



FUNDAMENTALS OF THE HOTEL & CATERING INDUSTRY

Remote Assessment September 2020

Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:
"I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged".

Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



ANSWER ALL QUESTIONS

1. Hotel products and markets vary according to hotel type and intended market. Explain how each of the following has an impact on the market size, demonstrating an understanding of the underpinning concepts and ideas, using examples to support your explanation.

- Location
- Facilities
- Service style
- Price
- Image

(Word limit 750)

[25 marks]

2. Hotels offer guests the opportunity to provide feedback during and following their stay. Describe how a small hotel can obtain guest feedback using surveys and use this feedback to enhance their services in a competitive market. In your response you must provide a detailed account, using examples to support your description.

(Word limit 750)

[25 marks]

3. As a hospitality manager in a large hotel, you have been asked to write an article discussing the methods and challenges a hotel will experience as they try to become more eco-friendly. In your response you must give a detailed account of both the methods and challenges the hotel may face, using examples to support your discussion.

(Word limit 750)

[25 marks]

4. The organisation and running of the Human Resource (HR) department varies between hotels. Explain the main activities carried out by the HR department within both large and small hotels. In your response you must provide a detailed account, demonstrating an understanding of the underpinning concepts and ideas, using examples to support your explanation.

(Word limit 750)

[25 marks]

END OF QUESTIONS