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Responsible Sales and Service of Alcohol for the Tourism, Hospitality and Retail Industries

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Responsible Sale and Service of Alcohol

**for the tourism, hospitality
and retail industries**

James Murphy

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Preface

Responsible Sales and Service of Alcohol has been developed for students and those working in the tourism, hospitality, culinary arts and retail industries who are involved in the sale and supply of alcohol, including those in supervisory and management positions. This book examines a wide range of topics associated with the sale and service of alcohol in the tourism, hospitality and retail industries. Its aim is to provide readers with a greater awareness of the effects of alcohol, and of their moral and legal obligations to act responsibly when supplying alcohol beverages or when dealing with alcohol misuse in their workplace.

Alcohol in the modern world

Alcohol is a vital trading commodity in the world economy today; from the production to the marketing, distribution and sale, its economic influence is vast (NBWA, 2014). In many countries, the production and sale of alcohol is a very important part of the overall local economy, as the taxes and Government levies on it can be substantial (ICAP, 2004). Alcohol is widely available and it is consumed for many different purposes which include entertaining, special events, socialising and business events. Alcoholic beverages consumed responsibly can enhance healthy social interaction and increase relaxation levels. Unfortunately irresponsible or abusive consumption patterns can lead to dangerous outcomes, including anti-social behaviour, malicious damage, violence and health related problems. Alcohol has become such an integral part of the culture of so many societies that we sometimes forget to treat it with the respect and care attributed to other addictive and mood altering substances like drugs. It is therefore critical for all industries involved in the sale, service and marketing of alcoholic beverages to minimise these risks, and to operationalise a duty of care for their customers and employees, especially those under the age of 18 or who are intoxicated. The President of the International Bartenders Association maintains that prevention is the best defence (Lee, as cited in IBA, 2008). It is in the context of these challenges that establishments, industry bodies, drinks companies, governments, local communities and training providers in recent years have adopted community schemes and training programs, in a partnership approach, to raise standards in promoting the responsible sale, service, marketing and consumption of alcohol.

Employees and managers working across the tourism, hospitality and retail sectors can play a crucial role in supporting this work by encouraging their customers, colleagues, family and friends to enjoy alcoholic beverages in a responsible manner. Everyone can make a difference towards creating the environment that makes a workplace safe, secure and more sociable.

Overview of the book

The chapters are each structured with specific learning aims and objectives, tables, illustrations and models of the significant issues in the topic areas. Chapter 1 introduces the major industries which benefit from the sale and supply of alcohol. It also outlines the impact of misuse and abuse across the community, and sets out the rationale for businesses to implement responsible service, sale and marketing practices for alcohol. Chapter 2 provides the background to the origin of alcohol and its role in modern society, and highlights the rates of consumption linked to this product. Chapters 3 and 4 explore the nature of alcohol, explaining its scientific composition, how it is produced, plus the general and some more specific effects of alcohol on the human body and its vital organs. These chapters also set out guidelines for safe drinking, and establish the strengths of alcoholic beverages and their impact on cognitive, sexual and sporting performances, including hangovers and the risk taking behaviours associated with alcohol consumption. Chapter 5 introduces the relationship between alcohol, health and well-being. It also sets out in detail the harmful and beneficial outcomes associated with alcohol consumption and the adverse reactions of consuming alcohol with prescribed medications or illegal drugs. Chapter 6 establishes the major requirements for management and employers regarding their legal and moral responsibilities when dealing with alcohol in the workplace. It also sets out specific policies to help them in assisting employees suffering from alcohol addiction problems to receive the necessary treatment and support. Chapter 7 looks at how to reduce the alcohol related crime and disorder caused by a small minority of individuals, which can harm the safety and security of employees, customers and society. The ways in which national governments, major industries and individual establishments have collaborated to reduce the negative health impacts of harmful drinking patterns through rigorous training programs, and agreed national standards for the marketing, sales and service of all alcoholic products are covered in Chapters 8 and 9. These chapters also identify best practice procedures and strategies which can be adopted to help individual establishments and large commercial operations to meet their obligations to serve alcohol in a responsible manner. Finally, Chapter 10 discusses the combined efforts of policy makers in creating regulatory and legislative structures

which contribute towards increasing the understanding of the benefits of moderate alcohol consumption at the individual and societal levels.

I hope that you enjoy reading, consulting and adopting the policies, strategies and best practices highlighted in this book. *Responsible Sale and Service of Alcohol* is dedicated to raising the awareness, knowledge and skills involved in selling, serving and marketing alcohol in a responsible manner for the tourism, hospitality and retail industries worldwide

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About the author

James Murphy is the winner of numerous national and international industry awards, including World Champion for Elite Bartenders in 1993. A former Education Chairman of the International Bartenders Association (IBA), he has managed in the bar and beverage industry for over 30 years. James is coordinator of licensed trade development programmes, chairman and author of the BSc (Honours) degree course in Bar Management and Entrepreneurship. He holds multiple Masters Degrees in Hospitality Management and Higher Education, is an expert witness, serves as an external examiner across international tourism and hospitality programmes and currently lectures full time in the bar and beverage management area at the Dublin Institute of Technology, School of Culinary Arts and Food Technology.

Also by James Murphy

Principles and Practices of Bar and Beverage Management (2013).

Principles and Practices of Bar and Beverage Management: The Drinks Handbook (2013).

Bartenders Association of Ireland – A History (1997).

1

The Rationale for Responsible Alcohol Sale and Supply

Aims and learning outcomes

This chapter introduces the major industries which benefit from the sale and supply of alcohol. It also outlines its impact through misuse and abuse across the community, and sets out the reasons why businesses need to implement responsible service and sale practices for alcohol. After reading this chapter, you should be able to:

- Describe the overall structure of the hospitality, tourism and retail industries and the economic contribution which alcohol makes directly and indirectly to them.
- Outline the rationale for businesses that sell or supply alcohol to adopt responsible service and sale practices.
- Identify the impact of alcohol abuse and under-age drinking by individuals on the community, the workplace and in education.

1.0 The hospitality, tourism and retail industries

The hospitality industry

Alcohol is supplied and consumed in a large number of licensed premises within the general hospitality sector, which consists of:

- **accommodation providers:** hotels, self-catering, bed and breakfast, camping and caravan sites, holiday centres, timeshare;
- **catering providers:** restaurants, fast food outlets, takeaways, snack bars, tearooms, inns, bars;

- **visitor and leisure attractions:** theatres and cinemas, nightclubs, museums, art galleries, theme parks, zoos, wildlife parks, sports centres, stately homes, gardens, heritage sites (religious, industrial, transport), historical sites, industrial visitor centres (for example, distilleries);
- **transport providers:** cruise liners, train stations, airports.

Brotherton (2008) identifies the main sectors of the international hospitality industry as hotels, restaurants and contract foodservices (i.e. self-catering accommodation, or welfare and educational catering). Hospitality operators and establishments are also distinguished by the legislative and administrative parameters in which they operate.

The economic contribution of hospitality

Hospitality is a key driver for job creation across the world, and especially in Europe where 10 million people are directly employed and a further 6.4 million indirectly connected with the hospitality sector. One out of every 13 jobs is connected with hospitality. In countries like Cyprus and Malta, hospitality employs as many as 30% and 20% of the total populace, respectively. Each euro spent on hospitality results in additional 1.16 euros being invested in the wider economy. The hospitality industry also employs over 10% of the population in Spain, Portugal, Luxembourg, Ireland, Greece, Croatia and Austria (UNWTO, 2014).

Hospitality operators and their respective establishments are engaged in the provision of hospitality services, which in most circumstances includes alcoholic beverages, and they face similar strategic and operational issues in the responsible service of these drinks to their customers.

The tourism industry

Alcohol is widely consumed in licensed establishments across the tourism sector, which is one of the world's largest industries and also one of the most fragmented. It consists of tour operators, public sector organisations, regulatory bodies, distributors, tourism agencies, plus the sectors where alcohol consumption and service is most concentrated – the conference, exhibition and accommodation areas. This latter covers the licensed areas in hotels, villas, apartments, B&B and camping parks, where alcohol can be purchased for consumption in the public bar, restaurant or privately in the guests' rooms or chalets.

The structure of tourism

There is not a 'one size fits all' tourism structure. How each destination or country organises their tourism industry is determined by local factors,

including resourcing, industry leadership, the size and importance of tourism to the local economy, and the attitude of the local government.

The tourism sector

Ribai, as cited in (UNWTO, 2014), maintains that 'the tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed tourism has been among the few sectors generating positive news for many economies.' The World Tourism Organisation agrees, stating that international tourist arrivals (overnight visitors) grew by 5% in 2013, reaching a record 1,087 million (UNWTO, 2014). Despite a global economy in low gear, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013. For 2014, UNWTO forecast 4% to 4.5% growth, again above the long term projections. These figures were based on the 145 countries and territories which the World Tourism Organization actively monitors. A breakdown of these increased tourism figures across the continents indicated that:

- Europe welcomed an additional 29 million visitors raising its total for 2013 to 563 million visitors
- Asia and the Pacific grew by 14 million to reach 248 million visitors
- The Americas increased by 6 million reaching 169 million visitors
- Africa attracted an additional 3 million reaching a new record of 56 million visitors.

(UNWTO, 2014).

Tourism's economic contribution

The World Travel and Tourism Council – WTTC (2014) reported that 2013 was another successful year for the travel and tourism sector, off the back of an improving economy. The direct contribution of travel and tourism to the world economy grew by 3.1% in 2013, contributing US\$2.2 trillion to the world gross domestic product (GDP) and 101 million jobs.

This economic growth for the third consecutive year outperforms other global sectors such as manufacturing, retail and distribution, public services and financial and business services. Travel and tourism represents US\$7.0 trillion (2013 prices), 266 million jobs, US\$754 billion in investment and US\$1.3 trillion in exports.

1.4 million new jobs were generated directly in the sector in 2013, and in total, 4.7 million new jobs were created as a result of tourism activity. Travel and tourism's contribution equates to 9.5% of total GDP, which is essentially 1 in 11 of the world's total jobs (WTTC, 2014)

Tourism trends

The travel and tourism industry is estimated to add over 70 million jobs through the next decade, supporting a total of 328 million jobs – or 10% of the world’s workforce. Two-thirds of those jobs will be created in Asia, where finding, training, developing and retaining talent is already a challenge (UNWTO, 2014). Hosting this humongous number of tourists is a lucrative business, which is why the hospitality industry is also growing exponentially. Not limited to hotels, restaurants and meeting venues, the hospitality boom offers multiple options to the customer, creating tough competition for the players.

But that’s not where it stops. The WTTC estimate that by 2030, international tourist arrivals will reach 1.8 billion. That’s a lot of people on the move, all requiring accommodation, food and beverages (which will include alcoholic drinks, served, it is hoped, in an informed and responsible manner).

The retail industry

The retail industry encompasses the sale of goods and services from individuals or businesses to the end-user. Retailers are part of an integrated system, and the last link in the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesaler, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door or by delivery. In recent years an increasing amount of retailing is done using online websites, electronic payment, and delivery service providers. Retail establishments which sell alcohol can range from individual off-licenses to mixed trading premises where alcohol is sold in addition to other goods (for example supermarkets, convenience stores, petrol filling stations) (RRAI, 2010).

The structure of the retail industry

The retail business is still dominated by small family-run stores, but this market is increasingly being taken over by large retail chains (i.e. supermarkets and high street stores). Gradually the high street stores are being re-grouped into shopping malls. These are more defined and planned spaces for retail stores and their respective brands.

Ferrara (2014) states that the retail industry is usually classified by the type of products they sell, for example food, which typically requires cold storage facilities; soft goods or consumables, which includes clothing, other fabrics, footwear, cosmetics, medicines and stationery, and other goods that are consumed after one use or have a limited period in which you may use them.

Individuals working for retail businesses which encompass the sale of alcohol have statutory and non-statutory obligations to act responsibly when serving customers. These responsibilities include taking every precaution to ensure that under-age customers or drunken persons are not served alcohol. In most countries there are significant penalties which may be imposed on any retailer who is found to have sold alcohol in contravention of the relevant legislation.

The economic contribution of alcohol in the retail industry

In terms of total employment provided, about 22 million people work in the major distribution trades in the EU, 18% of these jobs are within the alcohol retail sector. In the USA, the beer industry alone includes 551,000 retail establishments and employs approximately 1.78 million Americans, paying them \$54 billion in wages and benefits (NBWA, 2014).

Alcohol sales in the retail industry also benefit packaging manufacturers, shipping companies, agriculture, and other businesses whose livelihood depends on a healthy alcohol retail industry. There are also other industries affected by the performance of beverage alcohol companies: transport and haulage companies, government employees involved in the regulation and oversight of the beverage retail alcohol industry, consulting firms, firms that construct and decorate the various places where alcohol is sold, agricultural fertilizer suppliers, etc. Many of these are small, independent, or family-owned businesses (ICAP, 2006).

1.1 What is responsible sale and service of alcohol?

Responsible sale and service of alcohol is important for all levels of the hospitality, tourism and retail service industries, to minimise the harm associated with the use and abuse of alcohol by any person. Legally, liquor cannot be sold or supplied to a person who is intoxicated or disorderly, or is under the minimum age (18 in much of the world, 21 in the USA and some Asian countries, 16 or none in a few countries). *Responsible service of alcohol* is a term which represents the conditions set down by local governments and the industry to govern and manage the sale of alcohol on licensed premises and its effects on customers whilst under the care of the licensee and their staff. This includes the prevention of access by minors to alcohol and licensed venues and the safety of customers when exiting establishments. The regulation of the sale and supply of alcohol is necessary to apply control which ultimately leads to better business practices. Management and all staff who sell or supply alcohol

must promote and support a safer environment for alcohol to be consumed, in a professional and responsible manner. By engaging in the responsible service of alcohol, a better environment is created for both customers and staff. Murphy (2013) maintains that businesses should therefore improve their RSA practices for the following reasons:

- the establishments will gain a good reputation
- there will be greater customer satisfaction
- there will be less damage done to premises
- potential legal problems will be reduced
- there will be less police attendance
- staff morale will be higher leading to greater productivity and fewer turnovers of staff
- the environments for the consumption of alcohol beverages will be safer
- there will be in complaints against licensed venues
- there will be reduced levels of anti-social behaviour and social problems such as drink driving, excessive consumption and underage drinking.

1.2 Rationale for responsible alcohol sales and service

Responsible sales and service helps to improve the atmosphere of the premises, which ultimately leads to greater profits. Alcohol has long been a part of many cultures, and it continues to be an accepted part of the majority of modern lifestyles. Licensed premises must be aware of the need for responsible sale and service of alcohol to ensure the safety of the customers and staff. Excessive consumption of alcohol can impact on the community with violence, anti-social behaviour, malicious damage and domestic violence.

Further problems may also occur with alcohol related gambling, health and social problems. Research figures over the years had shown a significant relationship between alcohol consumption and crime. It also showed the effects on various social-economic groups in many communities. These studies have demonstrated the differences in consumption and alcohol-related harm between different ethnicities within countries, and have underlined the importance of further research on culture-related vulnerabilities (Neumark et al, 2004). Governments around the world have addressed the public concerns regarding alcohol abuse and misuse, through changes in policy and legislation, and numerous laws and measures have been passed to reduce or prevent intoxication, underage drinking and alcohol related problems. Babor et al

(2010) maintains that the level of effectiveness and vulnerability to harmful use of alcohol and alcohol-related harm around the world is based on each region's or country's ability to set alcohol policies. These developments have placed a direct obligation on licensed premises to prevent liquor abuse and misuse both inside and outside their establishments. In most countries, when the courts are considering issuing liquor licences for establishments, they must be satisfied that responsible serving practices will be implemented.

Duty of care

Duty of care is the responsibility that licensees, management and their staff have for the safety and wellbeing of customers, and for their employees. It is a concept that requires the establishment of systems which contribute towards creating a secure environment for their customers. Litigation cases over a number of years have highlighted that licensed premises can be vulnerable to civil liability actions, and if duty of care strategies are not in place, this obligation places more responsibility on management and staff. The hospitality, tourism and retail environments in which alcohol is consumed are varied and individually they present uniquely different challenges. The systems adopted must therefore be appropriate to that environment. Some of the techniques which can help an establishment plan its duty of care obligations include establishing a house policy; developing strategies to prevent underage drinking; promoting, if possible, safe transport options – local taxi services, courtesy bus; organising responsible alcohol promotions; and developing techniques to prevent guest intoxication.

In recent years trade associations nationally and internationally have developed guidelines for their members as to responsible practices in the sale and supply of alcohol. Each association has a generic policy towards their field, which is made available to their members, and can be utilised in their workplace. Businesses need to also develop their own set of house rules and policies which outline their position on providing alcohol to customers. They also need to ensure that their staff members are aware of and comply with the established practices and the legislation in place to protect not only themselves, but also their duty of care responsibilities to their customers.

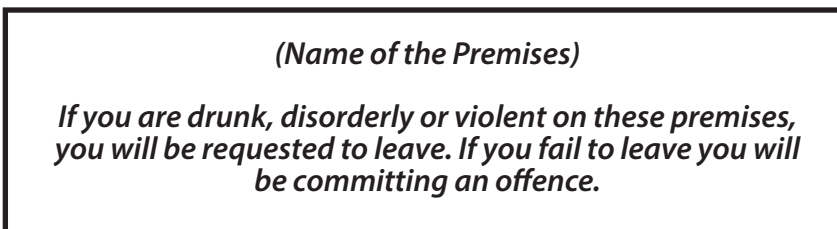


Figure 1.1: Responsible service of alcohol signage advising customers of their obligations.