



Sample Pearson BTEC Set Assignment Brief

Single Part Assignment

Unit: The Hospitality Industry

For use with:

Pearson International BTEC Level 3 qualifications in Hospitality

Certificate / Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma (Unit 1)

Pearson International BTEC Level 3 Extended Diploma in Business and Hospitality

(Unit 6)

Advised Supervised Hours	12 hours
---------------------------------	----------

For completion by the centre

Qualification (select as appropriate)	Hospitality / Business and Hospitality Certificate / Extended Certificate / Foundation Diploma / Diploma / Extended Diploma
Assessment date	



Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit assessment criteria given in the qualification specification. The Set Assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Conditions of supervision

The Pearson Set Assignment should be carried out under supervised conditions. We advise that the Set Assignment be taken in more than one supervised session that total 12 hours.

The Set Assignment should not be shared with learners before the supervised session arranged by the centre. Teachers/tutors and invigilators should note that they are responsible for maintaining security of the assignment and associated materials.

Outcomes for Submission

Learners may submit handwritten or word-processed evidence. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners must submit their own, independent work as detailed in the set assignment, together with notes prepared. Each learner must complete an authentication sheet.



Instructions to Learners

Read the Set Assignment Information and Set Assignment carefully.

You will be asked to carry out specific written activities, under supervised conditions, using the information provided. You will be given more than one timetabled period to complete these activities including time to gather your research. You will need to use the research you have gathered, your knowledge of the unit content and the information provided in the Set Assignment.

Your research notes should:

- be individually and independently prepared by you
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.

Set Assignment Information

You will complete the following activities:

- **Activity 1:** You will carry out independent research into the structure and job roles in the hospitality industry, the industry sectors involved in the hospitality supply chain, the current trends and trading environment for hospitality businesses
- **Activity 2:** write a report about the hospitality industry within your area
- **Activity 3:** Write a report about the industry sectors involved in the hospitality supply chain
- **Activity 4:** Write a justified conclusion evaluating whether a hotel should become a franchise.



Set Assignment

You must complete ALL activities

ACTIVITY 1: Independent Research

Task 1:

Collect information that covers the following:

- The current structure of the hospitality industry.
- The range of job roles, entry points and progression opportunities available in local hospitality businesses.

Task 2:

Collect information that covers the following:

- The industry sectors involved in the hospitality supply chain and the goods and services they provide.
- The way in which the hospitality businesses select suppliers.

Task 3:

In Activity 4, you will be asked to evaluate a hotel's decision to become a franchise business.

Collect information that covers the following:

- The current trading environment for hospitality businesses.
- The current trends in the hospitality industry.
- Use of data to support business performance within the hospitality industry



ACTIVITY 2:

With reference to the information you collected for task 1, write a report that:

- Explores the hospitality industry within your area,
- Analyses how the hospitality businesses are structured and the contribution they make to the local economies and,
- assess the contribution of the hospitality industry to the local and national economies of your country through the supply of its products and services.

This activity covers learning aim A:
A.P1, A.P2, A.M1, A.D1

ACTIVITY 3: suggested time: 3 hours

With reference to the information you collected for task 2, write a report that:

- describes the industry sectors involved in the hospitality supply chain
- explains how the choice of supplier impacts the ability of hospitality businesses to deliver their goods and services
- analyses the way hospitality businesses select suppliers that allow them to deliver goods and services to their customers

This activity covers learning aim B:
B. P3, B.P4, B.M2, B.D2



Before starting **Activity 4**, read the given scenario about The Lake Hotel carefully.

The owners of the 4 star privately owned Lake Hotel are considering entering a franchise agreement with 'Pear Tree Hotels', a well-known, international hotel chain. Franchise agreements are becoming a popular way for independent hotels to operate.

The hotel is operated as a limited company. It has been operating under the current owners for 6 years but has been on the lake for 30 years. The hotel was fully refurbished prior to opening under the current owners and has been operating in the mid-range price bracket since opening.

The Lake Hotel: Present situation

Country profile: Unityland

The country has substantial natural resources, including fertile soils, regular rainfall, substantial reserves of recoverable oil, and small deposits of copper, gold, and other minerals. Agriculture is one of the most important sectors of the economy, employing 72% of the work force. Coffee exports, account for 16% of exports. The industrial sector is dependent on oil exports. Tourism is a growing sector with an income of over

\$ 995 million per annum. The sector provides employment for 500,000 directly and indirectly. The economy is growing at over 5% per year.

Recent investments in road building are making travel throughout the country easier. There are currently 48 new roadbuilding projects being undertaken. The airport is being expanded in order to address the country's growing passenger and cargo traffic. The expansion project aims to increase the passenger terminal's capacity from the current figure of 410 arriving and 320 departing passengers, to 930 arriving and 820 departing passengers during peak hours. The airport renovation will also enable to increase the availability and frequency of international flights. Unityland International Airport is anticipated to handle 6.1 million passengers and 172,000t of cargo a year by 2033.



The telecommunications infrastructure has been developed through partnerships, with private companies laying over 1,800 km of fibre optics in Unityland since 2015. Mobile phone companies now provide 4G networks across all major cities and areas with significant tourist activity while offering 3G coverage across the rest of the country. Commercial internet services dropped in price from \$300/Mbps to \$80/Mbps.

The government is seen as being stable. The broader political landscape less so with constant challenges from other parties. The country has a liberal attitude to foreign investment and is very keen to encourage investment in tourism activity to increase government revenue. They are, at the same time, keen to preserve and revive customs and other traditional cultural expressions, whilst also acting to conserve the natural environment by placing a higher economic value on its preservation.

Key government players in tourism development in Unityland:

- Ministry of Tourism, Wildlife, and Antiquities
- Unityland Wildlife Authority
- Unityland Museums and Antiquities Association
- Unityland Tourism Board
- Unityland Wildlife Conservation and Education Centre

Nowhere else in the economy can so many jobs be created so quickly and cost-effectively as in an expanding tourism sector. Despite this, youth unemployment in the country is high, and hotels and other tourism-related businesses have issues recruiting staff above entry level. Most hotels look to attract supervisory and management level staff from overseas. Hotels train staff from entry level, but these staff move on to new employment quickly. Staff retention and turnover in the industry is very high.



Location:

The hotel is situated on the northern shores of the country's largest lake, 15 miles from the nearest town, which has an international airport. The town itself is situated approximately 30 miles from the capital and the international airport serves the capital city with new road links.

The lake is well known for its wildlife and is the major attraction in the area. Other attractions include the Botanical Gardens, which were laid out in 1898 and the National Wildlife Conservation and Education Centre.

There are a number of boarding options in the area:

The Royal Hotel

- A 200-bed hotel built in the Art Deco style in the 1930's. The hotel is not situated directly on the lake, but lies behind the Lake Hotel. It does have impressive lake views. The hotel is in need of some refurbishment as it has been 25 years since it was last updated, although it continues to attract international guests wishing to stay in this style of hotel
- The hotel has a restaurant and bar open to residents and non-residents. The restaurant offers both local and international cuisine with a buffet-style breakfast and small table d'hôte menu for lunch and *a la carte* options for dinner
- There is a heated outdoor pool and poolside bar open to non-residents and the hotel has a small gym open to residents only. The hotel has extensive tropical gardens and verandas and terraces where diners can enjoy views of the lake.
- Average room rate per night is \$ 120.00 – 190.00
- The hotel is independently owned and operated by a local business people.



The Safari Hotel

- A modern, 150-bed hotel built within the last 10 years. The hotel is located about 2 miles from the Lake Hotel and is not situated directly on the lake but across the main highway. It offers a restaurant and bar open to non-residents
- The restaurant offers buffet-style dining, with local and international dishes
- The hotel has a gym – open to non-residents and has a pool and lounging area
- Average room rate per night is \$ 100.00 – \$ 130.00
- The hotel is part of a national chain

Imperial Lake Resort Hotel

- A 250-bed hotel situated lakeside. The bar and restaurant is open to residents and non-residents. There is a mixture of buffet and *a la carte* dining options available
- The hotel has a gym for residents' use only, and an outdoor heated pool open to non-residents. There is a Spa open to non-residents and guests
- Price range \$ 150.00 - \$ 200.00 per night
- The hotel is part of international chain

Three Guys Beach Hotel

- Situated on the beach front of the lake, the hotel has 15 rooms each with a private terrace overlooking the lake. The hotel has a 'Beach Café' where breakfast, lunch and dinner are served. Drinks are also served from the café
- There is a small pool for guests' use only
- Price range \$ 100.00 - \$ 150.00 per night
- The hotel is locally owned



Mytown Hotel and Spa

- A hotel with accommodation ranging from standard rooms, executive twin rooms, deluxe studios to executive suites. The accommodation offers maximum privacy within the tranquillity of an affluent residential area in the town
- Price range from \$ 99.00 to \$ 199.00 per night
- The hotel has an onsite bar, restaurant, pool and Spa open to residents only
- The hotel is privately owned and operated

Skyway Motel

- An 80-bed, value-for-money motel. It has a small breakfast room, no other meals available due to town centre location. There is no pool or other leisure facilities
- Price range \$ 70 - \$ 100 per night
- The hotel is part of a national chain

Joe's Bed and Breakfast

- Situated on the beach front of the lake, the hotel has 5 rooms, each with a private terrace overlooking the lake. There is a breakfast room, but no other meals are available
- There is a small pool for guests' use only
- Price range \$ 100.00 - \$ 150.00 per night
- The hotel is locally owned



The Lake Hotel

Standard Rooms 80 \$\$ 120.00 – 180.00 per night	Superior Rooms 40 \$\$ 150.00 – 200.00 Per night	Club Rooms 40 \$\$ 200.00 – 270.00 Per night
• In-room safe • Complimentary Wi-Fi • In room entertainment • Coffee and tea making facilities • Bathtub with shower over	• In-room safe • Complimentary Wi-Fi • In room entertainment • Coffee and tea making facilities • Bathtub with shower over • Robes and slippers • Complimentary newspaper	• Complimentary continental and buffet breakfast • Complimentary canapes, alcoholic and soft drinks • Robes and slippers • Complimentary newspaper • In-room safe • Complimentary Wi-Fi • In room entertainment • Coffee and tea making facilities • Bathtub with shower over • Bottled water



- Club bar and dining facilities – access limited to club room occupants
- Complimentary continental and hot buffet breakfast offered daily with complimentary canapés and alcoholic and soft drinks early evenings
- Main bar – open to residents and non-residents. Range of draught and bottles beers, wines, spirits, and soft drinks
- Restaurant – specialising in locally produced ingredients from local farmers and producers all sourced and selected by the chef
- Coffee shop – open to residents and non-residents. Coffees and teas, softdrinks, smoothies, cakes and sandwiches
- Gym and indoor pool – for residents use only
- Outdoor heated pool – open to non-residents
- Spa – for residents use only

Staffing

Front of house	Food and Beverage	Club Rooms	Accommodation
Front office manager Front office deputy 4 full-time reception, 6 part-time 4 full-time concierges 4 full-time porters 2 Night auditors	Head Chef Sous chef 4 Chef de partie – full-time 8 commis – full time 2 kitchen porters – full time Restaurant supervisor 4 full-time waiting staff 10 part-time waiting staff 2 full-time bar staff 6 part-time bar staff	Club Manager 2 full-time sous chefs 2 commis 2 full-time bar/waiting staff 4 part-time bar/waiting staff	Head housekeeper Deputy housekeeper 3 floor supervisors 12 full-time room attendants 8 part-time room attendants Gym/Spa/Pool 6 full-time 4 part-time



Franchise agreement:

With an occupancy rate is 49% business is steady, but there is room for improvement. The owners believe that the franchise model will allow them to continue trading in the mid-range price bracket, but the change of name (brand) and other franchise support services will significantly increase the occupancy rates and the income earned.

The franchise package offers:

- 24-hour global reservations centre
- On-line central reservations system
- Pear Tree App
- Revenue management system
- Property management system
- Pear Tree Loyalty Programme
- Central marketing campaigns
- Central purchasing
- Proprietary Customer Relationship Management (CRM) system
- Staff training
- Central recruitment
- Ethical and CSR Charter.

The franchise deal will mean the hotel will be re-branded so that it is instantly recognised as being a “Pear Tree Hotel”

The hotel will be fully refurbished to meet brand standards, this will result in a two-week shut-down.

The club room facility will be removed.

The food and beverage offer will be standardised, and all purchasing will be done via the chains central purchasing system using approved suppliers.



ACTIVITY 4: suggested time: 6 hours

With reference to the information that you collected for task 3, and the information about The Lake Hotel, write a justified conclusion as to the course of action The Lake Hotel should take. Ensure that you draw on the research from your local region when completing this activity.

Your conclusion should:

- Evaluate the impact of trends and development within the hospitality industry on The Lake Hotel, ensure that you include your results of your analysis of the data and information you have been given.

This activity covers learning aim C:
C.P3, B.P4, B.M2, B.D2