

FORUM AND TERM PAPER ASSIGNMENTS

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 business 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. Understand external factors that affect planning and management in the event and contract sectors
2. Understand the operational issues which affect the success of event management
3. Understand the client and contractor relationship
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, TASKS AND INSTRUCTIONS FOR LO1:

In Teams of **10 -12 members**, 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.

THE OBJECTIVES OF THE ASSIGNMENT ARE TO:

1. AC 1.1 Discuss the main characteristics of the contract and events catering sectors
2. AC 1.2 Assess the external factors that will likely affect the planning and management in the event and contract sectors

DISCUSSION FORUM AND TERM-PAPER REQUIREMENTS

CASE STUDY

You are Event Managers in a medium-sized business that operates in the Travel, Tourism And Hospitality Industry. The company's primary source of income is generated from packaging and selling group tours and events. Your team is responsible for researching, selecting, planning, and managing profitable services and component elements of the travel and hospitality event. Sales revenue for your company also comes from selling memorabilia from the destination and events to the participants.

You are assigned to coordinate a Student Reunion for Colbourne College. The agreed activity is to be a tour and beach activity in Montego Bay. You will plan and manage all aspect of the trip including selecting and combining the most profitable and desirable components of the travel and hospitality event: selecting sites, datelines, all the component elements, contractual agreements with the vendors, appropriate decorations and staging, marketing, financial management, food planning for the event, customer service and local sightseeing.

TERM-PAPER ASSIGNMENT

This assignment is based on the contract and events catering services delivered by your tourism and hospitality organization. In Tourism, there are primary and secondary attractions. Hospitality is concerned with the quality of service and information available to the visitors/guest. Contract is a legally binding agreement between the vendor and buyer and where the vendor promises to deliver the service at the stated conditions and the buyer agrees to pay the proposed price and in the stated terms.

Carry Out The Following Tasks To Meet The Term-Paper Requirements

AC 1.1 Discuss the main characteristics of the contract and events catering sectors

REQUIRED ACTIVITIES TO MEET AC 1.1

1. What are the main features/characteristics of the contract and events planning sectors?
2. Conduct a research on destination Montego Bay to identify the diversity and reputation of its hospitality are tourism components. That is, what are its unique natural and built attractions and hospitality services.
 - 2a) What should be the main elements of the event that you are planning?
 - 2b) Evaluate the pros and cons of the different components that you identified at the destination.
 - 2c) Determine the components that you will be including to effectively plan and execute your event. That is, all *the various elements/components that are to be planned, organized, costed and included in your event to successfully execute the event? Food arrangements should be included.*
 - 2d) Justify the same components selected in terms of uniqueness, competitiveness, customer preferences, value, and core competencies of the team.
 - 2e) Identify the Vendors and discuss the *conditions that you should expect in your contract with them?*

AC 1.2 Assess the external factors that will likely affect the planning and management in the event and contract sectors

(Apply PESTEL: Political, Economic, Soci-cultural, Technological, Environmental, and Legal Factors)

PARTICIPATION AND REQUIREMENTS OF TEAM MEMBERS

This assignment is part of the coursework to meet the assessment for LO1.

To be awarded a grade, ALL members of the team **MUST** attend and participate in:

1. NO LESS than four group meeting,
2. Researching and identifying the components and resources needed to execute the project
3. Discussions and selection of the components.
4. Writing, editing and submitting the final report.
5. The team will also submit the following evidences: group meeting attendance record showing the items discussion, input of individual members, roles and tasks assigned to fulfill the assignment, and feedback from the members on the tasks undertaken.

RESOURCES

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

Contract Catering in brief

LINK: http://www.contract-catering-guide.org/en/cc_in_brief.html

❖ 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>