



HOSPITALITY MANAGEMENT

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. As a Hospitality Manager, you are required to give a verbal presentation to a group of newly appointed trainees entitled 'Differences between the business travel market and the leisure travel market'. Prepare the speech you would give as part of the presentation in which you demonstrate an understanding of the underpinning concepts and ideas.

(Word limit 750)

[25 marks]

2. Rising affluence has increased the demand for leisure pursuits such as holidays, short breaks and dining out. Discuss the factors that will influence consumer expenditure in the hospitality industry. In your response you must provide a detailed account, including a range of views about each factor.

(Word limit 750)

[25 marks]

3. As a consultant for a large hotel chain, you have been asked to advise on the feasibility of establishing a new hotel. Write a report in which you evaluate the options of either refurbishing an existing building or developing a greenfield site. In your report you must examine the strengths and weaknesses of both options and include one or more conclusions.

(Word limit 750)

[25 marks]

4. A building contract is agreed during the initial planning stage of the construction of a hotel. Describe each of the following categories of contract or procurement methods in relation to hospitality management, providing an extended, logical account using examples to support your description.

- Lump sum
- Cost reimbursement
- Design and build
- Management

(Word limit 750)

[25 marks]

END OF QUESTIONS