

**Pearson Higher National
LEVEL 5 DIPLOMA IN
HOSPITALITY MANAGEMENT**

ASSIGNMENT BRIEF

UNIT 1: Contemporary Hospitality Industry



Level
BTEC
Higher
National
Certificate



Level
BTEC
Higher
National
Diploma



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Colbourne College

Student Cover Page And Assignment Brief

Unit Number and Title	UNIT 1: THE CONTEMPORARY HOSPITALITY INDUSTRY		
Academic Year			
Unit Tutor			
Assignment Title	Current structure of the hospitality industry		
Issue And Submission Date	ISSUED ON:	DUE ON:	
NAME OF CONTRIBUTORS Authenticity Of Own Work By affixing my name, I hereby confirm that this is my own work and all information included were credited to the source. No part of this work is plagiarised.			
Plagiarism Report Is Included	YES	NO	Number Of Pages In The Assignment
STUDENTS DO NOT MARK BELOW THIS LINE PLEASE			
The Student/s satisfied the Pass Criteria?			
	YES	NO	IV
AC 1.1 Analyse the current scale, scope and diversity of the hospitality industry			
AC 1.2 Discuss the organisational structure of the different hospitality organisations			
AC 1.3 Assess the role of hospitality related organisations and professional bodies			
Conducted adequate research to generate knowledge as basis for analysing the scenario and subject areas in the given contexts.			
Credited the sources of all key information through in-text referencing			
Applied the subject areas reasonably well to the assigned role/issues in the context of the case study to correctly meet the criteria set out in the task.			
The Student/s achieved all of the above requirements that define the Pass grade	YES	NO	
The Student/s satisfied the Criteria for MERIT?			
	YES	NO	IV
M1.1. Critically analysed current scale, scope and diversity of the hospitality industry with insight, data and statistics			
M1.2. Focused discussion on the organisational structure of the different hospitality organisations, drawing on specific examples. The quality of writing is very good, and the ideas transitioned well from one point to the next.			
M1.3. Critical assess the role of hospitality related organisations and professional bodies. The subject matter is broad, and the key issues are well researched and referenced, and the discussion is focused.			
The Student/s achieved all of the requirements that define the MERIT grade	YES	NO	
The Student/s satisfied the Criteria for DISTINCTION?			
	YES	NO	IV
LO1. The quality of writing is very good, the paper is interesting, all key points in the paper are referenced through-out, and the ideas transitioned well from one point to the next.			
The Student/s achieved all of the requirements that define the DISTINCTION grade	YES	NO	
Markers' Review/Comments/Further Action Required	Markers' Review/Comments/Further Action Required		
REFERRED WORK: The Student must make corrections and resubmit?			
	YES	NO	
Signature Of First Marker:	Dated:	IV's Name:	Dated:

Guidance To Students. You should read this information before starting:

- 1) Read the brief and think about what the assignment brief is asking. Make sure you understand the assessment criteria and nature of the evidence that must be produced. If you are not clear seek guidance from the tutor on the unit.
- 2) Guided by what the subject areas and issues in the task, you will conduct literature review to produce research findings that provide valid answers to the problem/subject/issues that you are inquiring.
- 3) Produce an appropriate assessment action plan that includes relevant research resources and timeframes. Submit this to the tutor for additional support or clarification if required.
- 4) You must be clear on the requirements to develop an appropriate specification to produce and communicate your work to the intended audience e.g. for written essays or reports you will organise the paper in sections:

4.1. SECTION 1: **Introduction** – In a short opening statement you will outline what the task is asking and the aim/s of the paper. Further, you will briefly define the key terms in the assignment.

4.2. SECTION 2: **Research Findings** - you will research the subject area/s and find answers and generate the knowledge to correctly investigate the issues raised. To carry out the research, apply a range of secondary research sources to elucidate the scope of the subject and support the requirements set out in the task. The research findings that you produce must be valid. This means that the findings must be relevant, and the sources used are appropriate. You will apply the research findings to your work to support, compare, analyse and validate the ideas and arguments. All arguments and ideas discussed must be credited to the source. That is, you must correctly state the name of the Author or source that you obtained the information from e.g. (Brown, 2016). The required referencing style is Harvard Referencing.

RESEARCH SOURCES: Secondary research sources that you can use to gather information for your work may include textbooks, journal articles, magazine articles (not factual accounts) and newspapers. Other sources that you may collect information from are *primary research sources* which include original first-hand accounts, legal and historical documents, results of experiments and market research data collection.

RESEARCH METHODS: You will further apply *qualitative and/or quantitative research methods* to evaluate the research findings from the primary sources. Qualitative is reasoning with arguments while quantitative is numbers and figures.

AVOID PLAGIARISING: You must reference all the sources in the body of your work (in-text). Further, create a reference page to list all these in-text sources that you cited in the work. Failure to reference your work in-text and on the reference page will result in a fail grade for the unit, as this is plagiarism (cheating/academic misconduct).

- 4.3. SECTION 3: **Discussion** - this is substantive discussion of the research findings. Here you will carry out the command verb in relations to the task you are assigned. E.g. you may be asked to analyse, explain, assess, apply, justify, compare etc. These are different commands and will require different approaches. Also, if the research findings are not relevant to the task, no matter the quality and rigor of the discussion, the criteria will not be met because your discussion should be an expansion of the research findings. Hone your discussion to meet all criteria set out in the task.
- 4.4. Section 4: Conclusion. Draw conclusions to form the basis for recommendations. Conclusions are summary of the main points in the work. Recommendations are future actions needed based on the conclusion/outcome.
- 5) Submit a **pdf copy of your work** on or before the published deadlines. Work past due is not acceptable under any circumstances except in extenuating circumstances which must be approved before the deadline expires.
- 6) Submit your work using the correct portal on iTutor. Work sent to incorrect portal will not be marked.
- 7) Students will be awarded either Pass, Merit, Distinction, Referred, Incomplete, or Fail grade. In practice, this means that a student must achieve all the required learning outcomes to be awarded pass grade or higher. Thus, for students to achieve Pass, they must achieve all of the requirements that define the Pass. To achieve a Merit, students must achieve all the requirements that define Pass and Merit. For Distinction, the student must achieve all Pass, Merit and Distinction requirements. Referred Grade is where one or more tasks does not achieve a Pass Grade. You will be given feedback and the opportunity to submit the corrections at a future time agreed with your Supervisor.
- 8) Failure to submit any part of an assignment will result in the work marked In-Complete. In-complete then changes to Fail. Avoid fail grade at all cost. In-complete (IC/NC) and Fail Grade (F) mean that you must pay to take over this unit/course. Here are the ways to fail: 1) not doing the working at all; 2) not attempting all the tasks listed as P (e.g. P1, P2 etc), 3) getting over 60% of the tasks as referred grade; and 4) plagiarising. Historically, less than 5% of the class will Fail.

LO1. ASSIGNMENT

OBJECTIVES OF THE ASSIGNMENT

LO1. Understand the current structure of the hospitality industry

Discussion Forum – Concept Development

You are a Senior Manager at RYDE South Florida. RYDE offers scheduled transportation services and vacation packages in the travel, tourism, leisure and hospitality sectors in the Tri-County in Florida. The company is expanding its vacation packages and operations to Jamaica. With the current expansion project underway, your team is embarking on a study of the interlinking sectors that will facilitate successful vacations.

For the project (AC 1.1) you decided to explore the dynamic characteristics of hospitality to assess the current topical issues and future trends and developments that will likely impact the company. To begin, you will:

A) establish a framework for the industry e.g. different facets of the hospitality industry in Florida and provide advanced information such as the size; types of ownership; turnover; percentage of Gross Domestic Product (GDP); purchasing power, etc.

B) Assess the requirements of a specimen of RYDE customers and determine the wide range of products and services can be packaged to ensure that the needs are met when they embark on the vacation. Your team is expected to fully understand the diversity of the industry and be knowledgeable about the business, other organisations, their names, brands and the industries with which they are associated. You will examine different forms of business ownership and structure.

For AC 1.2. you decided to look at the different operational areas of the industry e.g. food preparation, food and beverage services, accommodation services, front of house services; functional e.g. human resources, finance, marketing, research and development, security, maintenance. Discuss the importance of these operational factors to RYDE being able to successfully grow its vacation product in the new market. Support this task with: 1) a chart that depicts the appropriate linkage between these services- be specific and 2) process mapping of a typical RYDE vacation using a critical path method

AC 1.3. you will study and assess the role of the key hospitality related organisations and professional bodies that RYDE will need understanding of, recognition with, and approval from in their new market. You will be considering local and international aspects to gain a comprehensive and correct view of the industry and responsibilities of the company.

TERMPAPER ASSIGNMENT

COMPULSORY. FOR THE PASS GRADE YOU MUST:

AC 1.1 Analyse the current scale, scope and diversity of the hospitality industry

AC 1.2 Discuss the organisational structure of different hospitality organisations

AC 1.3 Assess the role of hospitality related organisations and professional bodies

SUBMISSION FORMAT

- ❖ Fully complete the Assignment Cover Page and use same as the front sheet/cover of your assignment.
- ❖ **P1** is a comprehensive and far-ranging assignment. Conduct research to generate knowledge which will form the basis for the scenario in the Case Study. Your research should be referenced in text using the Harvard referencing system. Provide a bibliography using the Harvard referencing system.
- ❖ You will form working teams of eight (8) persons to conduct the planning, research and implementation of the project.
- ❖ The team will make a 45-minutes presentation to the Board Of RYDE, and support this with Power Point. Submit the Power Point and Team Meeting Agendas for evidencing of the work.
- ❖ Individual participation is mandatory. Each student will maintain a log that records meetings and all activities, and conduct an evaluation of the project, focusing on self and team performance. A two-page document will suffice.
- ❖ You **MUST** use the headers same as given e.g. P1 and M1. Do not reword them from the original.
- ❖ Use page numbers throughout the report.
- ❖ Font Style is Arial & Font Size is 11 AND Line Spacing is 1 & Paragraph Spacing is 2
- ❖ Minimum number of sources for each task is 6.
- ❖ Include the full plagiarism report after the reference page, and not just the score.
- ❖ Use www.citethisforme.com for referencing and www.grammarly.com for grammar and proof reading

RESOURCES FOR LO1.

Figure 1.



Figure 2.

Facets of Hospitality Industry

