**Global Tourism and Hospitality (H/504/4415)**

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| **Assessment methodology** |
| **Formative Assessment 1**  **100 marks** |

**Assignment instructions**

Students must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must:

* include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
* include a brief introduction to the assignment;
* include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
* make clear connections between theory and practice;
* cite references in accordance with the Harvard System;
* be presented in report format;
* be within 10% of the required word count;
* may include additional information (e.g. research or publications) which should be added as supplementary appendices to the report.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the student's and tutor's declaration.

#### **Assignment task**

Students are required to show an understanding of Global Tourism and Hospitality by writing 1,750 words report analysing the size and scope of the global tourism and hospitality industry, issues, its influence and growth with particular focus on the food and accommodation sub-sectors.

**Outline**

Students are required to conduct relevant secondary research.

Students should include a brief introduction to the subject by explaining and analysing what is global tourism and hospitality.

Particular areas that should be focused on are:

**The size and scope of the global tourism and hospitality industry.** The student should:

* Analyse the size, nature and sub-sectors of global tourism and hospitality
* Analyse the role of stakeholders of the industry
* Explain the history of the tourism and hospitality industry
* Analyse the inter-relationships and links between tourism and other sectors

**The food and accommodation sub-sectors within the global tourism and hospitality industry.** The student should:

* Characterise the distinctions between different types of accommodation and their operation
* Characterise the distinctions between different types of food operation
* Analyse the factors affecting accommodation location decisions
* Analyse the effectiveness of transport and distribution systems

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| **Task instructions - Global tourism and hospitality report** | | |
| Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following: | | |
| **Assessment criteria** | **LO/AC ref** | **Marks** |
| Demonstrate an understanding of the size and scope of the global tourism and hospitality industry by   * 1. Analysing the size nature and subsectors of the global tourism and hospitality industry   2. Analyse the role of stakeholders of the industry   3. Explain the history of the tourism and hospitality industry   1.4. Analyse the inter-relationships and links between tourism and other sectors | LO1  1.1 – 0 / 12.5  1.2 – 0 / 12.5  1.3 – 0 / 12.5  1.4 – 0 / 12.5 | 50 |
| Show an appreciation of the food and accommodation sub-sectors within the global tourism and hospitality industry.  2.1. Characterising the distinctions between different types of accommodation and their operation  2.2. Characterising the distinctions between different types of food operation  2.3. Analyse the factors affecting accommodation location decisions  2.4. The effectiveness of transport and distribution systems | LO2  2.1 – 0 / 12.5  2.2 – 0 / 12.5  2.3 – 0 / 12.5  2.4 – 0 / 12.5 | 50 |
| **The word count is 1,750 words** | | |

**Global Tourism and Hospitality (H/504/4415)**

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| **Assessment methodology** |
| **Formative Assessment 2**  **100 marks** |

**Assignment instructions**

Students must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must:

* include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
* include a brief introduction to the assignment;
* include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
* make clear connections between theory and practice;
* cite references in accordance with the Harvard System;
* be presented in report format;
* be within 10% of the required word count;
* may include additional information (e.g. research or publications) which should be added as supplementary appendices to the report.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the student's and tutor's declaration.

#### **Assignment task**

Students are required to show an understanding of Global Tourism and Hospitality by writing 1,750 words report analysing the size and scope of the global tourism and hospitality industry, issues, its influence and growth with particular focus on the food and accommodation sub-sectors.

**Outline**

Students are required to conduct relevant secondary research.

Students should include a brief introduction to the subject by explaining and analysing what is global tourism and hospitality.

Particular areas that should be focused on are:

The issues and influences affecting the global tourism and hospitality industry. The student should:

* Review the development of the industry and the reasons for change
* Evaluate the impact of government activity and political issues
* Define the contribution of the industry on the economy and its impacts
* Evaluate the effect of trends in modern lifestyle habits
* Evaluate the way in which external factors affect the industry and organisations within it

The growth of global tourism and hospitality brands. The student should:

* Define the characteristics and uses of branding
* Analyse the development of global tourism and hospitality brands
* Analyse the benefits of branding and brand loyalty
* Explain the use of tourism and hospitality globalisation strategies and their risks

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| **Task instructions - Global tourism and hospitality report** | | |
| Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following: | | |
| **Assessment criteria** | **LO/AC ref** | **Marks** |
| Show an understanding of the issues and influences affecting the global tourism and hospitality industry by  3.1. Reviewing the development of the industry and the reasons for change.  3.2. Evaluate the impact of government activity and political issues  3.3. The effect of trends in modern lifestyle habits and  3.4. The way in which external factors affect the industry and organisations within it.  3.5 Define the contribution of the industry on the economy and its impacts. | LO3  3.1 – 0 / 10  3.2 – 0 / 10  3.3 – 0 / 10  3.4 – 0 / 10  3.5 – 0 / 10 | 50 |
| Demonstrate an understanding of the growth of global tourism and hospitality brands by  4.1. Defining the characteristics and uses of branding.  4.2. Analyse the development of global tourism and hospitality brands  4.3. Analyse the benefits of branding and brand loyalty  4.4. Explain the use of tourism and hospitality globalisation strategies and their risks | LO4  4.1 – 0 / 12.5  4.2 – 0 / 12.5  4.3 – 0 / 12.5  4.4 – 0 / 12.5 | 50 |
| **The word count is 1,750 words** | | |

**Global Tourism and Hospitality (H/504/4415)**

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| **Assessment methodology** |
| Assignment |

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| **Unit title** | **Global Tourism and Hospitality** |
| **Ofqual no.** | **H/504/4415** |
| **Credit value** | **20** |
| **Level** | **4** |
| **Unit Code** | **GTH** |

**Assignment instructions**

Students must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must:

* include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
* include a brief introduction to the assignment;
* include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
* make clear connections between theory and practice;
* cite references in accordance with the Harvard System;
* be presented in report format;
* be within 10% of the required word count;
* may include additional information (e.g. research or publications) which should be added as supplementary appendices to the report.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the student's and tutor's declaration.

#### Assignment task

Students are required to show an understanding of Global Tourism and Hospitality by writing a 3,500 words report analysing the size and scope of the global tourism and hospitality industry, issues, its influence and growth with particular focus on the food and accommodation sub-sectors.

**Outline**

Students are required to conduct relevant secondary research.

Students should include a brief introduction to the subject by explaining and analysing what is global tourism and hospitality.

Particular areas that should be focused on are:

The size and scope of the global tourism and hospitality industry. The student should:

* Analyse the size, nature and sub-sectors of the global tourism and hospitality industry
* Analyse the role of stakeholders of the industry
* Explain the history of the tourism and hospitality industry
* Analyse the inter-relationships and links between tourism and other sectors

The food and accommodation sub-sectors within the global tourism and hospitality industry. The student should:

* Characterise the distinctions between different types of accommodation and their operation
* Characterise the distinctions between different types of food operation
* Analyse the factors affecting accommodation location decisions
* Analyse the effectiveness of transport and distribution systems

The issues and influences affecting the global tourism and hospitality industry. The student should:

* Review the development of the industry and the reasons for change
* Evaluate the impact of government activity and political issues
* Define the contribution of the industry on the economy and its impacts
* Evaluate the effect of trends in modern lifestyle habits
* Evaluate the way in which external factors affect the industry and organisations within it

The growth of global tourism and hospitality brands. The student should:

* Define the characteristics and uses of branding
* Analyse the development of global tourism and hospitality brands
* Analyse the benefits of branding and brand loyalty
* Explain the use of tourism and hospitality globalisation strategies and their risks

The analysis should be concluded with detailed and well-justified analyses and an evaluation and/or recommendations if students feel appropriate. Relevant examples can also be quoted. The secondary research undertaken should be appended to this assignment.

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| **Task instructions - Global tourism and hospitality report** | | |
| Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following: | | |
| **Assessment criteria** | **LO/AC ref** | **Marks** |
| 1 Demonstrate an understanding of the size and scope of the global tourism and hospitality industry by Analysing the size, nature and subsectors of the global tourism and hospitality industry and the role of stakeholders of the industry. Explain the history of the tourism and hospitality industry and analyse the inter-relationships and links between tourism and other sectors | LO1, 1.1, 1.2, 1.3,  1.4 | 25 |
| 2 Show an appreciation of the food and accommodation sub-sectors within the global tourism and hospitality industry by Characterising the distinctions between different types of accommodation and their operation and different types of food operation. Analyse the factors affecting accommodation location decisions and the effectiveness of transport and distribution systems | LO2, 2.1, 2.2, 2.3,  2.4 | 25 |
| 3 Show an understanding of the issues and influences affecting the global tourism and hospitality industry by reviewing the development of the industry and the reasons for change. Evaluate the impact of government activity and political issues, the effect of trends in modern lifestyle habits and the way in which external factors affect the industry and organisations within it. Define the contribution of the industry on the economy and its impacts. | LO3, 3.1, 3.2, 3.3,  3.4, 3.5 | 25 |
| 4 Demonstrate an understanding of the growth of global tourism and hospitality brands by Defining the characteristics and uses of branding. Analyse the development of global tourism and hospitality brands, the benefits of branding and brand loyalty and explain the use of tourism and hospitality globalisation strategies and their risks | LO4,4.1,4.2, 4.3, 4.4 | 25 |
| **The word count is 3,500 words** | | |

**The assignment is to be presented as a single report of 3,500 words**