

LO3 Understand Recent Developments Affecting Hospitality

AC 3.1 Discuss the Current Image of the Hospitality
Industry

Definitions

- An Image is the general impression that a person, organization, or product shows to consumers both internal and external.
- Perception- the way in which something is regarded, understood, or interpreted.
- Culture- the way in which something is regarded, understood, or interpreted

Expectations

- High Quality service
- Accuracy
- Reliability
- Product Knowledge
- Understanding
- Courtesy
- Professionalism

Culture

- Service vs. Servitude
- The customers are always right
- Informal
- Energetic
- Synergy

Quality improvement

- Motivate employees
- Training and appraisal
- Employee and empowerment
- Punish and reward system
- communication
- Establish and review SOPs

Celebrities in Hospitality

- Rachel Ray
- Chef Ramsay
- Chef Mark GreenAway
- Julia Child
- Cezar Ritz
- Thomas Cook

Media and Hospitality

- Social Media
- Traditional medium (Television, radio, news paper)

kitemark

- Products bearing this kitemark[®] symbol shows that it has undergone rigorous certification process and consumers can trust that the product is fit for the purpose it was designed for.

Reference

- Merriam-Webster. 2016. *Culture* | *Definition of Culture by Merriam-Webster*. [ONLINE] Available at:<http://www.merriam-webster.com/dictionary/culture>. [Accessed 25 October 2016].
- Merriam-Webster. 2016. *image* | *Definition of image by Merriam-Webster*. [ONLINE] Available at:<http://www.merriam-webster.com/dictionary/image>. [Accessed 25 October 2016].
- Merriam-Webster. 2016. *perception* | *Definition of perception by Merriam-Webster*. [ONLINE] Available at:<http://www.merriam-webster.com/dictionary/perception>. [Accessed 25 October 2016].