# DISCUSSION FORUM ASSIGNMENT

**Unit 14:** Hospitality Contract and Event Management

**Unit code:** T/601/1798

**QCF level:** 5

**Credit value**: 15

**AIM**

This unit will enable learners to gain understanding of contract and event management in the hospitality industry, including the diversity of the services and products, and factors that optimise businesss performance.

**UNIT ABSTRACT**

The unit is designed to raise awareness of the diversity and complexity of the sector and the internal and external factors that influence its success. Learners will be given the opportunity to investigate these factors in the context of finances, sales and marketing, human resources, health, safety and hygiene and the provision of a quality product, that meets the needs of customers and the client.  This unit will address the scope of strategic, operational and financial decisions which influence an operation's success.

**LEARNING OUTCOMES**

On successful completion of this unit a learner will:

1. 1 Understand external factors that affect planning and management in the event and contract sectors
2. 2 Understand the operational issues which affect the success of event management
3. 3 Understand the client and contractor relationship
4. 4 Understand the financial processes involved in tendering for and implementation of events.

# ASSIGNMENT ONE

## LO 1: Understand external factors that affect planning and management in the event and contract sectors

### LO 1. Course Content

**Diversity of sector:** Employee catering; hospital catering; school meals; conference centres; location and outdoor events; banqueting; private functions

**Types of service provision**: food and beverage services; accommodation services; reception; facilities management; linen and laundry; cleaning; administration; hotel services; maintenance; security; purchasing; human resource services

**Component elements of the contract/event:** menu design; food and beverage service style; staffing; timing; space layout; decoration; entertainment; lighting and sound

**External factors**: socio-cultural; economic; political; technological; environmental; legal

## CASE STUDY

You are Event Managers in the Travel And Tours Industry. You are hired to organize an International College Fair in Panama City. This also includes organizing and selling Group Packaged Tours from Kingston to the event. You will coordinate all aspect of the trip including selecting and combining the most affordable components of the travel and hospitality event: datelines, selecting the elements, contractual agreements with the vendors, marketing, financial management, food planning for the event, and local sightseeing.

## TASKS INSTRUCTIONS:

In Teams of 6 carry out the following activities. Please refer to the course outline and resources provided. Include at least six (6) references in your work. Use Harvard Referencing Style through-out the work. 1,500 – 2,000 Words Total.

- **AC 1.1 Discuss the main characteristics of the contract and events catering sectors**
  *(refer to the various elements/components that are to planned, organized and costed to successfully execute the panama excursion including food arrangements)*

- **AC 1.2 Assess the external factors that will likely affect the planning and management in the event and contract sectors**
  *(refer to the event and contractual planning and management in the travel and tours industry)*

## PARTICIPATION AND REQUIREMENTS

This assignment is part of the mid-semester term paper for LO 1. ALL members of the Discussion Forum Group **MUST** attend and participate in four group meeting, identifying resources, writing and submitting drafts of the assignment, compiling, editing and submitting one 1,500 – 2,000 words report. Alongside the report submit a separate document with the group meeting attendance record and a detailed summary of the processes and roles adapted to complete the assignment.

**DEADLINE TO SUBMIT LO 1 ASSIGNMENT: May 29**

## RESOURCES

**The following Reading Assignments are for lead discussion at the group meetings and to assist with carrying out the assignments:**

- Factor's Affecting Tourists' Abilities And Motivation To travel (page 61 – 64)

LINK: https://books.google.com/books?id=8rbwyMR4vSMC&pg=PA61&lpg=PA61&dq=socio-cultural;+economic;+political;+technological;+environmental;+legal+factors+in+travel+and+tourism&source=bl&ots=_CAvGmGbRt&sig=TYXB75y9cia9e7kEYDkDT-32AHE&hl=en&sa=X&ved=0ahUKEwjvmbufyJnTAhXj6oMKHbp1CqI4ChDoAQghMAI#v=onepage&q=socio-cultural%3B%20economic%3B%20political%3B%20technological%3B%20environmental%3B%20legal%20factors%20in%20travel%20and%20tourism&f=false

- How to Organise Package Tours

LINKS: http://www.acs.edu.au/info/hospitality/tourism/package-tours.aspx

- How to plan an event

LINK: https://www.wildapricot.com/articles/how-to-plan-an-event

- Creative Elements Of Event Planning

LINK: https://www.thebalance.com/creative-elements-event-planning-1223823

## GRADING

**To Pass the <u>Discussion Forum</u>** you must:

i) Post no less than 8 of the 12 weeks in the semester.

ii) Answer the questions in sufficient length and breadth to demonstrate:

1) grasp of the subject content

2) ability to apply the knowledge to the context provided;

3) ability to think critically and identify risks, limitations and challenges in the contents and contexts provided;

4) ability to engage and cooperate in a team; and

5) ability to meet deadlines by completing the assignments and posting them to the group on or before the published deadlines.

You will **fail the discussion forum** and unit if you*:*

i) Fail to post the required number of times (8 of 12).

ii) Fail to demonstrate reasonable breadth of knowledge in the content area.

iii) Fail to properly cite your sources. Plagiarism is not tolerated under any circumstances.

iv) Fail to present original work. Do not duplicate from your peers' work posted in the group.

v) Fail to consistently engage or participate in the required team-work and group dialogue.

vi) Fail to post your assignment by the published weekly deadlines.

- There is no Re-sit permitted on the Discussion Forum. If you fail the Forum, you fail this course unit.