



Assignment

Programme: Higher National Diploma in Hospitality Management

Unit Title: The Contemporary Hospitality Industry

QCF Level: 5

Unit Number: 15

Unit Code L/601/1788

Assignment Starts: w/c 22nd November 2010

Date for Completion: Wednesday 26th January 2011 – 12pm

edexcel 

Task One

The structure and diversity of the hospitality industry is complex with a wide range of outlets of varying sizes.

- a) Create a diagrammatical classification chart to indicate the diversity, types and range of hospitality organisations.
- b) Write a detailed description of each of the classifications and explaining what each offers in the way of hospitality product and services.
- c) Explain in detail how the structure of the organisations may be similar and any differences depending on the type of hospitality outlet.
- d) There are several professional and organisations that are related to the hospitality industry. Give details of these organisations and how they function and operate in a legal or advisory way with the hospitality industry.

Task Two (LO2)

There are many types of staff required in the hospitality industry to cover all the different job requirements together with a variety of skills needed to carry out these jobs.

- a) Create a hieratical diagrammatical structural chart and write a detailed account of the staffing levels and requirements for **four** different types of hospitality operations. This should include a brief description of the jobs and the skills that are required in each of the four types of hospitality organisations.
- b) Write a detailed account of the types and style of training that could be given in various hospitality outlets and qualifications that could be obtained for career progression and development.

Task Three (LO3/4)

Write a detailed account of the recent development that has taken place in recent times and how this has affected the operational activities of different types of hospitality outlets. This should include Trend, customer's expectations, legal changes, managerial styles, technology and any other operational procedures that have taken place.

NOTE

See the attached sheets for a breakdown of the Learning Outcomes all of which should be covered in your assignment.

Make sure that you read all the task requirements and all the breakdown of the learning outcomes.

Make sure all points are covered in detail as required

Also attached are details of the grading for Pass, Merit and Distinction.

Remember

If you miss out any part your assignment it will be referred.

Maximum words 5000 excluding diagram and charts

Minimum words 3000 excluding diagrams and charts

Unit 1: The Contemporary Hospitality Industry

Unit code: L/601/1788

QCF level: 5

Credit value: 15

● 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.

● **Learning outcomes**

On successful completion of this unit a learner will:

- 1 Understand the current structure of the hospitality industry
- 2 Understand staffing in the hospitality industry
- 3 Understand recent developments affecting hospitality
- 4 Be able to recognise potential trends and developments in hospitality.

Unit content

1 Understand the current structure of the hospitality industry

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

Organisational structure: 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

Hospitality-related organisations and professional bodies: as current at time of delivery, to include People 1st, British Hospitality Association, Institute of Hospitality, British Institute of Innkeepers, Springboard UK

2 Understand staffing in the hospitality industry

Staff types: functional specialists; operational; craft; skilled/semi-skilled/unskilled; supervisory; management; apprentices; management trainees; full time/part-time; casual; agency; foreign workers; volunteers

Hospitality industry: hotels; restaurants; pubs, bars and nightclubs; contract food service providers; hospitality services; membership clubs and events

Structures: 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: types to include degrees, awards, certificates and diplomas, BTECs, NVQs; professional and specialist eg food safety, first-aid, licensees, door supervisor; qualification awarding organisations

3 Understand recent developments affecting hospitality

Operational: developments eg standard operating procedures, food safety, service requirements/needs, levels of productivity, employee expectations, recruitment and retention, learning and development, flexible working, workforce competency, transferable competencies, socio-cultural issues, benchmarking, e-commerce, outsourcing services such as human resources, finance, security

Managerial: developments eg key players in the hospitality industry, international aspects, the impact of market forces, performance management, quality assurance and control, branding/re-branding, responding to niche markets, effective implementation of food safety management systems, green environmental issues, security, policy development, project management, relationships with education/training providers

Legislation and regulation: influence and impact of national and European legislation; compliance with legislation eg food safety, tips, minimum wage, working time directive, employment visas, licensing, entertainment, smoking, discrimination, employment protection

Image: popular perception; customer focus and culture; quality improvement; restaurant and hotel guides; kite-marking; media exposure; industry celebrities

4 Be able to recognise potential trends and developments in hospitality

Trends: wide variety eg food fashion trends, food miles, organics, local and seasonal produce, eating trends, entrepreneurial opportunities, boutique hotels, pub ownership, assessment centres, succession planning, work patterns and work-life balance, employee needs, e-recruitment, poaching of staff, market saturation, globalisation, technology and its applications, use of foreign language, the learning culture

Developments: wide variety eg competitors and competing sectors, improving/declining industries, hospitality portfolio management, the learning culture, reversal of existing trends, political stability, responding to external events/influences, public/private partnerships, takeovers and amalgamations, application of forecasting techniques, measuring success, new technology

Learning outcomes and assessment criteria

Learning outcomes On successful completion of this unit a learner will:	Assessment criteria for pass The learner can:
LO1 Understand the current structure of the hospitality industry	1.1 analyse the current scale, scope and diversity of the hospitality industry 1.2 discuss the organisational structure of different hospitality organisations 1.3 assess the role of hospitality related organisations and professional bodies
LO2 Understand staffing in the hospitality industry	2.1 assess the staffing requirements of different hospitality industries 2.2 discuss the roles, responsibilities and qualification requirements for hospitality staff
LO3 Understand recent developments affecting hospitality	3.1 analyse operational, managerial and legislative issues resulting from recent developments affecting the hospitality industry 3.2 discuss the current image of the hospitality industry
LO4 Be able to recognise potential trends and developments in hospitality	4.1 present justified predictions for potential trends and developments in hospitality 4.2 produce an impact analysis for the predicted trends and developments