

# **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

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

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### **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

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### **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

## **GROUP WORK:**

### **CARRY OUT THE FOLLOWING TASKS FOR THE DISCUSSION FORUM**

#### **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 an International College Fair in Panama. This include planning and organizing the group travel package from Kingston to Panama (RT) and hosting the college fair in Panama. Your team 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 city and locations, datelines, the component elements, contractual agreements with the vendors, marketing, financial management, food planning for the event, and local sightseeing.

#### **REQUIRED TASKS**

1. In Tourism, there are primary and secondary attractions. Conduct a research on destination Panama to identify its unique primary and secondary attractions. Discuss the features of the attraction that are likely to be included in your package and event. Include a map in your submission.
2. Conduct a research on destination Panama to identify all the related services and component elements available and that you need to include in your planning to effectively execute your packaged tours. Catering services are to be included.
3. Conduct a research on destination Panama to identify the PESTEL factors that are impacting its travel, tourism and hospitality industry and which are likely to influence your events and decisions.
4. Evaluate the various services and component elements reviewed (pros and cons). Select the services and components for a successful and marketable packaged tour and event. Justify the selections.

#### **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 assignment. Alongside the work, 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 LO1 ASSIGNMENT: May 29**

# TERM-PAPER ASSIGNMENT

## GROUP WORK:

### CARRY OUT THE FOLLOWING TASKS TO MEET THE TERM-PAPER REQUIREMENTS

#### TASKS 1.1 AND 1.2 (1, 800 – 2,000 Words)

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

- ❖ *(the various elements/components that are to be planned, organized and costed to successfully execute the panama excursion and college fair event with food arrangements included)*

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

- ❖ *(PESTEL: Political, Economic, Soci-cultural factors, Technological, Environmental, and Legal Factors)*

#### 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>

**DEADLINE TO SUBMIT LO 2 ASSIGNMENT: May 29**

# SCORING THE DISCUSSION FORUM

To Pass the Discussion Forum you must:

- i) Participate in no less than 8 of the 12 weekly peer group meetings on the semester.
- ii) Submit ALL required group work timely and at required standard.
- iii) 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.

❖ If you fail the Forum for the unit, you automatically fail that course unit.

# SCORING THE TERMPAPER

**Students' work must meet the following requirements (alongside those identified in the Discussion Forum):**

1. Carry Out the command verbs e.g. in AC 1.1: To **Evaluate** which means: "Provide evidence from a wide range of sources which both agree with and contradict an argument."
2. Provide evidence of adequate research based on accuracy and depth of content shared.
3. Discuss the topics and perspectives related to your research findings and Course Content.
4. Demonstrate acceptable level of proficiency in writing and/or speech for college-level: Diction, Expressions, Grammar, Spelling, Usage and Sentence Structures.
5. Use Harvard Referencing Style Through-out the work.
6. Cite at least Six (6) Valid Sources in the tasks e.g. AC 1.1. AND 1.2.
7. Have no Plagiarism infringements. Submit a Plagiarism Report with all assignment showing no higher than 11%. A Referred Grade is awarded if it exceeds or is not included.
8. Meeting Professional Standards for a structured Presentation.
9. Include a Reference Page.

❖ Students work are Awarded: **PASS** Grade | **MERIT** Grade | **DISTINCTION** Grade based on the above criteria. **FAIL GRADE** is awarded only when students fail to submit, participate or complete the required assignments.

❖ **IMPORTANT!**

Here is a direct link to the definition of the Command Verbs used in these tasks:

LINK: <http://www.ocr.org.uk/Images/149928-command-verb-definitions.pdf>

# **DEADLINES AND RESTRICTIONS FOR ASSIGNMENTS**

## **EARLY DEADLINES**

Students are expected to submit coursework on or before the deadline published in the assignment. All dates given are early deadlines.

## **LATE SUBMISSION WITH LATE FEES**

There is a further extension of no later than three weeks from the published deadline for the submission of late work. Contact Student Services if you are unsure of the late deadline.

## **LATE FEE IS \$12.00**

Late Fee of \$12.00 is applied per assignment eg. \$12 for the late term-paper; and \$12 for the late Discussion Forum.

No Assignment is acceptable after the late deadline under ANY Circumstances (excluding extenuating circumstances). Thereafter the student will be awarded a FAIL GRADE for the assignment.

## **EXTENUATING CIRCUMSTANCES**

Students are encouraged to submit/sit assessments at the prescribed time, yet accommodations are made in extenuating circumstances as follow:

1. **Medical Reasons.** If the students fail to submit course-work on time due to medical conditions verified by a doctor's certificate, the work is treated same as referred in terms of revised deadlines, grading restrictions and referred fees. It is important that students seeking exemption for medical reasons advise Student Services before the deadline expires.
2. **The death of an immediate family in the household.** Evidence must be provided of the relationship and death.
3. **Jury Duty.** Evidence must be provided of the request, and also the service started or completed.

## **RESIT PRIVILIGE**

1. For students to qualify for Resit they MUST ATTEMPT ALL assessments in the unit and earn at least a Referred Grade.
2. A student who has taken ill during an examination or assignment submission dateline may also qualify for Resit after proper written evidence is collected and assessed by the Faculty and submitted to the Head of Faculty for approval.
3. Resit fees apply in all circumstances under which new assessments are approved or extensions granted beyond the late deadlines.

## **RESIT APPROVAL AND FEE**

All evidences must be collected by the Faculty and produced to Student Services no later than 5 days after the examination/deadline expires. The outcome is communicated directly to the student by email. If approved, the Resit Fee of \$45.00 (per assignment) is paid by the student and receipt emailed to Student Services. The supplementary dateline will be communicated to the student by email.

## **REFERRED / RESIT GRADE**

Students earn a Referred Grade if the submitted assignment fail to achieve the criteria for PASS.

- ❖ Hospitality Students must earn a PASS GRADE on all Assessment Criteria (AC) on the term-paper to pass the course.
- ❖ Business and Aviation Students must earn a PASS Grade on all Assessment Criteria with P e.g. P1, P2 etc. to pass the course.

## **FAILING THE COURSE**

1. Students who did not sit an examination and did not withdraw formally will receive a Failing grade.
2. Students who differed for financial reasons or illness will earn an IC – Incomplete Grade. Incomplete Grades then are changed to Fail Grades at end of the semester.
3. Students who fail the discussion forum but pass the term-paper or vice versa. You must earn a Referred OR Pass Grade on both the Forum and Term-Paper to avoid retaking the course unit.
4. If you fail the course you must retake the class when it is offered next. The cost per course unit is listed on the Tuition Page of the website.

## **THESE COMMON CIRCUMSTANCES DO NOT QUALIFY AS EXTENUATING CIRCUMSTANCES**

### **LOSS OF DATA**

Please back-up your work consistently on independent media. Computer malfunctioning or errors are common but not acceptable reasons for special considerations. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

### **JOB RESPONSIBILITIES**

Working Students are advised to take 2-3 courses per semester. Four courses as recommended to complete the program on the published deadline. However, if taking full-time coursework will hinder you from meeting your required course-work deadlines or meeting quality standards, it is best that you take three courses and extend your tenure by one semester.

Job responsibilities are not acceptable reasons for special considerations because we have only one standard for everyone in the institution. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

## **STUDENT SATISFACTION SURVEY**

To develop and maintain a collegiate environment to sustain Higher Education, students are encouraged to participate at end of each semester in the Online Satisfaction Survey. Your input will help us to improve our programs and personnel. A degree today is like citizenship and good College education is a platform for you to: develop the required competencies for a degree, social skills, but also to enjoy learning. So, tell us what you want to do to make your college experience better. Be respectful, and be honest. The Form is accessible here:

<http://www.studyaimusa.org/student-feedback-form.html>