example: Storing sauce in an unclean container and using it with other non-vegetarian preparation.

Preventing Cross Contamination

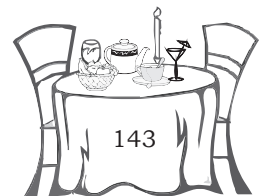
The following should be kept in mind:

When refrigerating food

- Food material containing juices should be placed in containers or in sealed plastic bags to prevent dripping on other food items. Raw juices often contain harmful bacteria.
- Store eggs in their original carton and refrigerate as soon as possible.

When preparing food

- Wash hands and table top surfaces regularly after starting or finishing work.
- Wash hands with soap and water before and after handling food.



- Wash hands with soap and warm water after using the bathroom, changing diapers; or handling pets.
- Wash chopping boards regularly.



Fig. 5.11: Using a chopping board

Cutting boards

- Use a clean chopping board.
- Use separate chopping boards for vegetables and meat; a separate one for green leafy vegetables and raw meat, poultry and seafood.
- Replace the chopping board which have hard to clean grooves.

Marinating food

- Marinate the food in refrigerator.
- Never use sauce used for marination with other food preparations.

Fruits and vegetables

- Always rinse fresh fruits and vegetables in running tap water to remove the visible dirt and grime.
- Always remove outermost leaves of a head of lettuce or cabbage.
- Pay attention while cutting vegetables as bacteria grows on the cut surface of fruit or vegetables.

When serving food

- Always use a clean plate.
- Never use a plate that has already been used for holding raw or cooked food.

Cleaning the following areas is required to prevent cross contamination

1. Floors: These should be cleaned and disinfected regularly with appropriate chemicals.
2. Walls: These should be made of impervious, non-absorbent and non-toxic material for easy cleaning.
3. Ceilings: These should be constructed in a way that they prevent dust and dirt and reduce condensation.



4. Windows: These should be constructed in a way that they prevent dirt from building up.
5. Doors: These should be easy to clean and where necessary, to disinfect.

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Practical Exercise

Activity 1

Visit an F&B sales or hospitality organisation and learn how waste segregation is done.

Material Required: Writing material

Procedure

- Visit a luxury hotel or an F&B sales organisation in your city.
- Ask the managers about their waste segregation methods.
- Read the SOP of waste material handling methods and demonstrate the activity under the supervision of housekeeping staff.
- Note down all the activities which you have performed under the following parameters:
(a) Different types of waste, (b) SOP for waste handling, (c) Chemical required for waste segregation and (d) Usage of PPEs.
- Prepare a report after the visit and present in the class.

Activity 2

During the visit, observe the pest control activity in the sales/hospitality organisation.

Material Required: Writing material

Procedure

- During the visit to a hotel or an F&B sales organisation, discuss with the manager how they carry out pest control in the organisation.
- Note down the information under the following parameters: (a) Different types of pests, (b) Measures used for pest control, (c) Chemical agents for pest control, (d) Usage of PPEs
- Prepare a report after the visit and present in the class.

Activity 3

As part of your study, visit any restaurant and note down the following activities:

- (a) Format of Maintenance Slip
- (b) Storage of food in storage area

Material Required: Notebook, pen, safety equipment, health and hygiene equipment etc.



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Procedure

- Visit any sales or hospitality organisation.
- Discuss with the F&B division about the maintenance of different areas.
- Collect the details of: (a) Format of Maintenance Slip and (b) Storage of food in storage area.
- Note the collected information in your notebook.
- Prepare a report and present it in the class.

Check Your Progress

A. Match the Columns

	Column A		Column B
(a)	Insect and vermin	(i)	Paper waste
(b)	Green dustbin	(ii)	Leaves and grass
(c)	Garden waste	(iii)	Computer and electrical fittings
(d)	E-waste	(iv)	Personal Protective Equipment
(e)	Hand gloves and masks	(v)	Pest control
(f)	Cross contamination	(vi)	Advantage of air conditioning
(g)	Control humidity	(vii)	Dry storage
(h)	Groceries	(viii)	Polishing
(i)	Silverware	(ix)	Holding from bottom
(j)	Glassware	(x)	Same table or chopping board for raw meat and vegetables

B. Subjective Questions

1. Write the SOPs for handling dustbins.
2. Name the pests present in a restaurant area.
3. Explain the method of removal of waste from food and beverage counters.
4. What is the meaning of 'waste segregation'? Explain waste handling methods practiced in a hospitality organisation.
5. Define the shelf-life of food.
6. Write the steps for maintaining an air-conditioner.
7. Explain the procedure for cleaning tables to prevent contamination.

SESSION 2: IMPORTANCE OF PERSONAL HYGIENE PRACTICES

Understanding the importance of hygienic work practices is essential in every area of travel and tourism



industry. The staff must ensure that procedures in their work environment are safe and hygienic.

Hygiene procedures are required for all areas and aspects of the travel and tourism industry. These procedures may vary according to the tasks undertaken and also according to the organisation's quality standards.

Hand Washing

Proper hand washing facilities must be provided in all organisations to enable workers maintain good standards of personal hygiene. This is because workers would have to wash their hands several times (for example, after visiting the toilet, before and after eating meals, after handling chemicals or soiled equipment).

Up to three or more hand washing basins should be installed depending on the nature of work carried out at the workplace. Thus, if the work involves handling infectious substances or contaminants, separate hand washing basins should be provided in addition to those in the toilets.

Design of hand washing facilities

Hand washing facilities should be designed such that they:

1. are accessible at all times from work areas, eating areas and toilets
2. are separate from troughs or sinks used in connection with the work process
3. contain both hot and cold water taps or temperature mixers
4. are protected from the weather
5. are supplied with non-irritating soap (preferably from a soap dispenser)
6. contain hygienic hand drying facilities, for example, automatic air dryers or paper towels.

Hand hygiene technique

To achieve the best hand-washing results, the hotel staff should be trained to take off their watches, rings



and accessories and then wash their hands properly according to the following procedure:

1. Wet hands under running water.
2. Use liquid soap and rub hands together to make lather.
3. Keep away from the running water. Rub the palms, back of hands, between fingers, back of fingers, thumbs, finger tips and wrists for at least 20 seconds (same procedure also applies to disinfection of hands with alcohol hand rub).
4. Rinse hands thoroughly under running water after rubbing.
5. Dry hands thoroughly with a clean cotton towel, paper towel or hand dryer. Towels for drying hands must never be shared.
6. If necessary, turn off the tap by wrapping the faucet with a paper towel. Avoid touching the faucet again with washed hands.



1. Rub palm to palm



2. Rub between fingers



3. Rub right palm over left dorsum and left palm over right dorsum



4. Rub back of fingers to opposing palms with fingers interlocked



5. Rotational rubbing of right thumb clasped in left palm and vice versa



6. Rotational rubbing back and forward with clasped fingers of right hand in left palm and vice versa

Fig.5.13: Hand washing technique



Provision of hand hygiene resources

The organisation should ensure that the following materials are available for maintaining hand hygiene:

1. Receptacles with lids for used tissue paper disposal.
2. Wash basins in sufficient numbers as related to the number of people likely to use the facility.
3. Regular supply of liquid soap for hand washing.
4. Disposable hand towels or tissue papers
5. Conveniently located dispensers of alcohol based hand rub or sanitisers.

Thumb rule for regular personal hygiene

Personal hygiene is important because bacteria in our body (skin, nose, mouth or hand) can be transferred to food and people who eat the food can get sick. Personal hygiene plays an important role in preventing cross contamination.

Following are the thumb rules for regular personal hygiene:

1. Shower daily
2. Brush your teeth regularly
3. Keep hair free of lice, dandruff.
4. Do not chew gum, tobacco
5. Wash hands regularly
6. Gargle after smoking and have a breath freshener
7. Food handlers must:
 - be properly clothed in clean clothes
 - keep hands, finger nails and body clean
 - wash hands thoroughly before commencing work, after using the toilet and at other times
 - wear water proof dressing over wounds
 - not smoke while handling food
 - ensure food is protected from pests and dirt
8. Wash hands:
 - after visiting the toilet
 - after blowing the nose if involved in food preparation or handling of unprotected food



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- after fingering the nose or face
- after handling garbage or rotten food.
- before and after handling different types of food, for example, uncooked and cooked (to prevent cross contamination)
- after handling money
- after tea and meal break
- after clean-up
- before handling unprotected food or preparing food

Maintain Grooming Standards

Hair

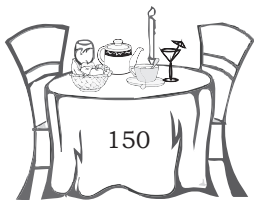
- Natural colour of hair should be maintained. It should not be excessively gelled or frizzy.
- Hair should be combed back, well-trimmed and not cover the forehead.
- Sideburns should not be below the middle of the ears, moustache and beard
- Moustache if worn, should be well-trimmed and not cover the upper lip.
- The beard should be shaven every day. Beard may be permitted, but should be well-trimmed.
- Long hair should be made into a bun and covered with a net.
- Hair length, if just upto the nape of the neck, can be made into a ponytail.

Nails

- Hand and toe nails should be clean and well-trimmed.
- If nails are long, they should be shaped.
- Nail polish of neutral or light shades is permitted.

Jewellery

- Jewellery must be limited to a minimum
- Large, hanging or any jewellery that makes a noise should not be worn.



- Metal watches of reasonable size with leather or metal strap to be worn.
- One simple bracelet or bangle can be worn.
- Only one pair of ear studs to be worn.

Breath

- Breath must be fresh (no smell of food, cigarette smoke or alcohol).
- Make sure your teeth are clean.

Body odour

- Use deodorants and/or anti perspirants daily to ensure there is no body odour.
- A fresh look in the morning after a bath is welcoming. Avoid using a perfume.

Dressing and footwear

- Dress in a professionally appropriate manner.
- Clothing should be neat, clean and ironed.
- The dress should be comfortable and fit well.
- Avoid wearing loud and flashy coloured clothes.
- Black socks to be worn. They should be changed daily so that they don't smell.
- Black shoes with laces to be worn.
- Pencil or high heels are not permitted. Low-heeled footwear would be comfortable for meeting the assigned tasks.
- Kitchen and engineering employees should wear safety shoes provided by the company.

Dental care

Taking good care of teeth not only gives a nice smile but also keeps you in good health. Poor oral hygiene is linked to heart disease, diabetes, and pregnancy complications. Tooth loss can make it hard to eat healthy food, leading to even more health problems.

Oral hygiene steps

1. **Brush:** Always brush your teeth twice a day with a soft bristled toothbrush. Use toothpaste that



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contains fluoride. Eat or drink only after waiting for 30–45 minutes.

- 2. Floss:** Use dental floss once in a day to clean the tight spaces between your teeth.
- 3. Rinse:** Rinse your mouth for 30 minutes.

Practical Exercise

Activity 1

Visit any hospital and see the hand washing procedure.

Material Required: Writing material and a handwash, liquid soap or disinfectant

Procedure

- Visit the F&B unit of any hospital or hotel.
- Find out how they maintain health and hygiene.
- Learn hand washing techniques used by them:
 - (a) Use of soap solution or liquid soap
 - (b) Use of disinfectant
 - (c) How to clean the palms
- Learn scrubbing procedures used by health professionals
- Note the details in your notebook
- After visit, prepare a report and present in the class

Check Your Progress

A. True and False

1. Cutting of raw meat and vegetables on the same chopping board is a good practice.
2. Brushing of teeth daily is a good practice.
3. Chewing gum in front of guests is a good practice.

B. Subjective Questions

1. Define the personal hygiene qualities of a food handler.
2. List the main points for maintaining proper grooming.
3. Explain the important points to be followed for proper dental care.

SESSION 3: FOOD STANDARDS

It is the responsibility of the management to provide safe food to the customers. That is why, it is the duty of every food service organisation to follow various food standards stipulated by the government of India and



the State Governments. These standards apply to all reputed and established food organisations as well as to unskilled street food vendors.

Role of 'HACCP' and 'FSSAI' in Food Production and Service

The HACCP concept was first developed in 1960s by the U.S. National Aeronautics and Space Administration (NASA), working with Pillsbury, to ensure crumb- and pathogen-free food having extensive shelf-life properties for space travel. The idea was to minimise food safety risks in the food safety organisation. Establishments that follow HACCP ensure standards of food safety.

HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. HACCP is a systematic approach to identify, evaluate and control food safety hazards. These are caused by biological, chemical and physical agents. These agents cause food infection, illness and diseases. HACCP also focuses on how to reduce employees' accidents while they are working, especially at peak hours.

HACCP works on critical control points, which control and eliminate health risks. Each control point has certain limits, which are acceptable, within which operations must be done.

Critical controls are those points at which control is essential to guarantee that a potential hazard does not become an actual hazard.

HACCP, ISO Standards are necessary condition for improving the overall quality of food safety and hygiene in the country and also to increase India's share in global food trade.

Use of HACCP in catering

1. Handling and storage procedure from delivery to service of menu items
2. Holding time and temperature



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3. Cooling time
4. Personal training

Use of HACCP in food production area

1. Food preparation control points are most important for safe operations.
2. Unwrapped and exposed items are a potential source of contamination.
3. Temperature danger zone is strictly followed in a food service organisation for safe keeping of food and to improve its shelf-life. The production department always keeps cold food cold and hot food hot for a longer shelf-life.
4. Kitchen workers are the biggest source of contamination.

Food standards

Food service industries prepare food for the customer who pays for it. The customers purchase food without knowing about its pre-preparation condition, preparation condition, hygiene and sanitary practices followed.

The health of every customer or citizen of the country is important. It is the duty of the government or food safety department to prepare certain laws or standards to be followed by every licensed food seller, vendor or food service organisation.

Reasons behind making a food law

1. To maintain the quality of food items prepared and served in a country
2. To prevent cheating of consumers by food sellers. This is only possible by making food laws and making people aware of it.
3. This law provides safety guidelines for food sellers and consumers
4. To establish certain parameters of quality food

Important food standards of India

1. PFA— Prevention of Food Adulteration Act 1956
2. FPO— Food Product Order



3. Agmark
4. ISI (BSI)
5. FSSAI

FSSAI in Catering

Running a food and service business is a difficult task. While sustaining the business is a plateful itself, one must also not forget to abide by the rules and guidelines set up by the Food Safety and Standards Authority of India (FSSAI). It has laid out certain guidelines that all restaurants and food establishments must follow.

FSSAI in Food Production

Food Safety and Standards Authority of India (FSSAI) has been established under Food Safety and Standards, 2006, which consolidates various acts and orders that have hitherto handled food related issues in various ministries and departments. FSSAI has been created for laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure the availability of safe and wholesome food for human consumption.

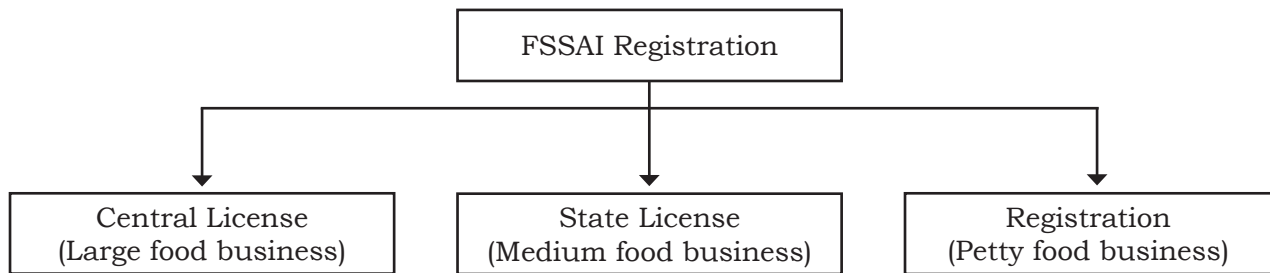
Thus, it ensures that the food products undergo quality checks, thereby curtailing the food adulteration and sale of sub-standard products. It is responsible for registering and licensing of Food Business Operators (FBO) in India and it lays down the rules and regulations for running food business in India.

Every Food Business Operator (FBO) involved in the manufacturing, processing, storage, distribution and sale of food products must compulsorily obtain FSSAI registration or license.

FSSAI registration is different from the FSSAI license in the sense that depending on the size and nature of the business, an FBO should obtain the necessary registration or license.

FSSAI registration or license is based on the business volume and premises. Depending upon the installed capacity, turnover or location, the applicant premises is eligible for the license such as basic license, central license and state license.





Importance of ISO 22000

ISO is an independent, non-governmental international organisation with a membership of 165 national standard bodies.

ISO 22000 is an international Food Safety Management System which sets out the requirements for a system that sets standards for food safety and can be certified to it. It maps out what an organisation needs to do to demonstrate its ability to control food safety hazards in order to ensure that food is safe.

It provides traditional quality assurance, preventive measures and preventive food safety measures.

The purpose of ISO 22000 is to provide a practical approach to ensure the reduction and elimination of food safety risks as a means to protect consumers.

ISO 22000 is intended to help organisations to:

1. Embed and improve the internal processes needed to provide consistently safe food
2. Provide confidence to the organisation and the management team that the organisation's practices and procedures are in place and are effective and robust
3. Provide confidence to the customers and other stakeholders (through the ISO 22000 certification process) that the organisation has the ability to control food safety hazards and provide safe products
4. Provide avenues for continuous improvement through review and updation of the food safety management system from time to time.
5. Ensure adequate control at all stages of the food supply chain to prevent the introduction of food safety hazards



Personal Protective Equipment and its Applicability in Food Production Areas

Personal Protective Equipment (PPE) is an important part of food processing and food production safety.

Gloves

Wearing proper gloves is essential to protect workers from exposure to harmful substances in food production and service areas.

Types of gloves

- Dishwashing gloves to protect hands from hot water and strong chemicals that are used in soaps and sanitisers.
- Cut-resistant gloves help to prevent skin from being accidentally sliced by sharp knives.
- Freezer gloves are insulated gloves with good grip designed to shield the hands from frostbite, which can be a potential problem when spending a significant time in freezers or walk-in refrigeration storage units.

Aprons

These serve as a safe barrier against bacteria. They help introduce cross-contamination and infection that often negatively impacts the working area. Not only does this PPE help keep a worker's uniform clean, but also provides an additional barrier between the employee's body and dangerous substances, such as chemicals, hot grease and oils.

Footwear

Protects from slips and falls and protects against bacteria as well.

Protective eyewear

It shields the kitchen staff from being exposed to hazardous chemicals and protects them from eye injuries. Safety glasses or goggles that fit snugly are important for the well-being of food workers.



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Oven mitts

These are used to prevent burns and are primarily used for placing and removing hot items from the oven, handling hot plates or dealing with other hot food or restaurant equipment.

Wet floor signs

These are used to alert people that the floor is wet and they should walk carefully or not walk in that area at all.

Practical Exercise

Activity 1

As part of your study, visit any hotel in your vicinity and discuss with the supervisors and other operational staff about the role played by HACCP and FSSAI in their hotel and prepare a report.

Material Required: Writing material

Procedure

- Visit a hotel and discuss with the staff about the role of FSSAI and HACCP in their F&B department.
- Note their terms and conditions or guidelines for food safety and security.
- After the visit, prepare a report and present in the class.

Check Your Progress

A. True and False

1. Wear protective clothing when working in a dangerous area.
2. The HACCP concept was first developed in 1950s.
3. ISO 22000 is an international standard intended to be used by organisations in the food and beverage sector.
4. Aprons serve as a safe barrier against bacteria.

B. Subjective Questions

1. Define the term PPE.
2. List the various Personal Protective Equipment used in the hotel industry.
3. Write the importance of HACCP and FSSAI in the hotel industry.



Food and Beverage Service Trainee Class - 10

Unit 5 : Health and Hygiene
Session 1 : Cleaning the Workplace

Check Your Progress

A. Match the Columns

	Column A		Column B
(a)	Insect and vermin	(i)	Paper waste
(b)	Green dustbin	(ii)	Leaves and grass
(c)	Garden waste	(iii)	Computer and electrical fittings
(d)	E-waste	(iv)	Personal Protective Equipment
(e)	Hand gloves and masks	(v)	Pest control
(f)	Cross contamination	(vi)	Advantage of air conditioning
(g)	Control humidity	(vii)	Dry storage
(h)	Groceries	(viii)	Polishing
(i)	Silverware	(ix)	Holding from bottom
(j)	Glassware	(x)	Same table or chopping board for raw meat and vegetables

B. Subjective Questions

1. Write the SOPs for handling dustbins.
2. Name the pests present in a restaurant area.
3. Explain the method of removal of waste from food and beverage counters.
4. What is the meaning of 'waste segregation'? Explain waste handling methods practiced in a hospitality organisation.
5. Define the shelf-life of food.
6. Write the steps for maintaining an air-conditioner.
7. Explain the procedure for cleaning tables to prevent contamination.

Unit 5 : Health and Hygiene
Session 2 : Importance of Personal Hygiene Practices

Check Your Progress

A. True and False

1. Cutting of raw meat and vegetables on the same chopping board is a good practice.
2. Brushing of teeth daily is a good practice.
3. Chewing gum in front of guests is a good practice.

B. Subjective Questions

1. Define the personal hygiene qualities of a food handler.
2. List the main points for maintaining proper grooming.
3. Explain the important points to be followed for proper dental care.

Unit 5 : Health and Hygiene

Session 3 : Food Standards

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1. Define the term PPE.
2. List the various Personal Protective Equipment used in the hotel industry.
3. Write the importance of HACCP and FSSAI in the hotel industry.

Unit



Safety at Workplace

This unit explains in detail about the various safety measures to be followed at the workplace. Precautions need to be taken to avoid hazards in the F&B department. The F&B attendant must be aware of how to minimise food service place hazards.

Standard Safety Procedures should be documented and followed by every department for situations like fire, bomb threats and mass destruction.

The unit also provides knowledge about handling storage area and ergonomics required during work. You will also learn the various safety techniques for handling, lifting and moving furniture and fixtures in restaurants and in food service areas. The F&B attendant is required to follow Standard Safety Procedures for handling electrical tools, equipment and sharp tools. They must also be aware of the use of first-aid and PPE while doing hazardous work.

At the end of this unit, you will learn about achieving the safety standards to be followed while performing operations and ensuring zero accidents in the F&B service area.



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SESSION 1: PRECAUTIONS TO AVOID F&B DEPARTMENT HAZARDS

Hotels function through various departments. Specialised services are provided to guests through these

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departments. In a hotel, F&B attendants face a broad range of potential hazards in the course of their work.

The accident and illness rate in food service operations is as high as industries that are commonly thought of as hazardous places to work.

This chapter reviews some common causes behind injuries to F&B attendants and explores how these can be prevented.

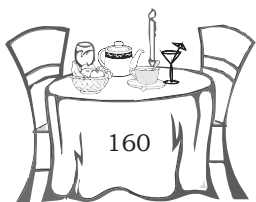
In providing high standard service to customers, the pace of work is fast and the working hours long. Providing a safe and healthy working environment ensures the well-being, morale and productivity of employees. In any food production and/or servicing unit, there is a potential risk of accidents from slips, trips, knocks and falls, cuts, burns and scalds, electrocution, fire and explosion. Such occupational accidents and other diseases can result in suffering, sickness, absenteeism, productivity loss, disability or even death. All these can be prevented to a great extent by taking some steps.

Assessing F&B Workplace Hazards

A hazard assessment is the process of identifying hazards that can be eliminated or controlled through practice, behaviour, substance, conditioning or a combination of these.

To assess the various hazards, hotels must initiate a hazard control programme that lists all of the steps necessary to protect workers from exposure to a substance or system, and the procedure necessary to monitor worker exposure to hazards like chemical or material substances. This includes a written policy outlining the methods being used to control the exposure and how these should be monitored.

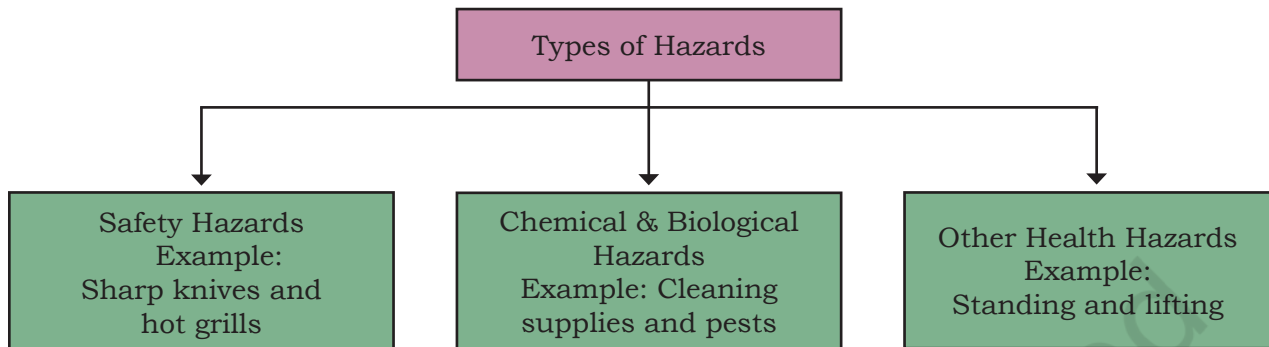
Hazards can be controlled by eliminating dangers from the workplace or substituting them with safer methods. Safe design of machinery, equipment, ventilation systems and processes and their timely updation and modification help a lot in reducing hazards. Another method is to apply administrative controls by altering the way the work is done, including timings, policies and other rules and practices. Yet another



method is to provide Personal Protective Equipment and making sure it is properly worn and maintained.

Types of Hazards

Hazards can be divided into three types:



Steps for assessing F&B workplace hazards

1. Identify the hazards

- Inspect the workplace at regular intervals to identify anything that has the potential to cause harm.
- Ask employees to be vigilant towards potential hazards that may have been overlooked.
- Refer to and follow manufacturers' instructions, user manuals, data sheets, and maintain record of accidents and ill health of employees.

2. Identify who is most susceptible to be harmed and how

- Identify which individuals or groups may get harmed and the type of injuries that may occur.
- Include employees with disabilities, contractors, visitors or customers, etc., in identification of susceptibility to hazard.

3. Evaluate the risks and decide on precaution

- Compare the method or way of doing things with the recommended practices.
- Try to eliminate the risk entirely. If this is not possible, decide how to control the risk so that harm is unlikely.



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4. Record your findings and implement them

- Write down the results and share them with the staff.
- Make sure to implement changes and address the most important and crucial issues first.

5. Review your assessment periodically and update when necessary

- Formally review your risk assessment at least once in a year
- Be up to date on changes, new equipment and procedures that could lead to new hazards.

Minimising Food Service Place Hazards

Accidents are common at work place. The work environment in F&B industry being generally stressful and hazardous, may lead to bruised knuckles and minor cuts which can reduce production rates and increase production errors. Human error, also, is very likely to result from working under hot, noisy and extremely fast-paced conditions.

Sprains and strains account for most lost-time injuries (LTI). Floor surfaces, knives, hot water, containers, metal stock and conveyors are the primary causes of all injuries.

The most common food service workplace injuries

1. Slip and fall accidents
2. Motor vehicle accidents of delivery drivers and caterers
3. Frostbite and freezing injuries from prolonged exposure in freezers or use of liquid nitrogen
4. Thermal burns from cooking vessels, ovens, open flames, deep-fat fryers, and hot beverages
5. Electrical burns
6. Injuries caused due to lifting and carrying, including back pain, joint damage, and other musculoskeletal injuries



7. Cuts, puncture wounds and amputations from knives, meat slicers, can openers and broken glass
8. Repetitive stress injuries for food servers, busboys, meat cutters, and bartenders

Steps to minimise hazards

Necessary steps must be taken to reduce the chance of injuries in a working area. The following steps are needed to minimise hazards:

- Communicating with staff about health and safety
- Risk assessment
- Promptly dealing with hazards
- Inviting feedback from staff on safety improvements
- Displaying safety information clearly
- Maintaining comfort and cleanliness
- Providing first-aid supplies
- Meeting fire safety standards
- Learning from mistakes
- Keeping safety procedures updated



Fig. 6.1: Bartender

Important Work Hazards and Preventive Measures

Some important hazards and their preventive measures are given in Table 6.1.

Table 6.1: Important work hazards and preventive measures

Hazard Type	Cause(s)	Factors Associated with Hazards	Solutions/Preventive Measures
Musculoskeletal Injuries and Disorders	Many jobs or activities in F&B industry have risk of causing sprains and strains to the back and other parts of the body.	<ul style="list-style-type: none"> • Awkward postures • Strenuous manual handling • Jerky movements • Prolonged standing • Repetitive movements 	<ul style="list-style-type: none"> • Use ramps rather than stairs • Use a trolley for carrying heavy food items when collecting stock from the store or when carrying it for a long distance • Use push rather than pull trolleys • Ensure trolleys are properly maintained, e.g. tyres are fully inflated and wheels aligned • Wear proper shoes



Chemical Hazards	Some chemicals are hazardous and may be corrosive, irritating, toxic, flammable or carcinogenic while some chemicals may cause burns or skin rashes	<ul style="list-style-type: none"> • Direct skin contact • Chemical spills and splashes 	<ul style="list-style-type: none"> • Provide proper cross ventilation through open windows or mechanical air vents • Wear suitable personal protective equipment
Thermal Stress	Heat stress from the machinery or equipment used in the hotel. This can lead to headaches, fatigue and discomfort.	<ul style="list-style-type: none"> • All staff involved in cooking. 	<ul style="list-style-type: none"> • Improve the ventilation through an efficient exhaust and air conditioning system. • Implement and follow an appropriate work-rest schedule. • Avoid wearing thick clothing. • Drink plenty of water to replenish water lost through dehydration.
Cuts	Cuts may occur from the use of knives and machinery in restaurants or kitchens.	<ul style="list-style-type: none"> • Machinery used in various departments • Use of knives 	<ul style="list-style-type: none"> • Do not remove any safety interlocks and safety guards from machinery • Do not try to reach any moving part of the machinery with hands • Do not clean blades unless the power has been shut down • Follow operating instructions as per the user manual or as recommended by the manufacturer or supplier • Ensure that all safety mechanisms are in place before operating any machinery • Use a pusher or specific tool provided for pushing in food items into grinders or mixers to avoid contact with moving parts of the machinery



			<ul style="list-style-type: none"> • Switch off the power supply or unplug the machine before removing the safety guards for retrieval or cleaning. Use knives with care.
Burns and Scalds	The use of ovens and deep fryers without due care can cause severe burns and scalds.	Use of ovens and deep fryers	<ul style="list-style-type: none"> • Use automatic food lowering devices • Allow hot oil and grease to cool overnight before disposing • Ensure that containers are large enough and can withstand high temperatures • Wear appropriate personal protective equipment
Fire and explosion	Explosion by fire	<ul style="list-style-type: none"> • The use of gas, naked flames, hot oils and flammable substance • High-pressure appliances/ pressure vessels like steam boilers 	<ul style="list-style-type: none"> • All electric equipment must be maintained in good condition and checked regularly • Deep fat fryers must be equipped with thermostats to prevent overheating • All grease traps, chimneys and air vent filters must be cleaned regularly • Mark fire escapes and exits prominently and keep them clear of obstruction • Provide appropriate fire extinguishers and check them regularly for functionality. • Install automatic fire detection and sprinkler systems • Employees should be trained in fire safety procedures.
Slips, trips and falls	Slips, trips and falls on the floor surface	<ul style="list-style-type: none"> • Surfaces slippery with water, food waste or oil. • Wearing the wrong footwear compounds the danger. 	<ul style="list-style-type: none"> • Keep work and walking areas clean and free of obstacles • Use appropriate footwear • Ensure lighting is adequate • Close oven, dishwasher and cupboard doors



		<ul style="list-style-type: none"> Walking too fast or running, distractions and failure to use handrails on stairways also increase risk. 	<ul style="list-style-type: none"> Walk— do not run Ladders should be long enough for the task, and the lower and the upper ends of the side rails should be equipped with slip-resistant pads. Never use inappropriate substitutes for a ladder such as chairs, boxes or barrels. Use non-slip mats Put up safety signs at risky places to warn people of slip, trip and fall hazards
Manual handling	Injuries or illness happens because of wrong practices	<ul style="list-style-type: none"> Many activities in the hospitality industry involve lifting, carrying or manual handling of heavy objects like pots and pans full of food, dishwasher trays, etc. Lifting and carrying heavy items can be a major source of back pain, while repetitive activities and poor posture can lead to upper limb injuries 	<ul style="list-style-type: none"> Plan and organise the work areas so as to minimise the requirement of lifting and carrying heavy loads. Try to purchase light weight crockery, cutlery, serving utensils, etc. Use mechanical aids to carry loads wherever possible, such as trolleys or sack trucks When lifting or carrying loads, keep the load as close to your body as possible Stock shelves safely
Noise	Noisy work environment	<ul style="list-style-type: none"> Noisy cooking equipment, beeping signals, dishwashers, air conditioners, ventilation, coffee grinders, too many concurrently happening housekeeping activities, laundry, music in bars and talking colleagues or guests are the causes of noise in the set up. 	<ul style="list-style-type: none"> Get rid of hazardous noise from the workplace Wear appropriate ear protection



Hazard Analysis

Employers should identify existing as well as potential hazards at the workplace. This can be done by reviewing both routine and non-routine activities carried out by workers and contractors, and the equipment used. Hazards should then be evaluated by considering the probable risks or hazards that can occur. Measures should subsequently be developed to control them. Before implementation, it is advisable to test the feasibility of the recommended measures. Documentation of the hazard evaluation process is important.

Safe Work Procedures

It is the responsibility of employers to establish safe work procedures in the hotel. As far as possible, these should be incorporated into the standard operating procedures for the staff to follow. The safe work procedures should be effectively communicated to everyone.

The employers must also frame a system to ensure that safe work procedures are reviewed regularly, especially whenever new equipment or processes are introduced or some modifications are made in the operating procedures. Safe work procedures for certain risky or hazardous tasks are also legally mandatory. It must be ensured that no work is allowed to commence unless the safe work procedures have been established and implemented.

Safety work procedure required at workplace

Table 6.2: Hazards and safety work procedures

Types of Restaurant Operation Hazards	Safety Work Procedures
Premises specific hazards	<ol style="list-style-type: none">1. Low ceilings and door lintels, uneven flooring or ground2. Ramps and slopes (help may be needed while pushing heavy trolleys on them)
Cleaning restaurant equipment Silverware	<ol style="list-style-type: none">1. Always wear gloves when using a chemical or cleaning agent.2. Always follow the manufacturer's or supplier's instructions



Knives	<ol style="list-style-type: none"> 1. Kitchen and cutlery knives are at risk when left in water-filled sinks and other containers. 2. Wipe knives on the blunt side, with the blade facing 3. When carrying a knife, point the blade downwards
Glassware	<ol style="list-style-type: none"> 1. When polishing glasses, handle rims with care 2. Handle chilled glasses with care; glass is more fragile when cold
Crockery and service dishes	<ol style="list-style-type: none"> 1. Do not stack too high. The weight can easily overload shelving and the pile of crockery may fall over. 2. Do not overstock service stations since the weight overload can imbalance and even break the shelves and drawers. 3. Open cutlery drawers slowly (particularly, if full). 4. Always check that tables are secure and have been put up safely before any equipment or food is placed upon them. 5. Use appropriate containers or cutlery baskets to carry cutlery. 6. Store cutlery in baskets. 7. Take care to handle knives by the handle only.
Laying cutlery glassware	<ol style="list-style-type: none"> 1. When laying up for large numbers, use specially designed spacious baskets or trays to carry glassware and cutlery. 2. Pick glasses up by the foot or stem 3. Do not bang the glassware together as this weakens it internally 4. Distribute crockery and cutlery evenly on trays
Carrying trays and lifting loads	<ol style="list-style-type: none"> 1. Carry that much weight only that feels safe and comfortable. 2. Ask for help while moving heavy or awkward loads. 3. Find out where the load is to be taken before moving it 4. Ensure that the route is clear before starting.
Coffee machines	<ol style="list-style-type: none"> 1. Only operate when fully trained 2. Follow manufacturer's instructions to fill and operate both small- and high-volume coffee machines
Flammable and potentially explosive material (for example methylated spirits, gas cylinders, aerosols, indoor fireworks, matches)	<ol style="list-style-type: none"> 1. Handle such material only if fully trained for it. 2. Store large quantity stocks away from heat and direct sunlight. 3. Read and follow manufacturer's or supplier's instructions or the user manual when filling equipment with spirits or replacing gas cylinders. Pay special attention to read instructions about what to do if they start leaking. 4. Use good quality matches and tapers for lighting candles and heaters. 5. Place candles and burners away from table decorations, curtains, fabrics and bar spirits.



Some other points for ensuring safety at the workplace:

1. Safety training
2. Group meetings
3. Accidents, incidents and disease investigation and analysis
4. In-house safety rules and regulations.

Practical Exercise

Activity 1

As a part of your study tour, visit any hotel in your vicinity, discuss with hotel staff about the assessment of hazards and note the various hazards that occur at a workplace.

Material Required: Writing material

Procedure

- Visit any hotel in your city.
- Discuss with the managers about the hazardous work in the hotel and their preventive measures.
- Ask questions about the assessment and occupational health and safety standards followed by the hotel.
- Note down all the information and details in your notebook.
- Prepare a report in your project file after the visit and present in the class.

Check Your Progress

Fill in the blanks

1. In a hotel, guestroom attendants are primary _____ of a housekeeping department.
2. Providing a safe and _____ working environment contributes to the well-being, morale and productivity of the employees.
3. Safe work procedures should be _____ communicated to the whole staff.
4. _____ of the hazard evaluation process is important.
5. Cuts may occur from the use of _____ and machinery in kitchens, laundries and engineering workshops.

Subjective Questions

1. Describe the various important points which minimise hazards at a workplace.
2. Write the safety work procedure required at a workplace.
3. What are the points adopted for ensuring safety at a workplace?



SESSION 2: STANDARD SAFETY PROCEDURES

No one would ever want to face an emergency or disaster, especially one that involves them, their employees and their business. Yet it is a matter of fact that emergencies and disasters can strike anyone, anytime and anywhere. The employer and their employees could be compelled to evacuate the premises of their organisation premises when least expected.

Standard safety procedures are important. They are a set of written instructions that document a routine or repetitive activity followed by a hotel. The quality and consistency of service and standards in a hotel can be maintained by following the SOPs. The development and use of SOPs is an integral part of a successful quality system since it provides information as to how to perform a job properly, and therefore facilitates consistency in quality and integrity of a product. All newly-recruited hotel staff should be given training in SOPs.

Hotel Evacuation Procedures

All the departments must follow evacuation directions in the hotel's emergency/evacuation binder.

Front Office/PBX/M.O.D

1. Notify the PBX operator, engineering personnel, hotel security accounting for your intent and reason for evacuating the building.
2. Give hotel address and house count to the operator.
3. Hit 'hot keys' to initiate printing of emergency backup reports on high speed printer.
4. Recall all elevators to the ground floor.
5. Activate evacuation alarm.
6. Make evacuation announcement on the hotel's public address system.
7. Release E-key (emergency key) from vault to hotel security or fire/police chief.
8. Lock all the safes, vaults and cash drawers. Do not take money or valuables with you.



9. Identify rooms with differently abled guests. Send personnel to assist them in evacuating or waiting for fire department assistance.
10. Send personnel to each hotel floor to direct guests and staff to emergency exits.
11. Answer calls from guestroom phones only as time and personnel permit.
12. Close pipeline to lobby gas fireplace (if applicable).
13. Move all bell carts away from the lobby exits. Place them against walls.
14. Have valet or door personnel move all vehicles away from entrances and sides of the building.
15. The Front Office Manager (FOM) or Manager on Duty (MOD) should collect the in-house registrations and keys and report to the police/fire command post.

Housekeeping and Laundry

1. Room attendants should place housekeeping carts in a closet or in guestrooms. They should not be left in the hallway.
2. Laundry personnel should turn off all the equipment. Gas pipelines to the laundry should be closed.
3. All the storage rooms in the basement should be checked and locked.
4. Housekeeping or laundry personnel should carry blankets, sheets and bathrobes for evacuating guests.

Food and Beverage

The F&B service area is considered a relatively dangerous or critical zone in a hotel, due to the variety of ignition sources such as candles or cooking and frying at the table and the number of guests in the room.

Restaurants can be more susceptible to fire and other injury risks than residential kitchens. They are generally busier than home kitchens, and contain numerous electrical cooking equipment that must be properly cared for and maintained.



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In addition to fire safety, people should be cautious of potential kitchen hazards that are common in busy restaurants such as slips and falls due to spills and incorrect handling of sharp utensils. Most importantly, all employees who work in the restaurant must behave in a manner that encourages safety.

In case of fire accident in a restaurant, follow these steps

1. Turn off all the stoves, ovens and other cooking implements.
2. Turn off the main gas valve to the kitchen. Check all the coolers and walk-ins for personnel.
3. Secure all the monetary funds.
4. Have restaurant, lounge or banquet personnel direct guests to emergency exits.
5. Check restaurant and lobby restrooms for guests and employees. Exit the building and report to the marshalling point.
6. Check all the storerooms, coolers and walk-ins for personnel. Lock these rooms after checking.
7. Exit the building, report to the marshalling point.
8. Lock all the personnel files. Exit the building, report to the marshalling point.
9. Check all the offices and bathrooms to ensure that there are no guests and personnel.
10. Take the room reservation book, or print a copy of the reservation list. Evacuate the building with the book or list. Report to the marshalling point.

Accounts Department

1. Lock all the negotiable assets in the hotel safe and vault room. Activate emergency back-up evacuation procedures for hotel Customer Information System (CIS).
2. Print hotel house ledger, city ledger, advance deposit record and trial balance. Take reports to the marshalling point.



3. Check all the offices and restrooms for personnel. Exit hotel, report to the marshalling point.

Security

1. Collect all the available master guestroom keys from the key distribution centre. Lock the security office and key distribution centre. Have security desk pull all time-cards or print the 'clocked in' employee list.
2. Bring the time-cards or list to the marshalling point outside the hotel for Human Resources to take roll call of the employees. Take master keys and E-key to the police or fire command post for distribution to the emergency personnel.

Engineering department

1. Turn off all the HVAC systems at the hotel.
2. Ensure that the fire pump and sprinkler generator are on standby.
3. Check all the mechanical and storage rooms for personnel. Lock the mechanical and storage rooms.
4. Assist in evacuating the guests. Exit the building, report to the Chief Engineer or Engineer on duty; take hotel blueprints or schematics to the police or fire command post.

Knowledge of Storage Area

Storage area is a place where different material is kept. All the operations of handling and storing materials that involve carrying bags, lifting manually and stacking the material used in different departments are carried out in the storage area. Safety and precaution must be taken in such areas to avoid injuries. If the material is not handled and stored in a structured manner, it can result in not only a hazard to the staff but also financial losses to the organisation.

Applying general principles of proper work practices which can aid in reducing the workplace accidents, training and education, is necessary. The hotel staff



Fig. 6.2: Food safety storage



should understand the practices of storing material in a proper way so that it can minimise danger. The hotel staff must know the potential hazards before moving, handling, and storing material. While working in the guestroom, the room attendant should be aware of the work procedure so that it can help him to minimise the accidents. They should refer to the checklist to inspect the stored material in a proper way.

Checklist for storage area

		Meets standard	√	Comments
		Doesn't meet standard	×	
Aisles	Clean			
	Clear			
	Well-marked			
Exits and Entrances	Clear			
	Well-marked			
	Free of ice, snow, water and other obstructions			
Hand and Portable Tools	Properly stored when in use/ not in use			
	Fire Fighting Equipment			
	Clearly marked			
	Accessible			
Floors	Clean			
	Clear			
	In good condition			
	Well-drained			
Ladders	In good condition			
	Free of gas/ oil			
	Secure when in use/ not in use			
Lighting	Adequate			
	Clean			
Machines	Clean			
Roadways, Parking Areas	In good repair			
	Well-marked			
	Clear of ice, snow			
Signs, tags	Adequate			
	Appropriate			
	Clean			



Stacking and Storage	Aisles clear		
	Stacks stable, secure		
	Well labeled		
	Area clean and clear		
Stairs	Non-slip tread		
	Clean		
	Clear		
	In good condition		
Ventilation Systems	Clean		
	Clear		
Waste Disposal	Adequate number of bins		
	Separate and approved containers for oily rags, flammable scrap, etc.		
Initials of person doing walk-through: _____		Date: _____	

Material handling and storage

The F&B attendant may be required to move the furniture, equipment, and various tools to complete a task. If it is necessary to handle material manually after a hazard assessment has been done, the employee should be coached about how to prevent a strain or sprain injury. Employees should be advised to lift only as much weight as they comfortably can. If an object is heavy, they should seek assistance. If lifting, pushing, pulling and carrying objects is not absolutely necessary, don't do it. Tools like trolley make material handling easier.

Guidelines for Material Storage

- Storerooms should be airy and well ventilated, free from humidity, pests and bugs.
- Products needed in large quantity such as sugar and flour, should be stored in air-tight, properly closed and labeled containers so as to prevent contamination. Storage containers must have openings large enough to allow easy cleaning after each usage.
- Food items should never be stored in locker rooms, rest rooms, dressing rooms or under open stairwells.



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- Products must be stored on shelves or platforms that are six inches away from the floor to ensure adequate cleaning of the storeroom floor so that mop water does not contaminate the food.
- Keep cleaning products, poisons and/or harmful products in storage away from food storage areas to prevent contamination. Chemical products can drip on foods stored on the shelves below.
- All food must be labeled and dated. Arrange containers apart from one another in refrigerator to ensure proper cooling. This allows air to circulate around them. Cover all food while in storage. Covering keeps food from drying out and minimises the possibility of contamination.
- In walk-in coolers, store all the food on shelves. The food should be kept at least six inches off the floor to enable sweeping and mopping.
- Always store poultry and meats on the bottom shelves to prevent them from dripping onto other foods on the lower shelves.
- Use food on a first-in, first-out basis (FIFO). Refrigerated, ready-to-eat foods or those having less shelf life prepared more than 24 hours ago must be marked with the date of preparation. It must be discarded if not sold or served and consumed within stipulated time.
- Canned and bottled beer may generally be stored at temperatures between 40°F and 70°F.
- Strong beers should not be stored for more than three to four months. Beer with Alcohol by Volume (ABV) above 8 percent can be stored and aged for longer time periods.
- Mostly, bars require a separate refrigerator and freezer storage area along with dry storage areas for bar supplies such as extra glassware, carbonated beverages, napkins, straws and the like.
- For shorter-term red wine, storage of less than five years and for storing white wine, temperature up to 70°F (21°C) is acceptable. It is not advisable to store any wine in areas where the temperatures are higher than this. White wine may be stored in



a refrigerator with a temperature of approximately 41°F (5°C) for several months with no loss of quality.

- Spirits may be stored for several years at common dry storage temperatures between 50°F and 70°F (10°C and 21°C).
- For protection against possible chemical poisoning, there should not be insecticide dispensers within 12 feet of exposed food, food preparation, or serving areas or food contact surfaces. This includes all the food equipment, utensils, tables, counters, and similar articles and space used in the preparation of food and drinks.

Safe lifting techniques

Although it may seem routine, lifting or carrying material is one of the most injury-prone tasks that hospitality employees undertake.

As a part of accident prevention measures, safe lifting techniques are used. There are some points for lifting furniture that can prevent back injuries.

Quick lifting tips

The F&B staff should plan things ahead and should be proactive. Follow the given tips for quick lifting:

- While storing material: Whenever possible, make sure heavier material is stored at a height between your thigh and chest. This will make it easier and safer to lift the material.
- Plan each lift. Know your route and make sure the path is clear. Get help if needed.
- Loosen up your body and stretch before lifting.

Points to be considered

1. Before lifting, make sure your path is dry and clear of objects that could cause a fall.
2. Lower down a little by bending your knees but keep your back straight. (Lift the object while putting pressure on your legs, not your back.)
3. Bring the load close to your body.



Fig. 6.3: Safe lifting of material



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4. Lift in a slow, even motion.
5. Don't twist your body. If you must turn, move your feet.
6. Keep your back straight when putting down the load.
7. For smaller loads or stacks, use a dunnage rack or other sturdy fixtures to place under the load. Whenever possible, don't store material at the floor level or at a level where you'll have to reach in to lift something out.

Storage of acids and chemicals

Chemicals should be stored properly in a storage area. Many of the chemicals require a cool and dry place for storage or as per the company instructions. There should be a separate area for keeping hazardous chemicals for the purpose of safety. There should be proper ventilation in the area where chemicals are kept and control the toxic fumes. Acids and chemicals should also be kept in a locked room and not easily accessible. Make sure that when handling chemicals, you are wearing PPE to avoid inhaling or spilling chemical on your body and also save yourself from any great injuries.

Labelling and warning signs used for chemical storage

Chemical products that are hazardous to health or environment must be labelled and have warning signs with a warning text providing information about how to handle the product safely and protect oneself. Employers should ensure that their employees know the hazards of the chemical products they use at work. Employers can also use placards, notices and signboards for the benefit of employees. Labelling each container containing hazardous substance such as bleach solution and caustic cleaner, is the most direct means of preventing a hazard. If it is not possible to put full information on a container, it should at least identify the chemical and the hazard group(s) and symbol(s). Other required information can be given on



a sheet placed in close vicinity. Statutory requirements for labelling of dangerous substances are prescribed in the Factories and Industrial Undertakings Ordinance.

A label should include the following information

- Identity of the substance— chemical name(s) and/ or common name(s)
- Hazard classification and symbol(s)
- An indication of the potential risks in using the substance.
- An indication of the required safety precautions to be taken.

Handling and Moving Furniture

In addition to choosing furniture wisely, it is also important to handle it carefully. Safe handling and moving or shifting of furniture can be done if one has basic knowledge of the material and design of the piece.

Keep in mind the following points while handling and moving furniture:

- Before picking up a piece of furniture, find out how it has been assembled and if any of its parts are removable or detachable.
- Make sure at which point the furniture is strongest, which is generally along a major horizontal element and try to carry it from this point.
- Examine the room and route through which the furniture is to be moved to know where different furniture and decorative items are placed.
- Identify the points and areas of potential hurdle e.g. light fixtures hanging low or protruding from the wall since these may get damaged or cause damage.
- Glass table tops can get easily damaged if bumped. Hence, it is necessary to clear the way by moving or removing such fragile or obstructive items.
- Move aside the delicate furniture and protect with soft padding or wrap it in a blanket pad. Padding is especially important if an item is to be moved into storage in order to provide extra protection against bumping and scratching.



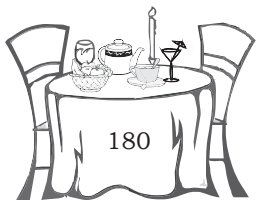
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- Before shifting an item, decide exactly where it needs to be placed. As far as possible, the temperature and relative humidity at the new location should be similar to the original place since extreme changes in temperature and humidity can cause splitting of joints and veneer.
- Never move furniture in a hurry since it may cause scratches, dents, chipping, etc., due to bumping against doorways, door knobs, trolleys and other furniture. Handle each piece of furniture individually without haste, and with sufficient manpower.
- Make sure to hold the furniture with a firm grip of both the hands. Do not wear cotton gloves so that hands do not slip from the furniture being moved.
- Never slide or drag furniture along the floor since it may loosen or break the joints, chip or break the legs, and also greatly damage the carpet or finish of the floor.
- Whenever possible, use trolleys or dollies for transporting heavy pieces.
- Handling costly or antique furniture requires a special care while moving. It should be done very slowly and cautiously.
- Just as gymnasts work with 'spotters' to catch them when they misstep, have helpers on hand to guide the movers so they don't crash into walls or other pieces of furniture.

Lifting Furniture

Training in lifting techniques increases your ability to lift. But, it may be considerably reduced during ill health or in adverse working conditions, e.g., too hot or cold, slippery or uneven floors, making it difficult to grab the load.

The risk of injury also increases as the weight of load increases. However, the risk is not just due to the weight of the object being handled but also the way it is handled, for example twisting, bending, reaching and repeating the task frequently.



Reaching

When a load is held away from the body, the stress on the lower back increases substantially. The maximum weight you can lift safely is reduced greatly if the load is handled further away from your body. Thus, long reach increases the risk of injury to the lower back.

Steps for lifting a load safely

Plan the lift: Unfamiliar loads must be handled with caution. Gently rock the load to test and assess its weight and its distribution.

Consider the following points

- Where is the load going?
- Can handling aids be used?
- Is a team lift required?
- Can the lift be done without too much straining, stooping or twisting movements?
- Are there any obstructions or tripping hazards on the route? If so, first remove them and clear the route.
- Are there proper resting places if the load is to be moved for a long distance?
- Consider the use of protective equipment such as gloves and boots.
- Place the feet apart, to give a stable base for lifting.
- Avoid tight clothing or unsuitable footwear such as high heels.
- Placing one leg ahead of the other will help improve balance and control.
- If a close approach to the load is not possible, try sliding it towards yourself before attempting to lift it.
- Bend your knees (not your back).
- Keep your back straight.
- Keep your shoulders leveled and facing the same direction as your hips.
- Grip the load with your palms, rather than just your fingers. Keep your arms close to your body to help support the load.



Fig. 6.4: Use of lifting aid



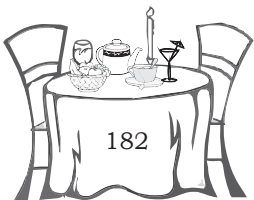
Handling Electrical Tools

Electricity has become an essential part of our everyday life. It is used to power research, office, heating and cooling equipment. Electricity can be dangerous and cause shock, burns, fire or explosion. Accidents involving electricity may cause minor injury or may result in serious disabling injuries or even death. As such, electricity must be considered as a serious workplace hazard.

Most injuries involving electricity can be prevented if unsafe equipment is taken out of use immediately or if all work areas and work practices are safe. To minimise the risk of injury from electrical sources, it is necessary to ensure that electrical supplies are properly insulated and grounded, circuit protecting devices are installed and safe work practices are followed.

Safety work conditions for an electrical equipment

1. Clean electrical appliances regularly to avoid build-up of dust and spilled or burnt food (in case of kitchen appliances).
2. Never use detergents or spray insecticides while cleaning the appliances as these might cause cracking and result in an electrical hazard.
3. Never attempt to fix appliances by yourself. Contact your trusted electrician instead.
4. Discard appliances that have been immersed in water and never use them again.
5. Discard damaged extension cords.
6. Determine all the possible sources of electrical supply to specific equipment.
7. Check 'applicable up-to-date' drawings, diagrams and identification tags.
8. Go through the electrical tool manufacturer manual to understand how to operate it correctly and safely.
9. Never touch electrical appliances when hands are wet and feet are bare.
10. Unplug the electrical equipment before performing housekeeping duties like switching off the table



lamp, mini fridge, and electrical tea urn, air conditioner, bathroom hairdryer, geyser, etc.

11. Wear rubber or plastic-soled shoes when using electrical appliances, especially if you're stepping on concrete floors and when outdoors.
12. Never use a faulty or ageing appliance as this may have a broken plug or frayed cord.
13. Turn off power points before unplugging the appliances.
14. Never put metal plates or aluminium foil inside your microwave.
15. Always switch off and unplug the toaster before taking anything out.
16. Be extra careful when using electrical appliances attached to power outlets near kitchen or bathroom sinks, tubs, swimming pools and other wet areas.

Handling Floors

Following points should be kept in mind while handling floors:

1. Choose slip-resistant flooring

There is a wide variety of floor material available in the market such as, quarry, ceramic, porcelain, vinyl composition tile, terrazzo, rubber tiles, concrete, marble, granite, etc. Don't make your choice only on the basis of cost and aesthetics. Consider the slip resistance of the floor and the space and environment in which the tiles will be used. Most floorings have good slip resistance when dry, but when wet, they have fair to poor slip resistance unless they are treated or textured. Most flooring materials become extremely slippery once water plus a contaminant, like grease, is present.

2. Use slip-resistant treatment for existing flooring

If you're not in a position to replace the floor with a more slip-resistant material, you can treat it to decrease the risk of slips and falls. However, all of these treatments are not permanently effective and lose their effectiveness over time and must be reapplied.



Options include

- (a) Abrasive floor coatings: These include gritty substances such as, aluminum oxide or walnut shells to improve traction of the otherwise smooth flooring.
- (b) Chemical etching: This is an acid wash that's typically applied to natural stone floors, concrete and porcelain that makes the floor surface rougher.
- (c) Carpeting: Covering your floor with carpet is another option to prevent slips and falls.

3. Clean floors properly

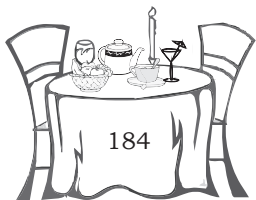
When cleaning the floor, even small details like the temperature of water used for mopping or the type of cleanser used, can significantly affect their slip resistance (or lack thereof). That is why, it is important to have a floor-cleaning protocol, which includes:

- (a) Identifying the appropriate cleaning tools (deck brushes, squeegees, etc.) and solvent (some solvents remove rust and scale, others consume oil).
- (b) Determining how often the floor must be cleaned.
- (c) Thoroughly training all the employees who clean floors.
- (d) During training, make sure to discuss the proper water temperature and whether the floors must be rinsed after cleaning with the solvent. For example, an alkaline solvent used in a greasy kitchen could actually make the floor more slippery if not rinsed after cleaning. So, proper training is important.

4. Maintain good housekeeping

Excellent housekeeping results in clean and clutter-free floors, preventing slips, trips and falls. Here are the tips to improve housekeeping:

- (a) Clean up spills promptly and use wet floor signs.
- (b) Keep cables, wires and cords out of the way of walkways or work areas as much as possible. You can secure cords by tying them up together by using cord covers, or by hanging cords from the ceiling or hooks on the walls.
- (c) Designate walking aisles in warehouses, manufacturing environments, etc.



- (d) Develop a housekeeping programme which reserves the last five minutes of each shift as clean-up time.

5. Maximise the benefit of floor mats

Placed at the entrances, mats allow people to wipe off the rain, snow and other contaminants gathered on the soles of their shoes to help keep the rest of the floor dry.

Here are a few tips for using them to maximise effectiveness and prevent them from becoming a source of trips and falls:

- (a) Place mats that are big enough for people to adequately wipe contaminants off their shoes. The length of mats should be the longer in snowy or rainy weather (about 10–12 walking steps) and can be the short (6–8 steps) in dry weather.
- (b) Select mats with beveled edges and non-slip backing.
- (c) Do not overlap mats.
- (d) Don't leave gaps between mats.
- (e) Avoid rolled up edges.
- (f) Inspect mats for wear and replace them when needed.
- (g) Slips and falls can cause anything from simple embarrassment to serious head injuries, and they can happen to anyone. Having slip-resistant floors or flooring is the best way to prevent slips and falls. Making employees wear slip-resistant shoes can also help.

Handling Sharp Tools (Knife, Blade or Needles)

Sharp objects have sharp points or protruding or cutting edges, capable of cutting or piercing the skin and are called tools. Examples of sharp tools include needles, scalpel blades, broken glass, knives, scissors, razor blades or other similar objects.

Sharp tools pose a risk of injury due to their ability to puncture or cut the skin. Additionally, some sharps may be contaminated with human blood or body fluids, microorganisms (genetically manipulated or otherwise), chemicals or radioactive material.



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It is the responsibility of the owner or management of the organisation to ensure that the housekeeping staff working with sharp objects is appropriately trained and aware of the safety procedures.

Procedure for handling sharp tools safely

1. Wear proper safety gear— eyewear, gloves and sleeves.
2. Use the proper tool required for the job.
3. Inspect tools prior to use.
4. Keep work area clear.
5. Keep tools under control at all times.
6. Keep the item you are cutting secured; don't hold work in hand while cutting.
7. Use a sharp blade; a dull blade requires greater force, increasing potential hazards.
8. Replace blades when they become dull; use caution when disposing of the used blades (e.g., use approved sharps container or wrap the cutting edge with heavy tape).
9. Stand in a well-balanced position.
10. Pull the blade towards you when cutting on a horizontal surface.
11. Make sure the path of the cut is clear, and keep the non-cutting hand out of the path.
12. When cutting thick material, use several passes of the blade and apply more downward pressure with each pass.
13. Never use a cutting blade as a screwdriver, pry bar or chisel.
14. Don't leave exposed blades unattended; use self-retracting cutting blades.
15. When appropriate, use rounded tip cutting blades rather than pointed tip blades.
16. Maintain the prescribed storage or use a separate drawer for sharp cutting tools.
17. Keep cutting tools in a closed position or covered with a protective sheath.
18. Use flat surface holding and protective wear while using such sharp tools.



Safety Measures for Workplace Inspection

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Safety inspections conducted regularly are necessary for establishing and maintaining safe work conditions and identifying any unsafe practices at the workplace. Systematic and judicious inspections are a practical way to identify and repair or remove unsafe equipment, ensure safe working conditions, processes, and work practices. Once unsafe conditions and practices are identified, prompt corrective action can be initiated. Thus, they are an excellent way to prevent accidents and to safeguard employees.

An additional benefit of inspections is that they give employees an opportunity to point out deficiencies in their area that may otherwise go unnoticed and uncorrected. The prime objective of conducting safety inspections is not to find out how many things are wrong, but rather, to determine if they are satisfactory. The secondary purpose is to assess which corrective actions will enhance the quality of the facility up to accepted and approved standards and/or regulations. As a consequence, the inspected facilities become safer places to work.

Safety measures to be taken for workplace inspection

1. Ensure protection is taken against injuries from accidents.
2. Aisles and doorways should be clear of material or equipment.
3. All carpets or tiles should be in good condition and free of tripping hazards.
4. Floors should be clean, dry and non-slippery.
5. All electrical units should be properly grounded and in good condition.
6. There should be adequate lighting.
7. Ladders should be used safely.
8. The steps to the stage or platform must be in safe condition.
9. The platforms should be secured to prevent separation.



10. Wear proper shoes to protect against injury.
11. Precautions should be taken to protect against scalds and burns.
12. There should be protection against sprains and strains.
13. All staff should be trained in proper methods of lifting, carrying and serving.
14. Carts and trolleys should be available for moving heavy items.
15. They should be in good working condition.
16. Additional help should be available for lifting heavy items.
17. There should be sufficient staff for the task.

Safety Procedures and Standards

Safety Standards in hotels are designed by the hotels themselves to help them identify, prepare for, minimise and respond to fire, health, safety and security risks that could adversely impact the stakeholders.

The safety standards are also laid down for various organisations including hotels by the local regulatory bodies. The more stringent standards out of the two are expected to be applicable and implemented strictly.

Some important safety standards

Types of safety standards and their examples are given below:

Table 6.3: List of some important safety standards

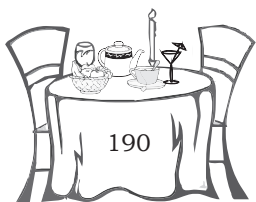
Standard Type	Examples of Set Standards
Crisis and incidents	<ol style="list-style-type: none"> 1. All hotels shall endeavour to reduce the impact of crisis or incidents on employees, guests, visitors and other stakeholders through the identification of likely risks, the creation of plans and procedures for dealing with them and their periodic testing and review. 2. All hotels must develop and test a general Crisis Management Plan, which must be updated when necessary. It must include the contact details and responsibilities of both— Crisis Management Team and one or more Emergency Services.



	<ol style="list-style-type: none"> 3. Each hotel must form one or more Response Teams, which is trained and equipped to respond to any crisis in least time. Each hotel must also develop and pre-test specific response plans designed to address a range of foreseeable crisis and incidents. 4. Employees (including contract and temporary) must be instructed and drilled in their relevant duties as described in the Crisis Management Plan. 5. A minimum of one employee on each shift must be trained in first-aid.
Evacuation drills	<ol style="list-style-type: none"> 1. All hotels must develop and test a fire emergency and evacuation plan. All employees must receive training at least once every six months in the emergency and evacuation plan, the use of fire safety equipment and fire prevention except for night staff, 'living in' staff and newly engaged staff, who may be required to be trained more frequently as required by the local code. 2. Written records of such training must be maintained and be available on request. 3. Evacuation drills must be held at least once every six months. Annually, one of the drills must involve the use of fire alarm and detection system. Guests must be notified of the drill in advance. 4. Evacuation procedures must be identified and developed for disabled guests.
Fire safety	<p>All hotels should endeavour to reduce the risk of fire for the sake of employees, guests, visitors and other stakeholders by conducting Fire Risk Assessment, development of fire safety procedures and periodic review of those procedures.</p>
Structure and materials	<ol style="list-style-type: none"> 1. The amount and type of fire safety equipment in a hotel varies as per the size of the building, its height and age. 2. Hotel Fire Safety Act and Regulation 640 (1990) lays down norms and standards of fire safety for various areas like building, staircases, exits, corridors, lifts, interior finish materials, cooking areas, sprinklers, Fire alarm systems, etc. 3. The National Building Code, 2016 (Part 4) deals with safety from fire. It specifies the demarcation of fire zones, restriction on the construction of buildings in each fire zone, classification of buildings based on occupancy, types of building construction according to fire resistance of the structural and non-structural components and other restrictions and requirements necessary to minimise danger to life from fire, smoke, fumes or panic before the building can be evacuated.



<p>Emergency exits</p>	<p>Exit paths All hotels must meet the following requirements to enable escape:</p> <ol style="list-style-type: none"> 1. Each floor must have a minimum of two emergency exits remote from each other. 2. There should be a maximum distance of 200ft (60m) between emergency exits. The maximum travel distance to an emergency exit must not exceed 100ft (30m). In fully sprinkled buildings, the travel distance to an exit must not exceed 200ft (60m). 3. Internal exit doors on escape routes must open on both sides. 4. Exit doors must open in the direction of the exit. 5. Final exit doors must be fitted with panic hardware. Panic hardware is a door component that is designed to allow fast and unencumbered exit from a doorway. You simply push a rod, a bar or any other activator, the latch mechanism is retracted and you are able to push the door open.
<p>Stairs</p>	<p>Emergency exit stair construction</p> <ul style="list-style-type: none"> • Stair risers and treads must be uniform in size, shape and material throughout each stair run. • Stairs must always be lit and marked with dark and bright colours and/or textures where appropriate. • Stairs must always be provided with handrail(s).
<p>Fire suppression system</p>	<p>Hotel properties must have automatic sprinklers fitted to the entire building. Existing high-rise properties must be fully sprinkled.</p>
<p>Security</p>	<ol style="list-style-type: none"> 1. All hotels shall endeavour to reduce the risk of injury or loss to employees, guests, visitors and other stakeholders through security risk assessments, security procedures and a periodic review of the procedures. 2. Security information safety and security information must be provided in a conspicuous location in the guestroom in local language(s) and English. Such information may include but is not limited to personal security advice, safe use of a swimming pool and protection of personal property. 3. Electronic key cards 4. Guest privacy
<p>Leisure activities</p>	<ol style="list-style-type: none"> 1. Fitness facilities 2. Dry saunas 3. Wet sauna or Steam room 4. Solarium or Tanning beds 5. Swimming pools



Fire alarm and detection	<ol style="list-style-type: none"> 1. There should be an automatic fire alarm system in all hotels. The system must be equipped with automatic backup power supply of minimum 24 hours 2. In addition, the system must have manual initiating devices connected to the fire alarm control panel. These devices should be placed at, or close to the front desk, at each stair access point, at each ground floor exit, and at other appropriate locations.
Emergency lighting	<ol style="list-style-type: none"> 1. Emergency lighting must be provided at all exit routes, at stairwells, in public areas larger than 150sq ft (15sq m) and places of assembly, and in areas where employees work. 2. If there are no national standards for lighting levels, the required standard is an average of 1 foot candle (10 lux) at the floor level and a minimum of 0.1 foot candle (1 lux) at any point. The emergency lighting should provide a minimum of 60 minutes of illumination.
Food safety	<ol style="list-style-type: none"> 1. All hotels should have in place a food safety management system to ensure the safety of food served in or distributed by the hotel. The safety system should be based on Hazard Analysis and Critical Control Point System (HACCP). 2. All food handlers should have appropriate food hygiene training as required by local regulations. Documented, written records of such training must be maintained and be available on request of the authorities concerned.
Health and safety (including guest & staff safety)	<p>All hotels should endeavour to reduce the risk of ill-health injury or loss to employees, guests, visitors and other stakeholders by conducting health risk assessments, development of safety procedures and their periodic review.</p>
Data privacy	<p>A hotel management should endeavour to reduce the risk of leakage of personal details of employees, guests, visitors and the hotel development of procedures and their periodic review.</p>

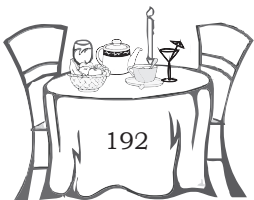
Ensuring Zero Accidents at the Workplace

The Zero Accident Policy envisages that no one should be injured due to an accident. In terms of accident prevention strategies, Zero Accident Vision can be viewed as a way of thinking. The vision presumes that all accidents can be prevented. Actively learning from accidents and improving processes can surely lead to no accidents happening at a workplace. Every hotel professional's ultimate goal is zero accidents.



Steps helping in achieving zero accident at the workplace

- 1. Ensure everyone's commitment to safety:** Everyone in the organisation, from the top management to the newest employee must realise the importance and be committed to safety as a priority.
- 2. Set clear standards for workplace safety performance:** Make sure that employees understand the rules and supervisors enforce them.
- 3. Take the lead:** Convince the supervisors and managers about the importance of workplace safety and setting a good example by following the safety rules themselves. For example, wearing a PPE and taking the same precautions as expected from the workers. Supervisors should always be alert in identifying potential hazards and immediately correcting them.
- 4. Involve the employees:** Give workers the responsibility for planning and conducting inspections, analysing their own data on work hazards, and for designing and following safety checklists.
- 5. Promote understanding:** Emphasise that hazards put the personal health and safety of employees at risk. Understanding the 'why' of safety is a strong motivator for employees.
- 6. Train employees to adopt safe work practices:** Train employees frequently and upgrade them in safe work practices. Make sure they have all the information and skills needed to prevent accidents.
- 7. Encourage feedback:** Welcome input from employees. Praise and reward workers who identify and correct hazards, or who report the problems they can't fix themselves.
- 8. Learn from Experience:** When hazards are identified, do more than just correcting them. Use them as learning experiences to help workers become more alert and more sensitive to potential danger on the job.



9. Take swift action to correct safety problems:

Make sure you respond promptly to identified hazards and take immediate steps to correct them.

10. Consider accident prevention as an ongoing challenge:

It is something that supervisors and employees have to focus on every day, always improving, setting new safety objectives, and making steady progress towards achieving them.

Practical Exercises

Activity 1

As a part of your study tour, visit any hotel in the vicinity, collect the information and list the evacuation procedures for fire, bomb threats and mass destruction.

Material required: PPE and writing material

Procedure

- Visit a hotel near your area.
- Discuss with the hotel staff and managers about the potential dangers and risks in hotels.
- Collect the detailed procedures followed as preventive measures for fire, bomb and mass destruction.
- Note the important observations in your notebook.
- Prepare a report and present in the class.

Activity 2

Visit a nearby hotel and collect information about material storage.

Material required: PPE and writing material

Procedure:

- Visit a hotel in your area.
- Discuss with the hotel staff and managers about material storage in the hotel.
- Collect the detailed procedures for handling material.
- Note the important observations in your notebook.
- Prepare a report and present in the class.

Activity 3

Visit a hotel in your vicinity and identify the location of the first-aid box, fire extinguisher, fire exits and alarms.

Material required: Writing material



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Procedure

- Visit a hotel in your area.
- Visit the lobby and observe the safety and security equipment.
- List all the measures for hotel and guest safety along with their functions and handling procedures.
- Note all the details in your notebook.
- Prepare a report after the visit and present it in the class.

Check Your Progress

A. Fill in the blanks

1. Sharp objects pose a risk of injury due to their ability to puncture or cut the _____.
2. _____ in storage areas must be kept clear and passable.
3. The hotel staff must know the potential _____ before moving, handling and storing material.
4. _____ area is a place where materials are kept.
5. SOPs help in maintaining _____ and _____ of service and standards in the hotel.
6. Every hotel professional's ultimate goal is _____ accidents.
7. Inspection _____ can draw attention to possible hazards.
8. _____ inspections help in preventing injuries and illnesses.
9. Safety _____ teams bring a fresh view to an old familiar scene and usually catch details overlooked by people too close to the scene.

B. Subjective Questions

1. Explain the evacuation procedure of the Front Office and Housekeeping Department at the time of an emergency.
2. Write short notes on:
 - (a) Knowledge of storage area
 - (b) Material handling
 - (c) Importance of labelling and warning signs for chemical storage
 - (d) Team lifting techniques
 - (e) Handling furniture
 - (f) Handling electrical tools
 - (g) Benefit of floor mats
 - (h) Handling sharp tools
3. Describe the safety measures for workplace inspection.



4. List and explain the importance of safety standards with an example.
5. How will you ensure zero accidents at the workplace?

SESSION 3: FIRST-AID AND PERSONAL PROTECTIVE EQUIPMENT WHILE DOING HAZARDOUS WORK

The F&B attendant has a duty to take reasonable care of their own health and safety and also that of others. The F&B attendant must comply with any instructions, policy or procedure related to health and safety at the workplace, such as first-aid and for reporting injuries and illnesses.

First-aid Kits at Workplace

First-aid

The employer should provide adequate and appropriate equipment, facilities and personnel to ensure that employees receive immediate attention if they are injured or taken ill at work. These regulations apply to all workplaces including those with less than five employees and to the self-employed. Ensuring that the First-aid requirements of the staff are met requires sufficient provisions at the workplace. This means the presence of trained personnel who can give first-aid, information to the employees about the arrangements available and the availability of a first-aid kit.

The standard safety guide can be used to ascertain which type of first-aid kit is necessary at the workplace.

There are four sizes of first-aid kits:

- Small
- Medium
- Large

The first-aid standards give recommendations on the container holding the components. The container should be big enough to hold the relevant contents and close securely. It should be clean, dustproof and provide protection for the contents inside.



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First-aid kit contains

1. A leaflet on general first-aid
2. Medium and large sterile dressings
3. Assorted plasters
4. Triangular bandage
5. Safety pins
6. Sterile eye pads
7. Disposable gloves

Other useful items in it could be:

1. saline cleansing wipes
2. roll or adhesive tape
3. sterile adhesive dressing
4. resuscitation face shield with valve

The commonly equipped first-aid kits should be complemented by other items specific to your workplace and identified during a risk assessment. Where there are unusual potential hazards that are specific to a particular workplace environment, there should be additional relevant items in the kit. The expiry date of tablets or medicines included in first-aid kits must be monitored periodically and those nearing expiry be replenished with fresh ones.

First-aid Documentation Procedure

1. First-aid boxes should be kept in different areas according to their need.
2. For a qualified first-aider, contact the Housekeeping Manager. In their absence, the supervisors should act as appointed persons.
3. There should be notices in the premises giving information about first-aid. A record of first-aid should be filled on the appropriate form (Health and Safety file).
4. Hotel staff must not take it upon themselves to render first-aid and must seek the first-aiders or appointed persons.
5. Emergency telephone numbers should be displayed on the first-aid notice.



Handling of PPE

PPE is designed to provide protection from serious injuries or illnesses resulting from contact with chemical, radiological, physical, electrical, mechanical, or other hazards. No single combination of protective equipment and clothing is capable of protecting against all hazards affecting the respiratory system, skin, eyes, face, hands, feet, head body and hearing. Thus, a PPE should be used in conjunction with other protective methods, including hazard control procedures and equipment.

To ensure the best possible protection for employees at the workplace, the cooperative efforts of both employers and employees help in establishing and maintaining a safe and healthy work environment.

Providing the staff proper restaurant equipment and supplies is vital for ensuring their well-being and safety. More specifically, restaurants, hotels and every other place of business requires PPEs to reduce the risk of injury and keep workers as much protected as possible from potential hazards.

Common injuries experienced by employees in commercial kitchens include burns, cuts and sprains.

Types of PPE used in F&B areas

Gloves

These are of different types and are required for various tasks. Different types of gloves are as follows:

(a) *Dishwashing gloves*

Help protect workers' hands from hot water and abrasive cleaning agents and chemicals that may be used in soaps and sanitisers.

(b) *Cut-resistant gloves*

These are made from special, strong material that helps prevent the skin from being accidentally sliced or cut by sharp knives.

(c) *Freezer gloves*

These are insulated with a good grip, designed to shield the hands from frostbite, which can be a



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potential problem when spending a significant time in freezers or walk-in refrigeration storage units.

Oven Mitts

These prevent burns and are primarily used for placing and removing hot items from ovens, handling hot plates or dealing with other hot food or restaurant equipment.

Aprons

These help keep a worker's uniform clean and provide an additional barrier between the employee's body and dangerous substances, such as chemicals, hot grease and oils.

Anti-slip shoes

These shoes prevent falling and slipping on wet and greasy kitchen floors.

Other notable safety items include

Wet floor signs

These are essential for both— hotel staff and the customers. It alerts them, so that they can avoid these areas or take extra caution while walking in these areas.

Slip-resistant mats

These are ideal for kitchen floors or other high traffic areas in the restaurant where there is a greater possibility of slipping and falling e.g., front entrance or exit. These mats are generally made of rubber and not only have a better foot grip but also provide a softer and more comfortable walking surface thereby giving the feet, knees and leg muscles better protection from strains and other similar injuries.

Be alert

Keep alert and attentive while walking even if you are wearing PPE and working on safe equipment.

Putting on PPE

The following sequence should be followed when putting on PPE:

1. Decontaminate hands: Gloves provide an ideal, warm, moist environment where bacteria thrive.



Hence, hand decontamination before and after putting on gloves will remove the possibility of any transient bacteria from a previous user or the environment to contaminate your hands.

2. Wear a plastic apron: Usually aprons are folded as a roll. Open the apron outwards away from yourself or the user so that any environmental contamination on the outer surface does not come into contact with you.
3. Put on gloves: Remember, touching door handles or equipment after putting on gloves may contaminate them before you reach the workplace. So avoid touching anything which has been touched by others.

Removing PPE

The following sequence should be followed to minimise the risk of cross or self-contamination:

- Gloves
- Apron or gown
- Mask or respirator (if worn)
- Hands must be decontaminated after removing the PPE












Safety Signs and Symbols at the Workplace

These signs are prescribed in the 'Health and Safety' regulations. They are used wherever health and safety information needs to be given about prohibition, warning, or requires a specific safety action using a sign or symbol. Generally, the symbols are displayed with a short text ('no smoking' or 'fire exits').

Employers should ensure that the staff is aware of and understands the meaning of the safety signs. Although most are self-explanatory, some employees, particularly the new ones, may be unfamiliar with the less commonly used signs.



Table 6.4: Safety Signs and Meanings

Type of sign	Meaning
<p>Mandatory signs (Fig. 1)</p>	<p>These signs instruct you to take action such as, eye protection must be worn). Mandatory signs are blue and require specific behaviour, e.g., ‘wear PPE’. Some of the signs are shown below:</p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div data-bbox="518 407 724 464"> <p>General Warning Sign</p>  </div> <div data-bbox="775 407 898 464"> <p>Wear eye protection</p>  </div> <div data-bbox="997 407 1139 464"> <p>Wear safety boot</p>  </div> <div data-bbox="1209 407 1377 464"> <p>Wear a safety helmet</p>  </div> </div> <div style="display: flex; justify-content: space-around; text-align: center; margin-top: 10px;"> <div data-bbox="660 680 799 737"> <p>Wear safety gloves</p>  </div> <div data-bbox="927 680 1050 737"> <p>Wear face protection</p>  </div> <div data-bbox="1134 680 1337 737"> <p>Wear respiratory protection</p>  </div> </div> <p style="text-align: center;"><i>Fig. 1</i></p>
<p>Emergency exit or escape route signs (Fig. 2)</p>	<p>These signs provide information on escape routes, emergency exits, first-aid, or rescue facilities (‘Emergency exit/escape route’). These signs are coloured green.</p> <p>Example:</p> <p style="text-align: center;">Fire escape exit</p> <div style="text-align: center;">  </div> <p style="text-align: center;"><i>Fig. 2</i></p>
<p>Prohibitory signs (Fig. 3)</p>	<p>These signs are coloured red and forbid behaviour that is likely to increase or cause danger such as ‘No smoking’. They indicate dangerous behaviour, stop or shut-down; or can signify a danger alarm or an emergency cut-out device.</p> <p>Example:</p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div data-bbox="587 1608 729 1640"> <p>No smoking</p>  </div> <div data-bbox="815 1583 991 1640"> <p>No smoking or naked flames</p>  </div> <div data-bbox="1059 1583 1214 1640"> <p>Not drinking water</p>  </div> </div> <p style="text-align: center;"><i>Fig. 3</i></p>



Firefighting signs (Fig. 4)

These signs provide information about the location and type of firefighting equipment available. Example:

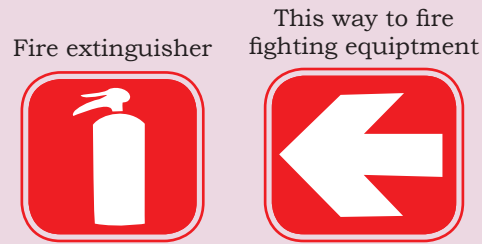


Fig. 4

Warning signs (Fig. 5)

These signs give warning of a hazard or danger ('Danger: electricity'). Warning signs are yellow or amber and mean 'be careful', 'take precautions', etc. Example:



Fig. 5

Practical Exercise

Activity 1

Prepare a first-aid box for the classroom.

Material required: Dressing, bandages, safety pins, eye pads, disposable gloves, tincture, roll tape, medical needles and some antibiotic, antiseptic, antipyretic and analgesic tablets.

Procedure

- Visit the clinic of a medical practitioner or a Government doctor.
- Ask about the basic tools and material for a first-aid box.
- Arrange a medium sized box.
- Paint it with white.
- Make a red cross (+) sign with red paint on all sides of the box.
- Collect funds and purchase the material from a medical store.
- Keep all the material separately with cork chambers inside the box.
- Hang the box on a wall of your classroom or keep it at any appropriate place.



NOTES

Check Your Progress

A. Fill in the blanks

1. _____ must always take care of their own health and safety in the housekeeping department.
2. _____ should not be included in the first-aid kit.
3. The _____ can be used to ascertain which type of first-aid kit is necessary at the workplace.
4. While cleaning the guest room or bathroom, the _____ should wear non-slip footwear.
5. Employers should ensure that employees are aware of and understand the meaning of _____.

B. Subjective Questions

1. Write a short note on first-aid.
2. Which points should be considered while handling PPE?
3. Write the types of safety signs and their meaning.



Food and Beverage Service Trainee Class - 10

Unit 6 : Safety at Workplace
Session 1 : Precautions to Avoid F&B Department Hazards

Check Your Progress

Fill in the blanks

1. In a hotel, guestroom attendants are primary _____ of a housekeeping department.
2. Providing a safe and _____ working environment contributes to the well-being, morale and productivity of the employees.
3. Safe work procedures should be _____ communicated to the whole staff.
4. _____ of the hazard evaluation process is important.
5. Cuts may occur from the use of _____ and machinery in kitchens, laundries and engineering workshops.

Subjective Questions

1. Describe the various important points which minimise hazards at a workplace.
2. Write the safety work procedure required at a workplace.
3. What are the points adopted for ensuring safety at a workplace?

Unit 6 : Safety at Workplace
Session 2 : Standard Safety Procedures

Check Your Progress

A. Fill in the blanks

1. Sharp objects pose a risk of injury due to their ability to puncture or cut the _____.
2. _____ in storage areas must be kept clear and passable.
3. The hotel staff must know the potential _____ before moving, handling and storing material.
4. _____ area is a place where materials are kept.
5. SOPs help in maintaining _____ and _____ of service and standards in the hotel.
6. Every hotel professional's ultimate goal is _____ accidents.
7. Inspection _____ can draw attention to possible hazards.
8. _____ inspections help in preventing injuries and illnesses.
9. Safety _____ teams bring a fresh view to an old familiar scene and usually catch details overlooked by people too close to the scene.

B. Subjective Questions

1. Explain the evacuation procedure of the Front Office and Housekeeping Department at the time of an emergency.
2. Write short notes on:
 - (a) Knowledge of storage area
 - (b) Material handling
 - (c) Importance of labelling and warning signs for chemical storage
 - (d) Team lifting techniques
 - (e) Handling furniture
 - (f) Handling electrical tools
 - (g) Benefit of floor mats
 - (h) Handling sharp tools
3. Describe the safety measures for workplace inspection.

Unit 6 : Safety at Workplace

Session 3 : First-Aid and Personal Protective Equipment while Doing Hazardous Work

Check Your Progress

A. Fill in the blanks

1. _____ must always take care of their own health and safety in the housekeeping department.
2. _____ should not be included in the first-aid kit.
3. The _____ can be used to ascertain which type of first-aid kit is necessary at the workplace.
4. While cleaning the guest room or bathroom, the _____ should wear non-slip footwear.
5. Employers should ensure that employees are aware of and understand the meaning of _____.

B. Subjective Questions

1. Write a short note on first-aid.
2. Which points should be considered while handling PPE?
3. Write the types of safety signs and their meaning.

Unit



7

Importance of Language and Communication



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Every organisation needs to effectively communicate with its customers for providing services to them as per their needs. French and English are the most commonly used languages in hospitality industry all over the world.

French is a popularly spoken language, especially in Europe, Germany, England, Africa and also in several other countries. It was widely used as a diplomatic language from the 17th century until the middle of the 20th century, when English replaced it. It is still used by many international organisations, such as North Atlantic Treaty Organisation, the United Nations, European Union institutions, and the World Trade Organisation (WTO).

French was first used in the Strasbourg Oaths in 842 AD. Before that, Latin was the language used for literature throughout Europe. During the 10th and 11th centuries, French surfaced in a number of documents and religious writings. However, French literature was not in vogue until the late 12th/early 13th century.

French Language and Tourism and Hospitality Industry

The tourism and hospitality industry is expanding its horizon day-by-day. Travel and Tourism is a service industry that requires well-trained professionals for

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handling clients and without proper communication, it is highly improbable to understand their needs. Along with functional communication, the rudimentary knowledge of French language will enable the trainees to handle the customers who speak and understand this language. This course will equip the candidates with knowledge, skills and experience, to work in the tourism and hospitality sector where French language is an asset.

SESSION 1: LANGUAGE AND COMMUNICATION

In the age of globalisation, there are several job openings and opportunities for skilled professionals both in the country, and internationally.

English is the most common spoken language. Most people prefer to learn English as an additional language apart from their mother tongue. It is understood by most people, thus it helps to improve marketability. Those who are working in the F&B department have to deal with guests who speak different languages and have a different accent.

Role of English in the Hospitality Industry

The role of English is not only applicable to the F&B department but also to the airlines, event management companies, food service operation providers, etc. English language is important at a hotel where there are guests from multi-cultural background.

The role of English is also integral in view of the rapidly changing information and communication technology. The effectiveness of communication provides a broad spectrum to deal with guests and achieve customer satisfaction by fulfilling their expectations.

Scope and importance of English in the hospitality industry

There are many courses in India for learning English. It is also taught at the school level. In hospitality industry, knowledge of English is associated with soft skills, voice, accents, pronunciation and vocabulary. A person working in hospitality industry must also have flair of writing in English. It comes in handy when writing or



responding to letters, e-mails, answering queries and asking for supply orders. The hotel staff also has to communicate with the bank, insurance company and other agencies.

Role of a foreign language in the hospitality industry

English is also considered a foreign language in many countries. In the hospitality industry, English is considered an essential language for written and verbal communication. Although it is considered as an indispensable language, the knowledge of other foreign languages is an advantage. French is the most commonly spoken language after English.

Having French as an additional or subsidiary subject in hospitality, hotel management graduate programme or other short term courses is definitely an advantage, and ensures better chances of getting a job and promotion. Most of the hospitality students are aware of the importance of French language at the workplace. Moreover, culinary science (Food Production and Cooking) is based on French history, the names of various dishes are based on French language, and their meanings too are associated with French history and the eating habits of French people.

Even the word 'Menu' has its origin in French and comes from the French word MENUT. Various continental dishes that are sauce-, wine- and herb-based, are all an undistinguished part of French culinary science.

Even the father of modern cookery was a French person named George Augustin Escoffier.

Development of short communication sentences

A person working in hospitality or food service industry or any other food service outlet, has to deal with guests. They should be able to speak clearly and understand what the guest is saying and ordering.

They should know how to construct clear and concise sentences. This can be developed by thinking, organising, drafting and writing small sentences.



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Exercise and practice help to develop and implement these skills. Imagination is a critical aspect in English or any other foreign language. The ability to construct small sentences goes a long way in achieving customer satisfaction in the hospitality industry.

For learning and improving English speaking skills, the knowledge of grammar, tenses, active and passive sentences is highly required. It will be better if one uses English language skills whenever possible and required. It is always better to memorise difficult words, idioms and phrases to strengthen English.

Listening to English lectures, small learning videos and documentary films will undoubtedly and undeniably enhance the communication skills.

Communication with colleagues

Good English speaking skill is a valuable gift, but it can also be achieved. Some people develop and maintain a style of their own. It is said that the more advanced the society, the richer the language of the people.

Communication is possible with the following people:

- Superiors
- Subordinates
- Friends
- Guests
- Relatives
- Groups
- In discussions

In hospitality sector, a person who deals with guests and colleagues should be able to tone one's voice.

Upward communication

Whenever we are in situation to have upward communication, we should always keep in the mind the person who is the receiver may have more knowledge of communication than others. Upward communication may be performed in many forms such as idea, suggestions, complaints, grievances, grapevines and rumors, etc. This can be possible directly face-to-face, in meeting and conferences, queries and others.



Upward communication becomes very effective if you are cautious and have good knowledge of words, vocabulary, sentence formation and other English language tactics with enthusiasm.

Effective Writing

Whenever we communicate with seniors and subordinates, writing is one of the prime issues. In writing, each sentence is one thought which explains your imagination, explanations and your relations with another person. The other person may be your subordinate or superior. In writing every heading, sub heading should give its own meaning to itself and every sentence should be closely connected with the main topic.

If we read what a person has written but are not able to understand properly, then the whole writing is futile. It will be called a total case of miscommunication and may create confusion and sometimes official disturbances. Professional writing is an extension of your responsibilities.

Listening and Understanding Foreign Words

Students who want to join the entry level in tourism and hospitality industry, should know a foreign language or some expressions of a foreign language. Some universities and colleges have introduced two foreign languages in the curriculum, the first being English and the second is usually French or German. French is more common.

Some common French language sentences and words to attend to the guests are as follows:

French Alphabets

A — Aa	J — Zhee	S — Ess
B — Bay	K — Kuh	T — Tay
C — Say	L — Ell	U — Ooh
D — They	M — Em	V — Way
E — Uh	N — En	W — Dooblway
F — Eff	O — Oh	X — Eeks
G — Zhay	P — Pay	Y — Eegrek



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H — Ash

Q — Koo

Z — Zedd

I — Ee

R — Err

French salutations and expressions

Bonjour	Good morning/Good Day
Bon Après Midi	Good afternoon
Bonsoir	Good evening
Bonne Nuit	Good night
Salut	Hello
Bon Voyage	Happy journey
Bonne Chance	Good luck
Bonne Santé	Have a good health
Bon Appétit	Have a good meal
Bon Anniversaire	Happy birthday Happy anniversary
Allons	Let us go
A Bientôt	See you soon
Au Revoir	Goodbye
Adieu	Goodbye (long-term)
Madame	Mrs. /Madam
Monsieur	Mr. /Sir/Gentleman
Mademoiselle	Miss
Merci	Thank you
Merci Beaucoup	Thank you very much
Remerci	Thanks again
Bienvenue	Welcome
Pardon	Sorry
Excusez Moi	Excuse me
S'ilVousPlaît	If you please

Jours De La Semaine: Days of the week

Lundi	Monday
Mardi	Tuesday
Mercredi	Wednesday
Jeudi	Thursday
Vendredi	Friday
Samedi	Saturday
Dimanche	Sunday

Mois De L'Année: Months of the Year

Janvier	January
Février	February



Mars	March
Avril	April
Mai	May
Juin	June
Juillet	July
Août	August
Septembre	September
Octobre	October
Novembre	November
Décembre	December

Colours: Les Couleurs

Black	Noir
White	Blanc
Red	Rouge
Pink	Rose
Cream	Crème
Blue	Bleu
Yellow	Jaune
Brown	Brun
Grey	Gris
Orange	Orange

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Practical Exercise

Activity 1

Plan an activity with experts to know about various communication methods and ways common in hospitality industry, especially in the Front and Back office.

Material Required: Writing material

Procedure

- Divide the students in two groups.
- Imagine an interaction between a guest and a Front Office incharge or employee.
- Assign the role of the guest to one student and that of the Front Office employee to the other student of each group.
- Communicate in English just as a guest would do with a Front Office employee.
- Do the same communication in French language.
- Discuss with a language teacher and note down the places where communication or language can be improved.



Check Your Progress

A. Match the columns

A	B
(a) Upward communication	(i) Person lower in hierarchy
(b) Subordinate	(ii) Person working at the same hierarchy level
(c) Colleague	(iii) With superior

B. Subjective questions

1. Write a short note on the role of English language in hospitality industry.
2. Explain the role of a foreign language in hospitality industry.
3. Explain the importance of grammar and tenses in effective English writing.

SESSION 2: IMPORTANCE OF CLEAR AND PRECISE COMMUNICATION

Speaking without Hesitation and Fear of being Incorrect

People working in hospitality industry would convey confidence if speaking without hesitation with the guests.

Root causes of hesitation

1. Hesitation due to lack of knowledge

Lack of knowledge translates into lack of self-confidence and hesitation.

2. Poor skill of speaking or communicating

Speaking can be difficult when we do not have the adequate command over a language. This can be achieved or improved through regular practice.

Points to be considered for getting over hesitation

Practice makes perfect — this would not be more appropriate than when learning a language. While practising English speaking, one must try to read as



much as possible, watch movies in the language that is being practised. This will enable to get over the fear and help in learning and speaking without hesitation. Practising words that are difficult to pronounce and thus improving word power, may also help.

Vocabulary and expression

Learning a language and becoming proficient in it is a lifelong process. It requires investment in terms of time. It is important to enhance one's vocabulary and improve one's word power. According to experts, the relationship between vocabulary and reading and learning a language is very strong.

Vocabulary is related to word knowledge, which means knowing the word right from the pronunciation, to spelling and morphology.

Word knowledge has various parts:

1. Knowledge of spoken form of words
2. Knowledge of written form of words
3. Knowledge of parts in a word, which has meaning

All productive and active vocabulary contains words, which we use in everyday life. Vocabulary and grammar in language learning and speaking is the best indicator of language proficiency and fluency. Experts say that without grammar, very little can be conveyed and without vocabulary, nothing can be conveyed. This means knowing vocabulary is favourable since it assists in proficiency and one is able to impress others.

Handling and Solving Complaints

People who work in hospitality sector have to deal with guests from different areas, who speak different languages. Complaints arise when their expectations are not met. Some organisations consider complaints as a means and measure of success.

Rules for handling guest complaints

Have a systematic plan

Organisations should have clear welcoming and dedicated office policies to deal with complaints.



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In other words, a complaint should be considered as a gift, which a guest gives to help in improving the organisation.

Priority and authority to complaint

To improve standards of service, the staff should know how to effectively deal with complaints and treat their redressal as a priority. If the concerned person is not competent enough to solve problems, they should report or forward the complaint to a senior authority.

Training of staff

Staff should be well-trained to handle the complaints.

Always be thankful to the guest

Always apologise to the guest for the problem and thank them for giving you the opportunity to improve the services for the next valuable guest.

Other points to consider

- (a) Put yourself in the guest's position
- (b) Learn from the mistakes
- (c) Minimise the reasons for complaints
- (d) Always respond
- (e) Lead by examples

Language Proficiency

Improvement in language is highly required in hospitality industry. A person should put continuous effort to learn the language and become proficient. Depth of vocabulary is a key criteria to improve language skills and communication. It refers to the wide variety of words and their connotation.

According to experts, if a person knows about 3000 words in a particular language, it can cover 90–95 % of the proficiency of that language.



Practical Exercise

Activity 1

Practice of communication.

Material Required: Writing material

Procedure

- Arrange practice sessions on communicating with each other in English about imaginary situation in hotel and hospitality industry.
- Videography of talking in front of the class may also be done.
- The video may be replayed to notice the strength and weaknesses along with hesitation, if any in communication.
- Opinion of teachers and experts may be obtained and further practice done.

Check Your Progress

A. Correct the spelling

S. No.	Incorrect Spelling	Correct Spelling
1.	Sigarate	
2.	Baunday	
3.	Commite	
4.	Vaccumum	
5.	Atitude	

B. Subjective Questions

1. What is word knowledge? Explain it.
2. Explain the term 'Complaint'.
3. Explain how hesitation in communication can be removed or minimised.
4. Explain the importance of grammar and tenses in effective English writing.

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Food and Beverage Service Trainee Class - 10

Unit 7 : Importance of Language and Communication

Session 1 : Language and Communication

Check Your Progress

A. Match the columns

A	B
(a) Upward communication	(i) Person lower in hierarchy
(b) Subordinate	(ii) Person working at the same hierarchy level
(c) Colleague	(iii) With superior

B. Subjective questions

1. Write a short note on the role of English language in hospitality industry.
2. Explain the role of a foreign language in hospitality industry.
3. Explain the importance of grammar and tenses in effective English writing.

Unit 7 : Importance of Language and Communication

Session 2 : Importance of Clear and Precise Communication

Check Your Progress

A. Correct the spelling

S. No.	Incorrect Spelling	Correct Spelling
1.	Sigarate	
2.	Baunday	
3.	Commite	
4.	Vaccumum	
5.	Atitude	

B. Subjective Questions

1. What is word knowledge? Explain it.
2. Explain the term 'Complaint'.
3. Explain how hesitation in communication can be removed or minimised.
4. Explain the importance of grammar and tenses in effective English writing.

GLOSSARY

Absolute: *complete, perfect or unadulterated*

Abuse: *Mistreatment*

Amorphous: *refers to a clearly defined shape or form.*

Analysis: *Detailed examination of the report.*

Assessment: *The action of judging someone or something.*

Brand: *refers to a type of product manufactured by a particular company under a particular name 'a new brand of soap powder'*

Breach: *Breach is an act of breaking or failing to observe a law, agreement or code of conduct.*

Code of practice: *a set of written rules, which explains how people working in a particular profession should work and behave.*

Cognizable Offence: *an offence for which a person can be arrested by the police without a warrant and an investigation initiated with or without the permission of a court.*

Competence: *the ability to do something successfully*

Conduct: *The manner in which a person behaves or an organisation works.*

Contaminants: *A polluting or poisonous substance that makes something impure.*

Core products: *A company's primary or main product or service that is available for purchase by the consumer.*

Crisis: *a time of intense difficulty or danger*

Domain: *A person's area(s) of interest or competence, mastery or excellence.*

Dry store room: *Area of food storage, which does not require cooling or refrigeration.*

Dunnage rack: *It is a solid platform used to stack packaged goods in a store room and it allows storage of large bulky items and food products.*

Evacuating: *removing from a place of danger to a safer place*

Feedback: *data collected from the customer or guest for improvement in product or services*

Feedback: *Information about reactions of user or buyer w.r.t. a product, a person's performance of a task, etc.*

FOM/MOD: *Front Office Manager, Manager On Duty.*

Geographical: *relating to a particular area or location*

Guild: *a group of people who associate for mutual help or for attaining common goals*

Hierarchy: *A system where people are ranked as per their relative position in the organisation.*

HVAC: *Heating, Ventilation and Air Conditioning.*

Hygiene: *Set of conditions or practices performed to maintain health and prevent disease, especially those caused due to lack of cleanliness.*

Incivility: refers to rude or unsociable speech or behaviour

Infant: Newborn

Lighting: Illumination of an area by electrical light giving device to remove darkness.

Lone: Single or solo

Lucrative: Profitable or in other words, an item or product idea that can create a large volume of sales and thereby income.

Market segmentation: the process of dividing a broad section of consumers into subgroups based on some type of shared characteristics.

Misspelt: the spellings that are difficult to pronounce and have word repetition, thus are difficult to memorise

Monopoly: a market structure characterised by a single seller, selling a unique product in the market.

Moral rights: rights pertaining to ethics of people

One word substitution: the word which summarises the meaning of a sentence in one word

Pests: types of insects or vermin, which may harm human bodies, food material or any useful items

PPE: Personal Protective Equipment.

Prohibit: to forbid something

Protocol: A set of steps, procedures or actions laid down to accomplish a certain task.

Remedy: solution of or redressal of complaints or problems.

Reporting: providing information to a senior for necessary action about anything or an incident

Rigorous: refers to the extremely thorough and careful.

Segregation: Separation

Shelf life: Food items or perishable food items are healthy or safe for human consumption before the shelf life. After the shelf life gets over, they start deteriorating.

Solicitous: characterised by or showing interest or concern.

SOP: Standard Operating Procedure

Stimulating: Motivating, inspiring

Territory: A defined area under the jurisdiction of a particular person or administrator.

Toddler: Small kid

Ventilation: a supply of free and fresh air from outside in/into a room or close space.

Waste: Any type of material, which is not useful for the organisation and cannot be stored for a long time.

WIPO: World Intellectual Property Organisation.



ANSWER KEY

Unit 1: Customer-centric Services

Session 1: Dealing with a Customer and Assessment of Quality of Service

A. Match the columns

(a) ii (b) iv (c) i (d) iii

Session 2: Working Towards Achieving Customer Satisfaction

A. State true or false

1. True 2. True 3. False 4. True 5. True

B. Match the columns

(a) ii (b) i (c) iv (d) iii

Session 3: Fulfilling the Customers' Needs and Requirements

A. State true or false

1. True 2. False 3. False 4. True

Unit 2: Etiquette and Hospitable Conduct

Session 1: Meaning, Components and Goal of Hospitality

A. Fill in the blanks

1. Accommodation, Food and Beverage Service
2. goal
3. Standardised behaviour
4. polite
5. Hospitality

Session 2: Importance of Behavioural, Personal and Hospitality Etiquette

A. Fill in the blanks

- | | |
|---------------|------------------|
| 1. Manners | 2. Body language |
| 3. Handshakes | 4. Etiquette |

Session 3: Respect for Profession and Professional Dealing

A. Fill in the blanks

1. Office manners
2. Food and Beverage department
3. superiors
4. F&B staff

Unit 3: Gender and Age Sensitive Service Practices

Session 1: Women's Rights and Respect at Workplace

A. State true or false

1. True 2. True 3. False 4. False 5. True

Session 2: General Facilities for Every Age and Gender

A. State true or false

1. False 2. True 3. False 4. True 5. True

Session 3: Practising Standard Etiquettes with Women at Workplace

Fill in the blanks

1. Behavioural etiquette 2. yes
3. artificial 4. investment

Unit 4: Intellectual Property Rights (IPR) of an Organisation and a Customer

Session 1: Importance of Intellectual Property Rights

A. Fill in the blanks

1. IPR
2. Patent
3. trademark
4. Trade dress
5. WIPO
6. World Intellectual Property Organisation
7. 1872
8. January 1, 2005

Session 2: Objectives, Need and Relationship of IPR with Hospitality

A. Fill in the blanks

1. Patent infringement
2. Infringement
3. Trade secret misappropriation
4. Copyright infringement
5. Copyright
6. Trademarks
7. trade secret

Session 3: Implementation Procedure and Working with IPR

A. Fill in the blanks

1. trademarks 2. 1970
3. Trademark law 4. Product knowledge
5. artistic works 6. Copyright
7. 1957
8. Economic rights of the author, moral rights of the author

Unit 5: Health and Hygiene

Session 1: Cleaning the Workplace

A. Match the columns

- (a) (v) (b) (i) (c) (ii) (d) (iii) (e) (iv)
(f) (x) (g) (vi) (h) (vii) (i) (viii) (j) (ix)

ANSWER KEY



Session 2: Importance of Personal Hygiene Practices

A. State True or False

1. False 2. True 3. False

Session 3: Food Standards

A. State True or False

1. True 2. False 3. True 4. True

Unit 6: Safety at Workplace

Session 1: Precautions to Avoid F&B Department Hazards

A. Fill in the blanks

1. component
2. healthy
3. effectively
4. Documentation
5. knives

Session 2: Standard Safety Procedures

A. Fill in the blanks

- | | |
|-------------------------|--------------|
| 1. skin | 2. Aisles |
| 3. hazards | 4. Storage |
| 5. quality, consistency | 6. Zero |
| 7. report | 8. Workplace |
| 9. inspection | |

Session 3: First-aid and Personal Protective Equipment while doing Hazardous Work

A. Fill in the blanks

1. Housekeeping attendants
2. Expired tablets and medicines
3. Standard safety guide
4. Room attendants
5. safety signs

Unit 7: Importance of Language and Communication

Session 1: Language and Communication

A. Match the columns

- (a) iii (b) i (c) ii

Session 2: Importance of Clear and Precise Communication

A. Correct the spelling

- | | |
|--------------|-------------|
| 1. cigarette | 2. boundary |
| 3. committee | 4. vacuum |
| 5. attitude | |



SOURCES

Unit 1

1. <https://marketing-insider.eu/definition-of-product/>
2. <https://www.itcportal.com/businesses/hotels.aspx>

Unit 2

1. https://www.researchgate.net/publication/235356970_Customer_Satisfaction

Unit 4

1. <https://www.mondaq.com/india/patent/656402/patents-law-in-india--everything-you-must-know>
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