



UNIT 1: THE CONTEMPORARY HOSPITALITY INDUSTRY

Unit Index: 1

Level 5: BTEC Higher Nationals

Credit value: 15

UNIT 1: THE CONTEMPORARY HOSPITALITY INDUSTRY

AIM

This unit will enable learners to gain understanding of the nature and diversity of hospitality and its constituent industries, including the range of job roles and employment possibilities.

UNIT ABSTRACT

Learners will explore the dynamic characteristics of hospitality, concentrating on current topical issues and future trends and developments, building a range of skills including research and the analysis of information, justification of ideas, evaluation and critical thinking.

This unit introduces learners to the scope, scale and diversity of hospitality. It establishes a framework for the industry, using agreed definitions and the Standard Industrial Classification of the industries that encompass hospitality. Centres and their learners may reasonably wish to adopt a national perspective for this unit; however, it is also important for learners to consider local and international aspects to gain a comprehensive and balanced view.

Learners are expected to be knowledgeable about particular businesses, their names, brands and the industries with which they are associated. Learners will examine different forms of business ownership and structure. This will create an opportunity to research contemporary issues and recent developments affecting the industry. It will also allow learners to analyse and evaluate breaking news and unexpected developments.

Learners will investigate the nature and changing situation of hospitality staff. They will examine staff roles and responsibilities in a range of contexts and explore aspects of staff employment. The skills required to recognise and predict future trends and developments likely to affect hospitality operations and management will also be developed. The trends may have an internal industry focus or concentrate on external factors including legislation, political, technical, economic and environmental influences.

Learners will gain an awareness of the organisations and professional bodies associated with the hospitality industry.

CASE STUDY:

The hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. You are Working as a Consultant to the UK government and are required to study the dynamic characteristics of hospitality in the UK. **You will conduct research and report on the nature and diversity of hospitality and its constituent industries including the range of job roles and employment possibilities.**

INSTRUCTION TO THE STUDENTS:

- **For Unit 1 Learning Outcome (LO) 1 and 2 have individual assignments only.**
- These Tasks are Research Assignments. This means that you must use either Secondary and/or Primary research methods to gather evidences to answer each task. You are NOT required to write from prior knowledge. These are Research Tasks.
- Plagiarism is totally unacceptable. You must cite all sources and input the information by paraphrasing, summarising or using direct quotes. A Fail Grade is given where Plagiarism is identified in your work. There are no exceptions.
- Your evidences/findings must be cited using Harvard Referencing Style. E.g. (Samuels, 2015); (Sommers and Hunter, 2014) etc.
- You must use the Four Paragraph Structure in writing: Paragraph 1- Introduction; Paragraph 2- Research Findings; Paragraph 3- Discussion; and Paragraph 4- Recommendations/Conclusion.
- To Pass the unit you MUST Achieve **ALL** the Pass Criteria outlined on the score sheet. You can earn a Higher Grade such as Distinction or Merit by meeting all Pass Criteria and achieving the criteria in the Higher Grades Score Sheet. You will be given a Referred Grade if you fail to meet ALL Pass Criteria. Referred Grade means resit. You must resit any AC that you fail to obtain minimum of a pass. The Score Sheet will identify the specific requirement/s and criteria that you did not meet. See iTutor for the resit fees. **BACK-UP YOUR WORK ON-GOING – COMPUTER FAILURE IS NOT AN ACCEPTED EXCUSE.**
- You SHOULD complete and submit a hardcopy and softcopy of your work on the due dates stated on the Academic Calendar. ALL late work attract a fee. This rule is not waived under any circumstance. The softcopy should be sent to: faculty@colbournecollege.com. The hard copy to 6 Hillview Avenue, Kng 10.
- You MUST pay your Tuition on-time with '0' balance outstanding to submit work or sit examinations. This rule is not waived under any circumstances. If you fail to submit on the said deadline due to not having financial clearance you may submit no later than the extended deadline with the Resit fee paid. Failure to submit work on the final or extended deadline will result in a Fail Grade for the entire UNIT. If you Fail the unit you will have to pay to retake the class.
- Read ALL Instructions on this Page and review the Pass, Distinction, Merit and Referred Criteria attached to meet the criteria and task correctly. Your work should be neatly typed and bonded. Presentation is important and evidence of quality and business ethics.
- Remember you **MUST** participate in the Class Form by answering the Lesson Review Questions posted by the Course/Unit Tutor. You are required to Post twice per week and by the latest on Friday. You get 10% of the course grade from the Forum. You Must Pass the Forum to pass the course/unit.

SUBMISSION DEADLINE FOR INDIVIDUALS: SEE THE ACADEMIC CALENDAR

ORAL PRESENTATION: **NONE**

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NAME OF STUDENT:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED		
		YES	NO	
LO1 Understand the current structure of the hospitality industry	AC 1.1. Analyse the current scale, scope and diversity of the hospitality industry <i>The Student should carry out this task as a Tourism Consultant to the UK Government:</i>			
	1. Using Paragraph One to provide brief key term definitions of: Hospitality			
	2. Using Paragraph Two for the research findings on: the current scope and diversity of the hospitality industry			
	3. Using Paragraph Three to: analyse the current scale, scope and diversity of the hospitality industry.			
	4. Using Paragraph Four to draw Conclusions about: the current scale, scope and diversity of the hospitality industry.			
	STUDENTS WRITTEN REPORTS MUST BE:			
	5. Carrying Out the command in the task: To Analyse which means to: “Separate information into components and identify their characteristics. Discuss the pros and cons of a topic or argument and make reasoned comment.”			
	6. Including topics and perspectives from your research findings and the content areas: <ul style="list-style-type: none"> • Hospitality industry: hotels; restaurants; pubs, bars and nightclubs; contract food service providers; hospitality services; membership clubs and events; brands and businesses • Scale and scope: size; types of ownership; turnover; percentage of Gross Domestic Product (GDP); purchasing power • Diversity: products and services eg food, drink, accommodation, conference and banqueting, leisure facilities; levels of service; customer base 			
	6 Citing Four (4) or more reliable sources used in your work whether paraphrased (summarized) or directly quoted.			
	7. Using Harvard Referencing Style properly.			
	8. Using the Four Paragraph Essay-Writing Structure.			
9. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.				
10. Meeting the 600-750 Words Requirements (only 10% more or less can deviate from the instructions).				
11. Linking the answers specific to the Case Study.				
A Pass Grade Is Awarded		YES	NO	
Name Of Assessor:		Date Of Assessment:		

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NAME OF STUDENT:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO1 Understand the current structure of the hospitality industry	AC 1.2 Discuss the organisational structure of different hospitality organisations		
	<i>The Student should carry out this task as a Tourism Consultant to the UK Government:</i>		
	1. Using Paragraph One for very BRIEF key terms definition: Organisational Structure		
	2. Using Paragraph Two for the research findings on: the organisational structure of (two different hospitality organisations).		
	3. Using Paragraph Three to: Discuss the organisational structure of each of the two hospitality organisations that you identified in para. 2		
	4. Using Paragraph Four to draw Conclusions about: the significance of good organisational structure in hospitality organisations.		
	STUDENTS WRITTEN REPORTS MUST BE:		
	5. Carrying Out the command in the task: To DISCUSS which means: “To give an account that addresses a range of ideas and arguments.”		
	7. Including topics and perspectives from your research findings and the content areas: Organisational structure: <ul style="list-style-type: none"> ▪ Operational areas eg food preparation, food and beverage services, accommodation services, front of house services; ▪ Functional eg human resources, finance, marketing, research and development, security, maintenance 		
	8. Citing Four (4) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
11. Meeting the 600-750 Words Requirements (only 10% more or less can deviate from the instructions).			
12. Linking the answers specific to the Case Study..			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

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Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED		
		YES	NO	
LO1 Understand the current structure of the hospitality industry	AC 1.3 Assess the role of hospitality related organisations and professional bodies			
	<i>The Student should carry out this task as a Tourism Consultant to the UK Government:</i>			
	1. Using Paragraph One to briefly identify Four International: Hospitality related Organisations AND Professional Bodies			
	2. Using Paragraph Two for the research findings on: the role of hospitality related organisations and professional bodies in the UK			
	3. Using Paragraph Three to: Assess the role of FOUR of the hospitality related organisations and professional bodies that you identified.			
	4. Using Paragraph Four to draw Conclusions about: the role of hospitality related organisations and professional bodies in the UK			
	STUDENTS WRITTEN REPORTS MUST BE:			
	5. Carrying Out the command in the task: To Assess which means: “ offer a reasoned judgement of the standard/quality of situation/ skills informed by relevant facts. ”			
	6. Including topics and perspectives related to your research findings and the course content areas: Hospitality-related organisations and professional bodies: <ul style="list-style-type: none"> • as current at time of delivery, to include People 1st, British Hospitality Association, Institute of Hospitality, British Institute of Innkeepers, Springboard UK 			
	7. Citing Four (4) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.			
	8. Using Harvard Referencing Style properly.			
	9. Using the Four Paragraph Essay-Writing Structure.			
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.			
11. Meeting the 500-650 Words Requirements (only 10% more or less can deviate from the instructions).				
12. Linking the answers specific to the Case Study.				
A Pass Grade Is Awarded		YES	NO	
Name Of Assessor:		Date Of Assessment:		

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Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	THE SCORE IS ACHIEVED	
		YES	NO
LO1 Understand staffing in the hospitality industry	AC 2.1 Assess the staffing requirements of different hospitality industries <i>The Student should carry out this task as a Tourism Consultant to the UK Government:</i>		
	1. Using Paragraph One to briefly explore the term: Hospitality Industries		
	2. Using Paragraph Two for present the research findings on: staffing requirements in (three separate roles and in three different hospitality industries).		
	3. Using Paragraph Three to: Assess the staffing ‘requirements’ of the different hospitality industries as identified in paragraph 2.		
	4. Using Paragraph Four to draw Conclusions about: the staffing requirements of different hospitality industries in the UK.		
	STUDENTS WRITTEN REPORTS MUST BE:		
	5. Carrying Out the command in the task: to Assess which means: “Offer a reasoned judgement of the standard/quality of situation/ skills informed by relevant facts”		
	6. Including <u>topics and perspectives</u> related to your research findings and content areas: Staff types: Functional Specialists; Operational; Craft; Skilled/semi-skilled/unskilled; Supervisory; Management; Apprentices; Management trainees; Full time/part-time; Casual; Agency; Foreign Workers; Volunteers		
	7. Citing Four (4) or more reliable sources used in your work whether paraphrased (summarized) or directly quoted.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
11. Meeting the 600-750 Words Requirements (only 10% more or less can deviate from the instructions).			
12. Linking the answers specific to the Case.			
	A Pass Grade Is Awarded	YES	NO
Name Of Assessor:		Date Of Assessment:	

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Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO2 Understand staffing in the hospitality industry	AC 2.2 Discuss the roles, responsibilities and qualification requirements for hospitality staff		
	<i>The Student should carry out this task as a Tourism Consultant to the UK Government:</i>		
	1. Using Paragraph One to VERY BRIEFLY evaluate the contrasting terms: roles vs. responsibilities.		
	2. Using Paragraph Two for the research findings on: the roles, responsibilities and qualification requirements for the hospitality staff identified in AC 2.1.		
	3. Using Paragraph Three to: Discuss the roles, responsibilities and qualification requirements for these hospitality staff identified in para. 2.		
	4. Using Paragraph Four to draw Conclusions about: the roles, responsibilities and qualification requirements for hospitality staff in the UK.		
	STUDENTS WRITTEN REPORTS MUST BE:		
	5. Carrying Out the command in the task: to: DISCUSS which means: “To give an account that addresses a range of ideas and arguments.”		
	6. Including the main themes and perspectives identified in your research findings and the content areas: Structures: <ul style="list-style-type: none"> • Hierarchy; teams; organisation structures; number of employees; roles eg management, supervisor, craft/operative; responsibilities eg for junior staff, senior managers, team leaders, supervisors; career progression and employment opportunities; staff characteristics eg professional attitude, flexibility, interpersonal skills Qualifications: <ul style="list-style-type: none"> • Types to include degrees, awards, certificates and diplomas, BTECs, NVQs; • Professional and specialist eg food safety, first-aid, licensees, door supervisor; qualification awarding organisations 		
	7. Citing Four (4) or more reliable sources used in your work whether paraphrased (summarized) or directly quoted.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.			
11. Meeting the 600 - 750 Words Requirements (only 10% more or less can deviate from the instructions).			
12. Linking the answers specific to the Case.			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

UNIT 1: HIGHER GRADE SCORE SHEET

NAME OF STUDENT:

DATE:

GRADE FOR AC #:	To Be Awarded A MERIT Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	ACHIEVED	
		YES	NO
	1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate.		
	2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way.		
	3. Meets the research objectives that the writer declared in the beginning.		
A MERIT Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	
GRADE FOR AC #:	To Be Awarded A DISTINCTION Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	ACHIEVED	
		YES	NO
	1. Paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly. Reading the paper, it is clear that the writer cares for his or her ideas, and about the language that carries them. It may have a proofreading error or two, or even a misspelled word, but these errors are the consequence of the normal accidents all good writers encounter.		
	2. Apply the knowledge of course areas and concepts to the research effectively.		
	3. Identify, formulate, and solve problems.		
	4. Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools.		
	5. Use <u>Seven or more</u> (combination of) theories, techniques, skills, and appropriate researching and research writing practice.		
	6. Recommendations And Executive Summary are relevant to the findings, presented with justification.		
A DISTINCTION Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	
GRADE FOR AC #:	A REFERRED Grade is awarded because the student has not met the Assessment Criteria (AC) to be awarded a PASS Grade:	ACHIEVED	
		YES	NO
	A REFERRED Grade Is Awarded		
Name Of Assessor:		Date Of Assessment:	