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MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU  
MENADŽMENT TURIZMA I SPORTA

ANTONIJA FIC

**HOSPITALITY INSTITUTIONS IN THE UNITED KINGDOM**

ZAVRŠNI RAD

ČAKOVEC, 2013.

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ZAVRŠNI RAD

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ČAKOVEC, 2013.

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**ABSTRACT**

*The hospitality industry in the United Kingdom is considered to be broad and varied. It consists of all business operations that provide any combination of three core services (food, drink and accommodation) for their customers. The accommodation sector started with inns, taverns, bed and breakfast and small, private hotels. These establishments still represent a significant part of the hospitality industry. Some other parts of the sector are guest houses and farmhouses, also important in UK's hospitality which is now dominated by small, individually owned enterprises. Public houses represent one of the great English institutions. Drinking establishments in England, Scotland and Ireland serve for the same purpose – people go there to have a drink. Generally, the English go to the pub for a drink, the Scots and Irish go to a bar.*

Key words: *hospitality, hospitality industry, bed & breakfast, inn, pub*

## 1. INTRODUCTION

The hospitality industry is one of the largest and fastest growing industries in the world. The hospitality is UK's fourth largest industry with over 2.7 million people employed in both hospitality and tourism. Hospitality institutions including the bed and breakfast, inns, taverns, alehouses and pubs make a big part of British culture. People from all over the world go to the United Kingdom to get the true experience of staying in these establishments.

This final thesis is divided into several chapters. The first chapter introduces the hospitality industry, and the second chapter describes the hospitality industry in the United Kingdom, its history, classification, products and services. In the third chapter, called the Accommodation sector, several hospitality establishments are described including guesthouses, bed and breakfasts, inns and farmhouses. The food service industry is described in the fourth chapter and is divided into restaurants and licensed trade foodservice. The last chapter explains the contribution of the hospitality industry to the UK economy.

## 2. HOSPITALITY INDUSTRY

Tourism is one of the largest industries in the world. According to UNWTO<sup>1</sup> the export income generated by international tourism ranks fourth after fuels, chemicals and automotive products. (<http://www.qfinance.com/sector-profiles/tourism-and-hotels>) The total contribution from Travel & Tourism to the world Gross Domestic Product (GDP) grew by 3% in 2012. This contribution represented 9.3% of global GDP. ([http://www.wttc.org/site\\_media/uploads/downloads/traveltourism2011.pdf](http://www.wttc.org/site_media/uploads/downloads/traveltourism2011.pdf))

Among aviation and cruise industry, hospitality is a key sector of the travel and tourism industry. Hospitality industry has a significant influence to the growth of the global economy as it provides services which range from accommodation, sightseeing, fooding and other services related to the tourism industry. According to WTTC<sup>2</sup>, in 2011 there were 12.7 million hotel rooms around the world. Also, the hospitality industry is an important employer offering a wide range of full and part time jobs. ([http://www.wttc.org/site\\_media/uploads/downloads/traveltourism2011.pdf](http://www.wttc.org/site_media/uploads/downloads/traveltourism2011.pdf))

The origin of the word HOSPITALITY comes from a Latin word *hospes*, which means *host*, *guest*. (<http://www.etymonline.com/index.php?term=hospitality>) Hospitality is a relatively modern word, meaning the friendly and generous treatment of guests and strangers. The Standard Industrial Classification (SIC) defined the hotel and catering industry in 1968 as „establishments (whether or not licensed for the sale of intoxicating liquors) providing meals, light refreshments, drink or accommodation.“ Hospitality industry is made up of two distinct services – the provision of overnight accommodation for people staying away from home, and the provision of sustenance for people eating away from home or not preparing their own meals. (Jones, 2002)

„The hospitality industry encompasses a wide range of businesses, each of which is dedicated to the service of people away from home. The hospitality industry is part of a large network that includes food services, lodging services, recreation services, travel-related services, gaming/casino services, and products provided with personal services in conjunction with the above industries.“ (Chon and Maier, 2010:6)

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<sup>1</sup> World Tourism Organization

<sup>2</sup> World Travel & Tourism Council

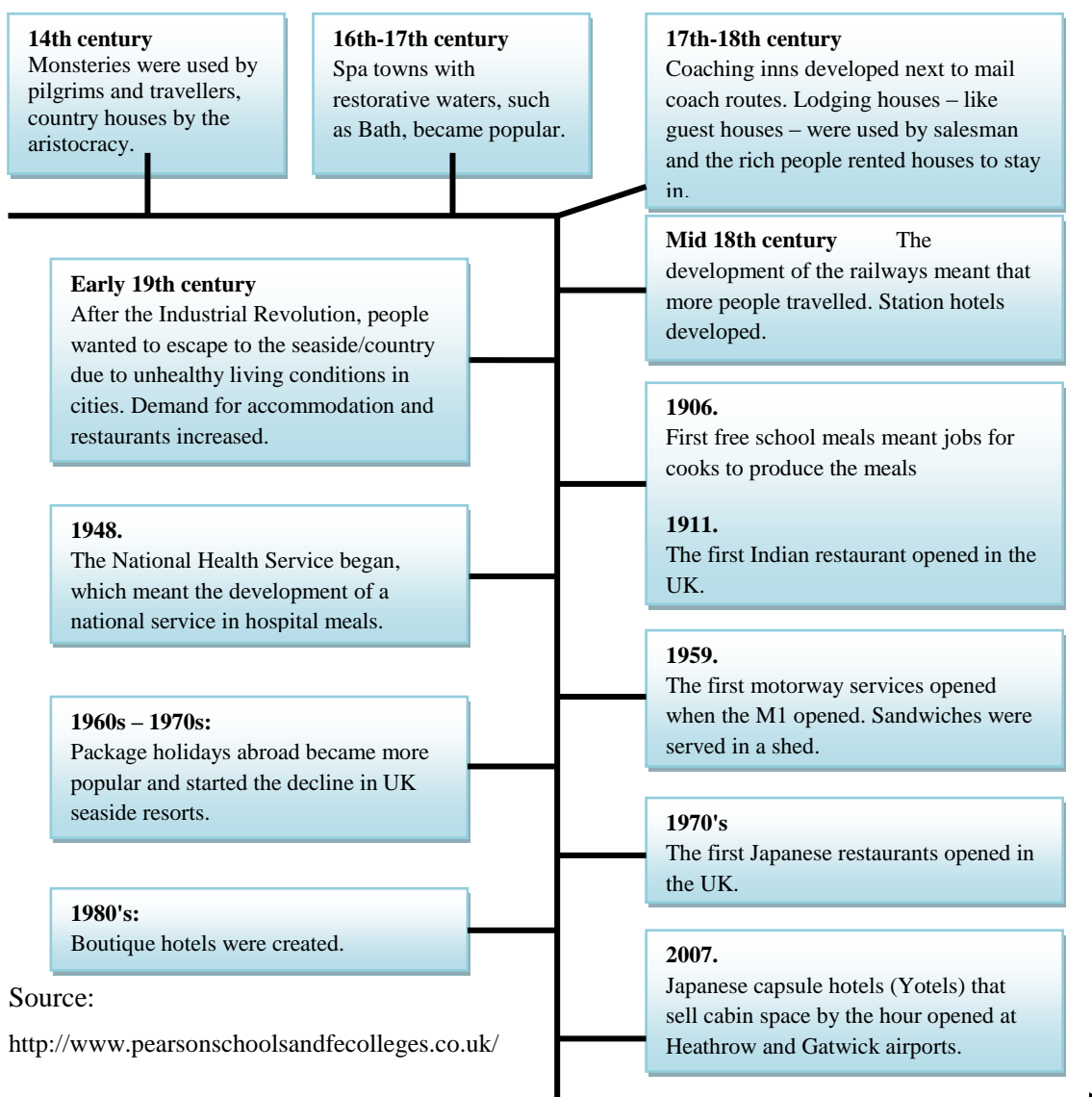


### 3. HOSPITALITY INDUSTRY IN THE UK

#### 3.1. History of the hospitality industry

“Historians have traced the development of the hospitality industry through thousands of years and many cultures. View the industry through the lens of history is helpful because it reveals the strong relationship between the shape of hospitality and the needs and expectations of different societies. Because societies will continue to change in what they need and want, the hospitality industry will also continue to change. Future leaders within the industry will need to be focused on the ever-changing workforce and the evolving expectations of the travelling consumer.” (Chon and Maier, 2010:6)

**Figure 1** *Timeline of hospitality industry development in the UK*



### 3.2. Definition of the UK hospitality economy

The hospitality industry in the UK is a broad and varied industry which can be described as the biggest, fastest-growing industry. There are some defining activities of the hospitality economy, such as:

- › the provision of accommodation, meals and drinks in venues that are outside the home,
- › hospitality consumption occurs „on-site“ in the venue,
- › the creation of the context of consumption and management of consumption are activities that differentiate the hospitality industry from other businesses that provide accommodation, food and drink. (Oxford Economics Final Report, 2010:iv)

Based on the Oxford economics report, the definition of the UK hospitality industry can be even more specified. Then it comprises four elements:

- › **Hotels & related services** (camping grounds and other accommodation)
- › **Restaurants & related services** (pubs, takeaway food shops, licensed pubs and motorway service areas, where hospitality services are the main activity for the latter)
- › **Catering** (corporate hospitality/contract catering to private clients and public sector clients, and in-house catering across non-hospitality direct sectors such as health and education)
- › **Event management** (conference and exhibition organisers). (Oxford Economics Final Report, 2010:iv)

Hotels, restaurants, bars, pubs and clubs are part of the commercial sector. Businesses in the commercial sector need to make a profit so that they can survive. Some of the hospitality operations work to a budget. In these operations the prices are then reduced. Hospitals, schools, colleges, prisons and the armed services also provide meals every day. This sort of catering is a part of the public sector. Businesses in the public sector do not make a profit. (<http://www.hodderplus.co.uk/catering/pc/extra1.pdf>)

### 3.3. Classification of hospitality systems

Classification systems usually refer to the system by which particular tourist facilities or services are categorised according to certain criteria. The purpose is to provide the tourists with an indication of the standard of quality or service which they might reasonably expect and the price they will have to pay. It is also a mean of maintaining or raising standards across sectors of the industry. (<http://prezi.com/k-ykwnufarwo/the-classifications-and-standards-in-the-hospitality-industry/>) The hospitality industry has been classified in many ways over the years. Two main approaches can be considered: economic and market-based approach.

#### 3.3.1 Economic classification

In the United Kingdom the hospitality industry is divided using the Standard Industrial Classification (SIC). The industry is classified under division 5 of the services industry, class 55: Accommodation and class 56: Food and beverage service activities. (Office for National Statistics)

**Table 1** *Standard Industrial Classification of the hospitality industry (2007)*

ACCOMMODATION AND FOOD SERVICE ACTIVITIES		
Group	Sub Class	
<b>Division 55</b>		<b>Accommodation</b>
55.1		Hotels and similar accommodation
55.2		Holiday and other short-stay accommodation
	55.20/1	Holiday centres and villages
	55.20/2	Youth hostels
	55.20/9	Other holiday and other short-stay accommodation
55.3		Camping grounds, recreational vehicle parks and trailer parks
55.9		Other accommodation
<b>Division 56</b>		<b>Food and beverage service activities</b>
56.1		Restaurants and mobile food service activities
	56.10/1	Licensed restaurants
	56.10/2	Unlicensed restaurants and cafes
	56.10/3	Take away food shops and mobile food stands
56.2		Event catering and other food service activities
	56.21	Event catering activities
	56.29	Other food service activities
56.3		Beverage serving activities
	56.30/1	Licensed clubs
	56.30/2	Public houses and bars

Source: Office for National Statistics, 2007

Other organizations with an overview of the industry are: the national training organization for the UK hospitality industry – the Hospitality Training Foundation, the British Hospitality Association, Hotel Catering International Management Association and others.

The Hospitality Training Foundation produces an annual report of the hospitality industry, which identifies the size and scale of different sectors. When researching the industry, it takes in consideration the SIC classification, but also creates its own classification based on data from other sources, such as British Tourist Authority. British Hospitality Association in its annual report called *British hospitality: Trends and Statistics 1999*, presents data on hotels, catering, contract catering, motorway service areas and self catering. (Jones, 2002)

### **3.3.2. Market-based classification**

Market based approach „classifies hospitality operations on the basis of the different customer groups or markets they serve“. (Brotherton, 2000) Most countries have a grading system for accommodation which follows 5 star grading scheme, with one being the lowest and five being the highest. „In the United Kingdom (UK) a number of organisations provide rating systems for the hospitality industry. This includes:

- › AA – Automobile Association
- › Visit Britain – National and regional tourist boards
- › Michelin – including the world-renowned restaurant and chef grading
- › RAC – Royal Automobile Club.“ (The Global Hospitality Industry, 2010:37)

The AA is one of the UK's most recognised and trusted brands with more than 100 years of experience in recommending and acknowledging hotels. Each year the AA inspectorate team visits and rates thousands of establishments, from hotels and restaurants to guest accommodation, campsites and self catering properties. ([http://www.theaa.com/resources/Documents/pdf/business/hotel\\_services/hotel-services-presentation.pdf](http://www.theaa.com/resources/Documents/pdf/business/hotel_services/hotel-services-presentation.pdf))

In 1999, the English Tourism Council, working with the Automobile Association and the Royal Automobile Club, created a new rating scheme for hotels and guest accommodation in England using stars to represent hotels and diamonds for guest

accommodation (guest houses, inns, farmhouses, bed and breakfast). „The star ratings symbolize the level of service, range of facilities and quality of guest care that a consumer can expect.“ (Brotherton, 2000:50) The criteria includes: cleanliness and housekeeping, service and hospitality, guest rooms, bathrooms, food quality and service, public rooms, safety and security, exterior and interior appearance and upkeep. (Brotherton, 2000)

**Table 2** *Hotel grading system in the UK*

Star rating	Hotel
*	Practical accommodation with a limited range of facilities and services, high standard of cleanliness, friendly and courteous staff, restaurant open to customers for breakfast and dinner, alcoholic drinks served in a bar/lounge.
**	Overnight accommodation with comfortable rooms (better equipped- all with en suite or private facilities and colour television), range of services (food, drink, personal style of service), a restaurant for breakfast and dinner, a lift is normally available.
***	Possibly larger establishments with greater quality and range of facilities and services, spacious public areas and bedrooms, formal style of service with a receptionist on duty and staff responding to customer needs and requests, room service or continental breakfast, laundry service available, a wide selection of drinks, light lunch and snacks served in a bar/lounge.
****	Accommodation offering superior comfort and quality (all bedrooms with en suite bath with shower and a toilet), spacious and very well appointed public areas, staff will have very good technical and social skills, room service for all meals and twenty-four hour drinks, refreshments and snacks, dry cleaning service available.
*****	A spacious, luxurious establishment offering highest international quality of accommodation, facilities, services and cuisine. A hotel that fits the highest international standards for the industry, with an air of luxury,, exceptional comfort and sophisticated ambience.

Source: Brotherton B. (2000.)

In the food service sector there are similar rating systems which are developed commercially as guides for consumers, such as the *Good Food Guide* or Egon Ronay guides. For the classification system features such as price and service levels are used as criteria. Fifty years ago, Automobile Association introduced an award system called AA Rosettes. In 1992, the AA Rosette scheme was changed into the five-tier rating system that is recognised today. „AA Rosettes are awarded to hotels, restaurants, pubs and B&Bs that serve food of a commendable national standard.“

([http://www.theaa.com/resources/Documents/pdf/business/hotel\\_services/hotel-services-presentation.pdf](http://www.theaa.com/resources/Documents/pdf/business/hotel_services/hotel-services-presentation.pdf))

### 3.4. Products and services

„The hospitality product consists of elements of food, drink and accommodation, together with the service, atmosphere and image that surround and contribute to the product.“ (<http://www.hodderplus.co.uk/catering/pc/extra1.pdf>) The hospitality industry has to provide various services for different individuals. For example, different types of bedroom accommodation are available – from shared bunk bed rooms to luxury, food ranges – from the sandwich to a eight-course gourmet meal at a Michelin-star restaurant, drink ranges – from a paper cup coffee to a cocktail served by a skilled cocktail bartender. (<http://www.hodderplus.co.uk/catering/pc/extra1.pdf>)

Most hospitality businesses need to provide the appropriate environment. To do so, they need to invest in many things. This creates fixed and variable cost structure. Fixed costs remain the same or similar, and variable costs change depending on the volume of business. It is very important to deliver the products of hospitality to every customer. Staff must be trained to deliver a consistent standard of product and service. They have to be able to work with individual customers but also with many different groups of customers. Customer experience determinates the success and the future selling process for the hospitality businesses. If the customer has a good experience, it is more likely that he will return in the future. **Four main characteristics of the hospitality industry** that make it a unique operation are:

- › Hospitality cannot be delivered without customers
- › Achieving a satisfactory balance between demand patterns, resource scheduling and operations is a difficult task in the hospitality industry
- › All hospitality operations require a combination of manufacturing expertise and service skill
- › If the interaction between customer and service provider is not right, it can cause harmful effect on the customer experience of the total product. (<http://www.hodderplus.co.uk/catering/pc/extra1.pdf>)

## 4. THE ACCOMMODATION SECTOR

As a part of an overall experience in hospitality, the demand for accommodation has developed dramatically for those who travel, whether for leisure or business. Such a rapid growth has been linked to transport systems and the technological advances. Modernisation of the transport (from train to the car and the jet aeroplane), complex patterns of business and trade connected with the enhanced wealth and disposable income affected on the massive international demand for hospitality and accommodation.

„The accommodation industry began small, with inns and taverns, bed and breakfast and private hotels, and this is still a significant sector of business. In many countries, such as UK and France, the industry is still dominated in numerical units by small enterprises, often individually owned and operated. A minority of the UK hotel accommodation is made up of the larger and predominantly international hotel chains such as Holiday Inn and Marriot. The majority are guest houses and privately owned hotels, with less than 50 letting bedrooms, at bed and breakfast rates of £30 per person per night.“ (Jones, 2000:25)

### 4.1. Guesthouses

„A guest house provides suitable accommodation and services to temporary visitors for payment. Guest houses are part of the larger hospitality industry, which includes other establishments that provide accommodation such as hotels, motels, lodges and bed and breakfasts, as well as providers of food, such as restaurants, cafes and coffee shops.“ (Henning, 2007:2)

Many guest houses owners are being attracted to an idea of running a picture - perfect establishment filled with interesting guests. A large and beautiful house can be great for establishing a guest house. In the past, managing a guest house was seen as a hobby or merely something to do to make a little extra money. (Henning, 2007)

Guest houses provide accommodation for more than six paying guests, with the owner and staff providing more services, for example, dinner. Essentially, guesthouses are people's homes which have been extended and adapted to accommodate paying



guests. They represent a significant feature in many seaside towns throughout the UK. The product consists of:

- › a warm welcome
  - › comfortable facilities
  - › attractive location
  - › satisfaction of perceptions of 'value for mone'
  - › pride in preparing and serving good-quality local produce
  - › 'caring' represented by the owner taking a personal interest in guests
  - › tailoring customer service to each individual guest's needs (personal touch)
- (Jones, 2002:96)

**Picture 1** *Glenlyn Guest House*



Source: <http://www.smoothhound.co.uk>

**Picture 2** *Glenlyn Guest House bedroom*



Source: <http://www.smoothhound.co.uk>

#### **4.1.1 The difference between a guest house and a hotel**

„There is a legal difference between a guest house and a hotel. Unlike a hotel, a guest house has no legal obligation to receive all persons who arrive, and has the right to be selective. Guest houses also differ in that they tend to have the character of an extended family, welcoming guests into the household in a very person-to-person manner. Finally, the English Tourist Board defined a guest house as '...an establishment, licensed or unlicensed, which provides accommodation, meals and sometimes other services for residents only.'“ (Jones, 2002) In the UK, a guest house can be described as a private hotel, a guest house, bed and breakfast, or a boarding house. Owners often use terms to suit the specific market segment in which they wish to be represented. Guest houses are smaller than hotels (4 to 9 rooms), with more limited facilities for residents.



#### **4.1.2 Grading the guesthouse establishment**

The English Tourism Council, the Royal Automobile Club and Automobile Association created a new overall rating scheme for this type of serviced accommodation. Diamond ratings determine the customer care and guest service:

- › one diamond - clean and comfortable accommodation, providing breakfast and a helpful service
- › two diamonds - an increased level of quality and comfort, with greater emphasis on guest care
- › three diamonds - well maintained, with practical decor, a good choice of breakfast dishes and a higher degree of customer care. At least 40 percent of the bedrooms have private or en suite bathrooms
- › four diamonds - an even higher level of customer care, comfort and quality
- › five diamonds - excellent level of customer care. (Jones, 2002:88)

#### **4.1.3 Planning and decorating a guesthouse**

During the planning of the layout of the guest house, it is important that the needs, comfort, safety, security and privacy of guests are taken into account. The general layout of the entrance and reception, parking and access to guests' rooms must accommodate safety and security measures. It would be convenient if the entrance into the building is through a reception area, past a front desk. Each guest house owner has his or her own style of decorating. They have to create an atmosphere that will encourage guests to feel welcome and comfortable. One of the main attractions of this industry is the uniqueness of every guest house. When decorating a house for receiving guests, sometimes it is better to stick to a classic, traditional style. The outside areas, colourful garden and patio make an important contribution to the guest house's overall appearance. A stylish name board will confirm that the guests have arrived at the right place. (Henning, 2007)

## 4.2. Bed and breakfasts (B&Bs)

„A romantic room for two in a historic home, a glow with the patina of lovingly restored antiques, the luster of fine china and the sparkle of silver. A fire crackles in the hearth and the rich scents of fresh coffee and homemade cinnamon rolls waft up from the kitchen. It's the picture most people conjure when they consider a stay at a bed and breakfast.“ (Kimball, 2007:2) A bed and breakfast is „... a sort of hybrid between a luxury hotel and a private home, embodying the best of both worlds. A B&B is generally a small establishment with four to ten guest rooms instead of the 50 to 100 or more found at most hotels.“ (Kimball, 2007:2)

In bed and breakfast, there is a home cooked breakfast which is included in the price and served each morning in a communal dining room or in the guest's own quarters. Breakfast in such establishments is considered as a morning feast that can range from pancakes to omelettes made from scratch and still hot from the oven. Little details such as a glass of ice tea or lemonade on hot summer afternoons, cups of cocoa after sleigh rides, plates of cookies in the kitchen, wine and cheese in the sitting room, can make the experience of staying in a bed and breakfast even better. (Kimball, 2007)

In the mid-to-late 1980s, budget accommodation in Britain was dominated by guest houses, inns, farmhouses and other forms of bed and breakfast provision. (Jones, 2002) Bed and breakfasts can be found in most countries, in many locations; city or rural, but the traditional B&B is very common in many of the UK seaside resorts such as Brighton.

**Picture 3** Church House B&B



Source: <http://www.sawdays.co.uk>

**Picture 4** Breakfast in B&B



Source: <http://www.sawdays.co.uk>

#### 4.2.1 Types of B&B

There are different types of B&B properties ranging from intimate family homes to country inns with ten or more rooms. Basic categories of bed and breakfast are:

- › **Homestay** – a private home with one to four guest rooms. Hosts of the homestays consider that of all bed and breakfast models, only they provide the „authentic“ B&B experience. Homestays don't post signs on their properties and they are usually exempt from zoning, health and other government regulations.
- › **Bed and breakfast** – it consists of four or five guest rooms and a live-in owner or host family. Bed and breakfast has a sign out front and they conform to zoning, health and other government requirements.
- › **Bed and breakfast inn** – a full-fledged lodging establishment with six or more guest rooms and a live-in host. The B&B inn does a lot of advertising, has a sign in front, and sticks to all government regulations.
- › **Bed and breakfast hotel** – this is not a B&B at all; it is a hotel with 30 or more rooms that is located in a historic building. It offers breakfast as part of the room rate.
- › **Unhosted apartment or cottage** – it is something between a vacation rental and the B&B. It is a self-contained lodging separated from the host's home. Breakfast is stashed in the fridge or delivered each morning in a basket. Guests are left on their own. (Kimball, 2007:20)

According to the Bed & Breakfast Association, the „Bed and Breakfast“ sector in the UK is a £2 billion 'cottage industry', making it 28% bigger than the 'budget hotels' sector. These establishments have everything tourists look for: small-scale, individual, high quality and with one-to-one personal service.

Many types of consumers like staying in the B&B establishments, from those of higher socioeconomic groups, who need to escape the city and need accommodation in a rural setting for a weekend break, or those from lower groups who see it as cheap, informal and friendly place to spend their holidays by the sea. (Confederation of Tourism and Hospitality, 2009) Tourists, particularly overseas visitors, have a desire to meet the people and enjoy an intimate relationship with the culture of the country they are visiting. Most of the B&B's have six or fewer guests, since this obviates payment of

business rates, and neither a fire certificate nor public liability insurance is required to operate. (Holloway, 2006)

#### **4.2.2 Legal aspects of B&B**

There are many regulations which need to be followed by bed and breakfast owners. For instance, business rates apply to bed and breakfast establishments unless the business does not intend to offer short-stay accommodation to more than six people simultaneously; health and safety liabilities also apply to the owners of serviced or self-catering accommodation. All owners who supply food to guests must follow the food safety and hygiene legislation. The general product safety regulations apply if a self-catering accommodation is provided. (<http://www.accommodationknowhow.co.uk>)

#### **4.2.3 Outside of the B&B**

The outside of the B&B is as important as the inside. A sign is very important for attracting passing trade. Signs help the customers to find the B&B and create a good first impression. It is important that the signs:

- › have the name of the B&B clearly marked
- › are visible during the day and at night
- › confirm to local authority restrictions on commercial property signage
- › reflect the style and ambience of the B&B
- › have the street name and number
- › be visible from all the different approaches to the property

When looking the B&B from the outside, it should look harmonious. Windows and doors should blend in with the rest of the property. If the property is already set up, the owner has to make sure that the fabric of the house is in good condition and renew the paintwork regularly. All the problems which appear have to be fixed before they get critical. Landscaping is an important part of exterior design, so the garden should be tidy, paths should be swept and the lawn regularly mowed. The B&B entrance needs attention too. The hall can be a place for fresh flowers, coat hooks or cupboards, an umbrella stand. (<http://www.startabedandbreakfast.co.uk/attractive-exterior-for-your-b-and-b-property.htm>)

#### 4.2.4 Inside of the B&B

The guest rooms have to be designed by hotel and fire regulations, but the style depends on the owner. Better quality of beds and mattresses is required. There should be enough storage space for the number of people who will be in the room, such as a decent sized wardrobe and a chest of drawers or dressing table. Bedside tables and lamps should be at both sides of the bed. Owners have to ensure that there is enough power points for guests electric accessories. Due to fire regulations, the rooms must not be cluttered. It would be the best if the room would have the basics, and then the owner can add some decoration. It is important to keep it simple. Fancy touches in the bedding and curtains can sometimes be better than the ones on the walls.

Except for the guest rooms, a B&B should have a breakfast or a dining room, a lounge, maybe even a conservatory. The decoration should be plain and simple. Dining rooms are important because 'breakfast' part of staying in B&B is the part that people often remember. Sometimes it is good to use a sideboard for serving tourists. A sideboard can serve as a breakfast bar or a holding point for hot fresh meals.

Living rooms or lunges are also important in a B&B. It is a place where the guest can sit and read or watch television. It would be suitable if the lounge would be separated from owner's living room. Taking in consideration that some people prefer firm chairs and others soft sofa, a range of comfortable seating must be provided. There should be sofas, single chairs and tables to put the drinks or books on. Some books, local and regional magazines or some classic board games for families could be on shelves or in cupboards. (<http://www.startabedandbreakfast.co.uk>)

**Picture 5** *Bedroom in a Church House B&B*



Source: <http://www.churchhousebandbsuffolk.co.uk>

### 4.3. Inns

„The inn, as a house for accommodating travellers, probably appeared in the 12th or 13th century. The word itself was first used in this specific sense around 1400, but it had a variety of earlier meanings – the town house of an aristocrat or wealthy merchant, a lodging house for students, or simply a superior dwelling house. Early inns had few public rooms, chief amongst them the hall, but by the 16th century they offered a variety of parlours and other rooms where meals could be taken or business conducted.“ (Brandwood et al, 2011:11)

#### 4.3.1 Types of inns

Two types of inns architecture have been identified:

- › the 'block' or 'gatehouse' type
- › the 'courtyard' type

The 'block' or 'gatehouse' type consisted of a major building on the street frontage containing most of the public rooms and guest chambers. The yard and subsidiary buildings such as stables were accessed through a large gateway in the main block. The George Inn at Norton St Philip appears to be the earliest surviving example.

The second type, the 'courtyard', had buildings ranged around a central courtyard. The earliest surviving example is the New Inn in Gloucester which was built around 1450. On the first floor there were galleries around the courtyard that gave access to the guest chambers on the upper floors. (Brandwood et al, 2011)

**Picture 6** *The George Inn*



Source: <http://www.georgeinnsp.co.uk/home>

**Picture 7** *The New Inn*



Source: <http://en.wikipedia.org>



### 4.3.2 History of inns

„Early inns provided accommodation and drink for guests, and stabling for their horses. Few Winchester inns offered wine during this period but ale was widely available and several innkeepers were also recorded as brewers.“ (Brandwood et al, 2011:12)

„By the early 15th century most places of any size had at least one inn, and larger towns offered a choice. Inns grew in size and numbers during the 16th and 17th centuries.“ (Brandwood et al, 2011:13) More rooms were required since guests did not want to share rooms with other people. The inn was often the largest and most imposing building in a town after the parish church. Its owner was a person of importance. With the appearance of railways, new inns appeared in so called 'thoroughfare towns' – towns providing the main stops along the coaching routes from London. Carriers who conveyed the goods around the country used inns as depots until the army-surplus lorry replaced the horse and cart.

„Inns were used for social gatherings and public performances in the 16th century and from the late 17th century they became focal points for the burgeoning urban leisured and professional classes.“ (Brandwood et al, 2011:15) A lot of activities were happening there, such as:

- › dinners, balls, concerts and theatrical performances,
- › clubs and societies met and lectures were given,
- › sporting occasions from meets of the local hunt to boxing matches and cock-fights,
- › exhibitions and freak shows,
- › official meetings, such as court sessions and inquests, commissions inquiring into enclosure proposals, and board meetings of canal companies.

From the late 18th century the inn began to evolve into the 'hotel'. The first hotel in England was built in Exeter in 1768. Hotels slowly appeared in seaside resorts, spa towns and commercial centres, although the term was relatively uncommon even in the mid 19th century.

Larger inns were closely related to modern hotels. Only by the amount of accommodation for overnight guests small inns were differentiated from the large alehouse. There was a considerable difference in regulation. Unlike the alehouse, the inn was a respectable establishment. No licence was needed to operate an inn, except for a short period in the early 17th century. However, licences for the sale of alcohol were still required. (Brandwood et al, 2011)

### **4.3.3 Legal aspects of inn establishments**

For historical reasons, inns occupy a special place in the law of the United Kingdom. „In the English law the term 'inn' is used to describe those hotels which fall within the scope of the Hotel Proprietors Act 1956“. (Brotherton, 2000:139) The word 'inn' has a specific legal meaning and only those establishments that fall within the definition of an inn have the rights and obligations of inns.

According to the Hotel Proprietors Act 1956, only hotels within the meaning of the Act are considered as inns. The rights and duties of an innkeeper shall apply only to such establishments. The definition of a hotel in the Act can be found in section 1(3): „In this Act the expression 'hotel' means establishment held out by the proprietor as offering food, drink and, if so required, sleeping accommodation, without special contract, to any traveller presenting himself who appears able and willing to pay a reasonable sum for the services and facilities and who is in an fit state to be received“. (Brotherton, 2000:140)

By Brotherton, an inn is not:

- › any establishment which offers food and drink but not accommodation
- › any establishment which offers both food and drink and accommodation, but requires that accommodation be booked in advance
- › any establishment where the proprietor makes it known that it reserves the right to pick and choose between those who wish to use the accommodation available
- › membership clubs or such institutions where accommodation is available only to club members and their guests



- › youth hostels and similar organizations where membership of an organization is required of those seeking accommodation
- › establishments that take only long-term guests by prior arrangements.

All these establishments do not have the rights of 'innkeepers'. (Brotherton, 2000)

The proprietor of a hotel within the HPA 1956 can be defined as an innkeeper (the proprietor of an inn). The duties of the innkeeper are:

- › to provide refreshment
- › to provide accommodation
- › to care for the property of their guests to any traveller but it is important to understand the meaning of the terms 'traveller' and 'guest'.

Innkeepers have a strict duty to care for the property of their guests. This duty is owed only to the guests of the hotel. This duty makes the innkeeper an insurer of the property of the guests that is lost or stolen within the hospitium of the inn which covers more than the inn itself (car parks, garages, leisure club).

Except for the duties, an innkeeper has rights. The right of lien is the most important right. When a guest or a traveller refuses to pay or cannot pay the hotel bill, he or she may be guilty of a crime. In these cases, the innkeeper has the right of lien over any property, other than the property excluded by section 2(2) HPA 1956 (eg the guest's vehicle or property left in the vehicle). The lien also includes any property that guests bring with them as their luggage, including property that may not belong to them. After a certain period, the innkeeper has the right to sell the property in order to settle the unpaid account. The only requirement is to advertise the intention to sell. (Brotherton, 2000)

#### 4.4. Farmhouses

„Farm tourism can be defined as any accommodation business or visitor attraction based on a working farm.“

([http://www.visitengland.org/Images/Rural%20&%20Farm%20Tourism%202005\\_tcm30-19734.pdf](http://www.visitengland.org/Images/Rural%20&%20Farm%20Tourism%202005_tcm30-19734.pdf), 01.12.2013.)

„Farmhouse holidays have also enjoyed considerable success in recent years, both in the UK and on the Continent. European countries with strong agricultural traditions, such as Britain and Denmark, have catered for tourists in farmhouse accommodation for many years, and as farmers have found greater difficulty in paying their way through farming alone, owing to the reduction in agricultural subsidies within the EU, they have turned increasingly to tourism as a means of boosting revenue, particularly off-season.“ (Holloway, 2006:293)

**Picture 8** *Nettlecombe Farm, Isle of Wight*



Source: <http://www.nettlecombefarm.co.uk/>

Trends like healthier lifestyle and the appeal of natural food and the outdoor life have helped to make farm tourism popular. Farmhouses tend to attract families, especially those with young children and living in cities and in search for new experience. Farmhouses are very similar to rural B&Bs – they offer basic accommodation in a friendly and comfortable dwelling. In this establishment, the owner provides a comfortable room and a healthy breakfast of locally produced goods. Spending a holiday on a farm has many advantages, such as running away from the city noise, working on a farm, getting closer to animals and experience life as a farmer. (Confederation of Tourism and Hospitality, 2009)

Farm attractions consist of leisure, education and/or entertainment facilities on a working farm. Attractions can include animal attractions and petting zoos, cider farms, vineyards, brewing facilities, activity and play centres, farm interpretation, museum, arts and crafts, shops and cafes, fishing, go – karts, horse riding, history or theme parks. ([http://www.visitengland.org/Images/Rural%20&%20Farm%20Tourism%202005\\_tcm30-19734.pdf](http://www.visitengland.org/Images/Rural%20&%20Farm%20Tourism%202005_tcm30-19734.pdf), 01.12.2013.)

**Picture 9** *Fishing on a farm*



Source: <http://www.nettlecombefarm.co.uk/fishing/36/T&Cs.php>

There are many opportunities for farmers interested in remodelling into the tourism sector. Haydn Morris gives some of these recommendations:

- › turn redundant barns into bunkhouse and camping barns. They are unique, have low conversion and operating costs
- › add value and appeal to experience by providing additional activities and facilities for visitors (farm trails, fishing lakes, craft working, cycling hire and storage, horse stables, picking fruit, wind turbines, etc.)
- › improve quality of accommodation and attractions, while maintaining and enhancing the unique character of buildings and environment
- › accommodation is needed near specific routes and trails
- › enhance the catering aspect
- › farmhouse breakfasts are a key selling point
- › promotion of local food and drink products
- › develop a flexible range of accommodation and services to suit a variety of needs

- › take advantage of the ICT<sup>3</sup>, which allows fast and efficient communication with customers, partners, suppliers
- › consider green business accreditation, recycling schemes, energy saving measures. Quality of environment is important and tourism should support it, not damage it.
- › know your customers, identify the target market, listen to their requirements, provide the right quality of service ([http://www.visitengland.org/Images/Rural%20&%20Farm%20Tourism%202005\\_tcm30-19734.pdf](http://www.visitengland.org/Images/Rural%20&%20Farm%20Tourism%202005_tcm30-19734.pdf), 01.12.2013.)

**Picture 10** *Converted grain storage barn*



Source: <http://www.nettlecombefarm.co.uk>

**Picture 11** *Local jam*



Source: <http://www.nettlecombefarm.co.uk>

#### 4.4.1 Types of farmhouses

Accommodation types which can be offered on a farm are:

- › B&B
- › self catering
- › hostel or bunkhouse
- › static caravan
- › alternative&camping
- › room only (<http://www.farmstay.co.uk/>)

<sup>3</sup> Information and communications technology

#### **4.5. Legal aspects of the accommodation sector**

The law does affect different sectors of the hospitality industry. In general, the law is applied equally to all hospitality businesses. In the past, the law of employment did distinguish between employers in different industry sectors by legislating different minimum rates of payment for different sectors and even for men and women. Now, this law does not distinguish between employers in different industrial sectors.

##### **4.5.1 Duties owed by all hospitality businesses including inns**

The rights and duties of an innkeeper form a special category, but there are no special obligations or rights for proprietors of establishments other than inns. They are covered by the same laws. All hospitality businesses have certain duties imposed upon them by law. These include:

- › the duties of occupier of premises towards visitors under the Occupiers' Liability Acts 1957 and 1984, and statutes such as the Health and Safety at Work Act 1974. There are many different and specific regulations which include regulations covering swimming pools, sun beds and solaria,
- › a civil duty to take responsible care of guests property brought to the premises,
- › the duty not to discriminate the provision of services to the public based on person's race or sex,
- › duties imposed by the Food and Safety Act 1990, Weights and Measures Act 1985. (Brotherton, 2000)

##### **4.5.2 The rights of innkeepers and the proprietors of other hospitality businesses**

„The rights common to both innkeepers and the proprietors of other hospitality businesses are the right to control the premises and refuse service so as to maintain good order and decency.“ (Brotherton, 2000:147)

## 5. THE FOOD SERVICE SECTOR

Food service has become a huge industry all over the world. The number and type of eating-out establishments has increased, as suppliers try to satisfy the changing demands and tastes of the market. In the UK there are approximately 300,000 catering outlets, contributing £43 billion to the UK economy. (Confederation of Tourism and Hospitality, 2009)

British people are not interested in cooking from scratch, so they prefer eating out or takeaway/home delivery. Despite of the economic downturn, consumers did not stop eating out, they only changed their habits. They moved away from formal dining to casual low-cost options. The UK is a country of coffee drinkers so specialist coffee shops did well. In other hand, pubs were strongly affected by the recession. Due to declining sales of alcoholic drinks, pubs started to expand their offers with serving food. Now, they are attracting consumers who are looking for cheaper meals for consumption outside the home. (<http://www.euromonitor.com/consumer-foodservice-in-the-united-kingdom/report>)

### 5.1. Types of foodservice or catering

„There are many types of eating-out premises, but differing indicate the nature of the demand being met. For instance, a industrial catering, motorway service stations, hospitals and retail purposes, sectors are better identified based upon the being met and not on the type of operation.“ (Cousins et al, 2002:9)

**Table 3** *Types of foodservice or catering*

<b>Shopping malls, airports, food courts</b>	<b>Ethnic restaurants</b>	<b>Ethnic chains (Nandos, Yo Sushi)</b>	<b>Educational institutions (schools, colleges)</b>	<b>Transport (rail, air and marine)</b>
<b>Welfare catering (hospitals, military)</b>	<b>Restaurants (bistros, cafeterias, wine bars, public houses)</b>	<b>Supermarkets – food retail (food to go)</b>	<b>Employee dining</b>	<b>Outside catering</b>
<b>Private clubs</b>	<b>Street vendors</b>	<b>Fine dining</b>	<b>Themed restaurants (Planet Hollywood)</b>	<b>Cafes and sandwich bars</b>
<b>Fast food chains (McDonald's, KFC)</b>	<b>Accommodation (hotels, motels, guest houses, hostels)</b>	<b>Leisure (museums, theatre, theme parks, cinemas)</b>	<b>Conference centres</b>	<b>Take – away (kiosks, fish&amp;chips, snack bars)</b>

Source: Confederation of Tourism and Hospitality (2009.)

## 5.2. Restaurants

Peter Jones defined a restaurant as an „establishment where refreshments or meals may be obtained“. In this definition many types of establishment can be included: snack bars, cafes, speciality restaurants, popular catering units, and so on. This is the sector where customers of choice go to have a complete meal experience.

### 5.2.1 Classification of the foodservice establishments

Foodservice establishments can be classified in different ways. When it is determined by ownership, it can be divided in three categories:

- › *Independent restaurants* – they are owned by individuals.
- › *Chain restaurants* – one or more restaurants owned by a company. They have standard menus, design, name, all the outlets have a similar layout and design following particular theme.
- › *Franchises* – these are associated with big brand names in the catering industry. Individuals own and run the restaurant, but they pay to use the name of the franchiser.

According to Chon and associates market, concept and menu can be used to classify foodservice operations, both commercial and institutional. Commercial foodservice operations range from fine dining establishments to quick-service restaurants.

*Fine Dining* restaurant is characterized by a high level service, expensive furnishings and decor, and fine cuisine.

*Theme Restaurants* provide diners with an experience that evokes other times or places. Themes help restaurants stand out from the everyday dining establishments. Theme restaurants can have visual touches from English pub, sports bars with memories from a local team, or more dramatic themes.

*Ethnic restaurants* are establishment connected to the cultures from which they originate. The cuisine tends to be authentic, decor reflects the tastes of a particular culture, and the menus may be in the native language. They reflect the variety and diversity of their native cultures. Ethnic restaurants can be Italian, Mexican, Spanish, Ethiopian, Chinese, Indian, Thai, Japanese and others.



**Picture 12** *Circus – a theme restaurant*

Source: <http://circus-london.co.uk/gallery.ph>

**Picture 13** *Indian restaurant*

Source: <http://www.visitlondon.com>

**Family restaurants** offer table and counter service, limited menu, and a family-friendly atmosphere. They have children's menus and standard food choices such as mashed potatoes, biscuits and macaroni dishes.

**Quick service/fast food restaurants** is the largest in the foodservice industry. This category is characterized by low prices, limited menu offerings and modified counter service. Quick service restaurants can be themed, serving ethnically oriented food. Trend which is growing is the use of kiosks and carts to reach the customers in non-traditional sites.

**Grill/buffet** category includes steakhouse chains and cafeterias. Both types use a self-service format, and the buffet often offers all you can eat for one price. Industry experts consider that steakhouses and grill/buffets compete for the same customers. (Chon and Maier, 2010)

**Picture 14** *Poppies - fast food restaurant*

Source: <http://poppiesfishandchips.co.uk/the-experience/photos/>



### 5.3. Licensed trade foodservice

The definition of hospitality as the „friendly and generous reception and entertainment of guests and strangers“ is consistent with hospitality's origins in the inns and taverns of Britain and the warm welcome for which they are still famous. This sector is still of economic and social importance, but it is experiencing major change. Ian Sproat said that „British pubs provide a unique attraction for visitors to this country.“ (Jones, 2002)

Historically, licensed premises were called alehouses, taverns, or inns. An alehouse was the most common establishment before the 18th century. Alehouses tended to sell only ale (or later beer) and provided simple food and basic accommodation for the poorer traveller. (Brandwood et al, 2011) „The tavern, like alehouse, was largely a drinking establishment, but one selling almost exclusively wine.“ (Brandwood et al, 2011:9) The tavern catered for the middle and upper classes, offering them a more comfortable drinking environment. There was never any statutory requirement to provide overnight accommodation. (Brandwood et al, 2011)

Nowadays, public houses and bars are licensed for the 'sale of drinks for consumption generally on the premises'. Under the term licensed trade there can be included public houses, clubs, wine bars, and any bar where alcoholic drink and often food is offered for sale. Each establishment requires a different type of license so they can sell alcoholic beverages. „Such premises and the food and drink sold, represent an important part of British social life as well as contributing considerable sums to the national economy through the tax which is paid on alcohol.“ (Jones, 2002:190)

## **5.4. Public houses (pub)**

Pubs or public houses are establishments licensed for the „sale of drinks for consumption generally on the premises.“ (Central Statistical Office, 1992) They make a very common and popular part of British culture and tradition.

### **5.4.1 Brief history of a pub**

„The British public house has its origins in the Saxon inns and taverns which brewed beer and served food for villagers and travellers. As settlements grew in size and number, the pubs became communal meeting places for social interaction.“ (Jones, 2002:191) The Industrial Revolution increased urban prosperity and the consumption of beer, especially by factory workers, grew steadily. In 1830 the Beer Act, which allowed any ratepayer to sell beer after paying an annual fee, was passed. These licences were issued in order to reduce the consumption of beer, but more drunkenness appeared because beer became more available. By the middle of the century there were 50 000 beer shops.

Due to the success of the beer houses, the British Government wanted to monitor their operation because of the crime and disorder connected with drinking. Since then, public houses and their managers need to be licensed by local magistrates. The licensing laws originate from the period of the First World War, when it was necessary to reduce the opening hours of licensed premises. These regulations were unchanged until 1988 – then pubs were allowed to extend permitted opening hours as they were already in mainland Europe.

Until the 19th century, all public houses were independently owned. The brewers required to increase loans to publicans in return for the exclusive right to sell the brewer's beer in the pub. These loans were turned in acquisitions so they would prevent outlets falling to competitors. This process, called vertical integration, gave the brewers two options – either they would run their pubs themselves or by employing managers or they could select tenants who sold their beer in exchange for a rental fee.

From the 1950s there was a concentration of large numbers of tied outlets with a small number of large brewing companies. The report of 1989 made by the Monopolies and Mergers Commission shows that, since 1966, there was a complex monopoly in

brewing. „The result of this report was the Beer Orders of 1990 by which licensees were permitted to purchase draught cask-conditioned beer from a 'guest' brewer. From 1992 onwards brewers' control of tied outlets was limited to 2000 per company.“ (Jones, 2002:191)

#### 5.4.2 Pub names

The name which was on the sign outside the pub is probably the most historic thing about it. „The idea of the pub sign came to Britain at the time of the Roman invasion. Wine bars in ancient Rome hung bunches of vine leaves outside as trading signs but when the Romans came here, they found precious few vines in the inhospitable climate. Instead, they hung up bushes to mark out the inns and the names Bush or Bull&Bush still survive.“ (<http://www.britainexpress.com/History/culture/pub-names.htm>)

In the past, names of the pubs were mostly religious and later connected with monarch titles like King's Head or the Crown. Pictorial signs which advertised the inn or the type of entertainment on offer inside were used during the days of a largely illiterate population. Sports offered in the pubs, predominant trade of the area and local legends have found their way onto pub signs.

Nowadays, names of the pubs are related with alcohol (Barrels), animals (Guide Dog), colours (Red Lion), food (Ribs of Beef), occupations (Plumber's Arms), location (Bedford Arms), historic events (Festival Inn), literature (Sherlock Holmes), myths and legends (Black Horse), plants and horticulture (Flower Pot), jokes (Cock and Bull), pubs itself (Hole in the Wall) and many others. ([http://en.wikipedia.org/wiki/Pub\\_names](http://en.wikipedia.org/wiki/Pub_names))

**Picture 15** *Pictorial sign of the Cock pub*



Source:<http://www.cambscuisine.com>

### 5.4.3 Designing and planning the Pub

„The public house and its antecedents have been catering for people's needs and pleasures for centuries. During this long life, it has been subjected to constant changes – social habits, political and moral attitudes, fashions and design, and, of course, what people like to drink and what they don't. All have played their part in shaping the pub over the years.“ (Brandwood et al, 2011:57)

Early public houses were ordinary houses with rooms which were open to public for the consumption of drink. Back then, pub keeping was a family business, especially in the country. Customers were travellers passing by and people from the neighbourhood. Such typical pubs existed in vast numbers, but now they have nearly all gone as their owners died or gave up the trade.

The public house architecture that emerged in the 19th century culminated in the great boom of pub building in the 1900. Larger pubs of that period are often called 'gin places' because the Victorian pub in its most exotic form is a descendant of the true gin palaces. Gin palaces had flashy, joyful surroundings aimed at contrasting with the drab and harsh world of everyday life. Victorian industry and transport developed so a large number of different materials (such as cut, etched and coloured glass, mahogany, teak, polished granite, tiles and mosaics) became available to pub builders and furnishers.

**Pubs layout** had also changed over the years. The contemporary pub had a large single space with good supervision of all parts. There could be a differentiation between areas such as some booths for seating or a raised area but it will be minimal. „One of the simplest and earliest means of professionalising the pub was the introduction of the bar counter.“ (Brandwood et al, 2011:63) According to the early drawings of alehouses and taverns, drinks were brought from distance. The bar counter provided separation of the customer side from the storage and serving side, and swifter service. However, some pubs with a slower service did not require to replace the earlier 'bar' with a counter. The servery could take a number of different shapes but its essential purpose remained the same – to provide an easy and convenient way of dispensing drinks. (Brandwood, 2011)

A defining characteristic of pub planning in the 19th century was the provision of a number of separate rooms or divided areas. These rooms had a variety of names such as:

- › the cheapest, lowest status room was called **public bar**, **vault(s)** or simply **bar**,
- › **private bar** implied exclusiveness, it was designed to restrict entry to all but a certain group of regulars,
- › **Bar parlour** described an office or private room for the landlord behind the servery,
- › **Tap room** or porter room suggests a room where liquor was drawn off. It was always at a slight and removed from the servery.
- › **Smoke room**, **lounge** or **saloon** suggest relaxed drinking and refined surroundings than in public bar. Saloon is a large and luxurious room with easy chairs and potted plants.
- › **Market room** was a room where traders gathered.
- › **Coffee rooms** attracted more genteel customer „with other thing than alcohol on the mind“
- › **Club room** or **assembly room** which was situated on the first floor for meetings or other private gatherings.
- › **Music room**, **concert room** or **singing room**
- › **Billiard room/saloon** (Brandwood et al, 2011)

Until the 1900, some pubs (Philharmonic in Liverpool, Salisbury in London) were among the grandest ever built. During the Edwardian years, investments into building such huge pubs were reduced. Also, there were few new decorative themes – magnificent craftsmanship in the woodwork and metalwork, metal gates, glass decoration.

Before and after the First World War there were great pressures to make public houses more respectable places. The idea of the local authorities was to cut down the number of licences and to grant permission for building a new pub only in exchange for several old licences. The new and improved public houses were freestanding on generous sites, surrounded by gardens, terraces, often a bowling green and a car

parking. Some pubs had a place for children to play. In that period, women were welcome to visit the public houses. A large function room accommodated people for meetings, dances, concerts and other entertainments. Teas, snacks or more substantial meals were standard. „The improved public house was based upon a vision that saw the pub as far more than just a place to drink, and a place that expected to draw in a wide spectrum of customers.“ (Brandwood et al, 2011:88)

The architectural history of the post – 1945 pub still proceeded the traditional lines – separate rooms were still in evidence, the public bar was still a distinct entity, design details were similar. The years around 1970 there was a rapid escalation in opening existing pubs. In recent decades there has been a wave of pub regeneration. Very big amounts of money were thrown at pubs – the aim was making one pub look the same as any other. Few new pubs were built after the 1970s. The J D Wetherspoon chain has buildings which say much about 20th century pub design. They converted redundant buildings to pubs which were open from breakfast time till midnight. (Brandwood et al, 2011)

**Picture 16** *The Castle pub*



Source: <http://castle-harrow.co.uk>

**Picture 17** *Bar in the Castle*



Source: <http://www.heritagepubs.org.uk/>

#### 5.4.4 Advertisement and embellishment

Until the 19th century, public houses tended to be simple. Then, owners started making their premises distinctive and the ads of their products were more aggressive. At first, ale houses used ale – stake which was replaced by a pictorial signboard. By 1900, pubs started to use simple lettered board instead of a pictorial signboard. In that period, pubs also used a variety of boards for advertising the range of drinks which were offered inside this establishment. Inside of the pub was a place to advertise the drinks on sale. Some of the signs were permanent, such as fixed mirrors. Mirrors and posters were hung on the walls, and card adverts were placed on bar-backs or mantelpieces to draw the attention. (Brandwood et al, 2011)

„Massive changes took place during the 19th century in pub ornamentation and decoration, reaching a high-water mark around the 1890s.“ (Brandwood et al, 2011) Pubs were decorated with combined effects of new and improved materials which were constantly becoming available – glass, ceramics, woodwork and metalwork. “Glass played a key part in creating the character of pubs and was used in various different locations. Window glass had a special role. The lower portions of windows both concealed and revealed. They were usually both etched and cut so that passers – by could not pry on the world of the pub within, yet it was possible to gain a sense of warmth and conviviality, of modest luxury and 'otherness' that set the pub apart from most people's daily lives.“ (Brandwood et al, 2011:129)

Ceramics were used both inside and outside the premises, in form of mosaic at the entrance of the pub, surface of entrance lobbies and corridors, as the flooring of a significant room or as a ceramic bar counter. Woodwork could be used as a little embellishment of the bar counter, as a magnificently carved bar-back, rich fireplace or as a fixed seating place. Metalwork most prominent usage is at pub entrances where swirling ironwork fills the upper part of the entrances. Other metalwork embellishing the pub may be found as large lamps illuminating the exterior and the interior of pubs, door furniture, foot – rails in front of counters, supports for inn signs, water dispensers and cigar lighters. (Brandwood et al, 2011)



#### **5.4.5 Serving and entertaining the customers**

Historically, the public house has performed many functions, such as legal proceedings, inquests, church vestry meetings, dances, business meetings and exhibitions. Nowadays, the central activity for any pub is dispensing drinks (especially beer). Another important activity is providing food and many pubs still offer traditional sports and pastimes. Some pubs serve customers through a hatch to the cellar, but most of them have bar counters to separate customers and unsold liquor within a single room. One of the prime symbols of traditional beer and the traditional pub are tall hand pumps which were used to serve beer.

In the British pub the whole serving process is conflated into one at the bar. Many smoke rooms, saloons and lounges still have bells on the wall which were used to get the personnel's attention. Once the bell rang, a member of the bar staff would come to the appropriate room and take the order.

The public house and the beer house were places where customers could obtain sustenance other than drink, for example bread and cheese, a sandwich or a pork pie. Many pubs gave working man a possibility to bring in their own lunch. The pub kitchen was a place where the family meal could be cooked for a small charge.

Games, sports and other entertainments have been linked with the pub. To attract customers, pubs offered live music or karaoke, many games starting from dominoes, card games (cribbage), billiards, skittles in many versions including hood or table skittles, darts, shove ha' penny, tossing the penny, shooting with miniature rifle. Gambling was illegal in pubs for centuries. In 1960 the Betting and Gambling Act legalised bookmaking and allowed dominoes and similar games to be played on licensed premises for small stakes. Fruit machines appeared in pubs after the Gaming Act 1968 relaxed restrictions upon them. Some games like quoits and bowls were played outside the pub. (Brandwood et al, 2011)



#### **5.4.6 Pubs in Wales, Scotland and Northern Ireland**

A pub is not exclusively an English institution. Pubs in Wales were influenced by the same regulatory forces as the English establishments. Welsh Sunday Closing Act was passed in 1881, and it was valid until 1996. Dry areas were gone by 1961. The arrangement and hierarchy of rooms which included basic pubs and better quality smoke rooms and lounges are the same as in most parts of England. The rural nature of the country and its relative poverty had affected on planning and decorating them.

Scottish pubs look different from the English and Welsh pubs – usually they had a single drinking space. In 1976, the Licensing (Scotland) Act brought all day and Sunday drinking, and extended evening closing time. Pubs in Scotland are less distinctive architecturally – they look like shops which sell drinks. They are often referred to as bars. There is also a long tradition of naming the establishment after the person who founded it.

Northern Ireland has a long tradition of spirit drinking, as in Scotland. in the Middle Ages there were alehouses, taverns and inns, but due to the relative poverty of the country, their numbers were fewer than in England. Legislation on public drinking was a separate affair. As Scotland, Ireland shares the idea of a pub as a bar, many of them taking the name of the proprietor. Irish pubs have a feature which differentiates them – rows of drinking boxes arranged in line at some remove from the counter. Ireland had a tradition of spirit-grocer, a combination of shop and basic drinking house. The spirit-grocer licence allowed grocers to sell small quantities of spirits for consumption off the premises. Nowadays, the number of spirit-grocers is not large, but there still exist few very active shop business. (Brandwood et al, 2011)

## **5.5. Legal aspects of the foodservice sector**

All foodservice establishment need to follow some regulations, such as Food Safety and hygiene and Food Safety Regulations 1995. The sale of intoxicating drink is strictly regulated through the law that provides licences for a range of different industry sectors, operations and businesses.

### **5.5.1 Food safety and hygiene**

„All of the catering businesses are subject to the Food Safety Act 1990 that regulates the standard and quality of the food. The Act does not distinguish between different sectors of the hospitality industry, although through secondary legislation various specific activities are regulated.“ (Brotherton, 2000:159)

The 1990 Act applies to every business involved in the food chain, from farmers and grocers, dairies, food manufacturers, companies transporting, distributing and storing food, through to retailers, restaurants and cafes. The 1995 Regulations represent the main food hygiene regulations of importance to the caterer. Food Safety (General Food Hygiene) Regulations 1995 and the Food Safety (Temperature Control) Regulations 1995 put a strong onus on owners and managers to identify food safety risks and to design and implement appropriate preventive measures. (Brotherton, 2000)

### **5.5.2 Sale of intoxicating liquor**

In the United Kingdom, the sale of alcoholic beverages is regulated by the Licensing Act 1964. The licensing law reflects the needs of different sectors within the hospitality industry, with different licences for different sectors as follows:

- 1 Public house: full justices' on – licence,
- 2 Off – licence: justices' licences either for the sale of all intoxicating liquor or licences restricted to the sale of beer, cider and wine only,
- 3 Restaurants, cafes, etc.: justices' licence restricting sale of intoxicating liquor to those taking a bona fide meal,
- 4 Residential: justices' licence restricting sale to residents and their guests,
- 5 Proprietary and member clubs. (Brotherton, 2000:151)

## 6. CONTRIBUTION TO THE UK ECONOMY

### 6.1. Turnover

World Tourism Organization published a report called Tourism Highlights. In the report there is a list of world's top tourism destinations. Top tourism destinations in the world are ranked according to the two key tourism indicators: international tourist arrivals and international tourism receipts. United Kingdom is taking 8<sup>th</sup> place in both rankings with 29.3 million tourist arrivals and 36.4 billion US\$ earned.

As a part of tourism, hospitality industry is also very important for the growth of the UK's economy. The UK Office for National Statistics released an Annual Business Survey for the year 2011. The income generated by the businesses in the UK was estimated to £977.4 billion. Compared to the previous year, a GVA<sup>4</sup> increased by 5.8% (53.8 billion). The largest broad industry – services, contributed most to overall growth. Service sector a GVA with a growth of 5.7% - £28.1 billion between 2010 and 2011 is the second consecutive annual increase taking it to a total of £521.0 billion. Accommodation and food service activities with £34.9 billion is one of those industries which have made the largest contribution to growth. (Office for National Statistics, 2011)

**Figure 2** Service Industries



Source: Office for National Statistics (2011.)

<sup>4</sup> Gross valued added

„Turnover in Accommodation and food service activities increased by 5.6% (£3.8 billion) between 2010 and 2011, with purchase rising by only 1% (£0.4 billion) resulting in an 11.2% increase in a GVA (£3.5 billion). The main driver of the GVA increase was Food and beverage serving services (Division 56). There may be a range of reasons for growth across this division. Some businesses reported expansion of restaurant chains during 2011 and others stated that sales in 2011 were less effected by snow than in 2010, when adverse weather was reported to have suppressed turnover.“ (Office for National Statistics, 2011)

Hospitality is very important for UK local economies as it is considered as a key contributor to every local authority's economic livelihood, particularly to job - creating and wealth - creating potential.

## **6.2. Employment**

„Hospitality industry relies on a large workforce to meet the needs of its guests. Many hospitality institutions can look like small cities, employing thousands of people in restaurants, parking lots, laundry rooms, gaming areas, ski slopes, beach operations, spa services, lounges and offices. Even small businesses also require enough employees to staff three shifts a day and keep the operations going seven days a week, fifty-two weeks a year.“ (Chon and Maier, 2010:26)

By the Office for National Statistics, tourism industry employs 2.722 000 people across the UK and accounts for 9.1 per cent of total employment across the economy as a whole. Food and beverage serving activities account for 3.9 per cent of the tourism industry, followed by sports and recreational activities (1.5 per cent) and accommodation (1.2 per cent).

## 7. CONCLUSION

Hospitality industry is a big part of the UK's tourism industry, as well as UK's economy. In the UK service industry, the accommodation and food service made a growth of £3.8 billion between 2010 and 2011. Food and beverage services were the main driver of the increase. Hospitality and tourism industry makes a strong impact on the employment situation in the UK as it employs 2.7 million people.

Hospitality industry is an important part of UK's local economies. When travelling, tourists prefer to move away from big cities and want to spend their time outdoors, so many hospitality establishments as bed and breakfast, farmhouses, guesthouses, inns and pubs are situated in the countryside or in the seaside.

The accommodation sector started with small establishments such as taverns, inns and bed and breakfast. These establishments including guest houses and private hotels still make the majority, while the international chain hotels make a small part of the UK accommodation sector. Small, privately owned premises are attracted by national and international tourists. International tourists want to experience the warm welcome, attractive locations, comfortable facilities, natural food, homemade breakfast and little things which make them feel like home. Those are the reasons why tourists prefer staying in small premises, rather than in big, cold hotels.

Public houses make one of the great English institutions. They can still be found in most villages, but not as numerous as they once were. For foreign visitors, a trip to a pub is a must on the list of things to do. In the 21st century, many pubs have been closed. Some reasons of many closures are higher fees for licences and stronger powers of local authorities to suspend licences and close pubs. Pubs are now converted for other uses. Some breweries and pubs are investing in food – led outlets. Such pubs are far from the traditional but they meet popular demand with good value food and a wide drink selection. Most pubs now offer food and account for 35 per cent of the UK's eating – out market. Also, they provide accommodation for shops, post offices, community centres, evening classes and even religious services.

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