

QUALIFI ASSESSMENT DOCUMENT

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| Qualification Unit Name | SEM302HTM Introduction to the Hospitality Industry |
| Unit Reference | M/617/5597 |
| No of Credits | 15 Credits |

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Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

Assignment Guidelines

All work must be submitted in a single electronic document (.doc/.docx file). The assignment must be the Learner's own work and not copies of theories or models. Direct quotes should be kept to a minimum and shown in inverted commas. Models described and other quotes used must be properly attributed and referenced as appropriate. Learners must acknowledge or reference any sources that have been used to complete the assignment, listing reference material and websites used.

Plagiarism and Collusion

In submitting the assignment Learners must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count. Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution. Collusion occurs when two or more learners submit work, which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence.

Appendices

Separate Appendices should not be used. Any use of tables, graphs, diagrams, Gantt chart and flowcharts etc. that support the main report should be incorporated into the back of the assignment report that is submitted. Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment but not included.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion. Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

In total, the assignment should be between 1850 – 2150 words. Learners must comply with the required word count, within a margin of +10%. These rules exclude the index (if used), headings and information contained within references and bibliographies. When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

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|-----------------------------|--|
| Unit Title | Introduction to the Hospitality Industry |
| Unit Reference (RQF) | M/617/5597 |
| No of Credits | 10 |

Learning Outcomes and Assessment Criteria

| Learning Outcomes. To achieve this unit a learner must be able to | Assessment Criteria. Assessment of these outcomes demonstrates a learner can: |
|--|---|
| 1. Understand the nature of the hospitality industry. | 1.1 Identify the main elements of the hospitality industry. 1.2 Assess how the hospitality industry is developing. |
| 2. Understand the operations of hotels. | 2.1 Explain the grading and classification systems used for hotels in the hospitality industry. 2.2 Assess the characteristics and facilities of different hotels in different geographical areas. 2.3 Evaluate internal factors that influence the success and growth of the hotels. |
| 3. Understand the range of food and drink service establishments. | 3.1 Assess the different characteristics of restaurants in different geographical locations. 3.2 Assess the different characteristics of bars in different geographical locations. |

Referencing and Professionalism

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used. The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Submission of Assignments

All work must be submitted in a single electronic document (.doc/.docx file) in your Learning Portal or to submit to the Assessor/Centre Administrator.

ASSESSMENT TASKS

Task 1 FORMATIVE TASK The Nature of the Hospitality Industry

FORMATIVE TASK

Instruction: Where does your organisation sit within the hospitality industry? Write a report on the organisation for a non-specialist; it must include the following:

- An outline of the main elements of the hospitality industry
- Identify and explain how your organisation sits within the context of the main elements of the hospitality industry
- Discuss how the hospitality industry is developing, and what challenges it presents to your organisation

Formatting:

450-550 words

Justified alignment

Single-spaced

12pt Times New Roman font

Use an appropriate referencing system for footnotes and citations

Task 2 SUMMATIVE TASK Hospitality Standards in your Organisation

SUMMATIVE TASK

Instruction: Carry out a grading assessment of your organisation. The resulting report must contain the following:

- An outline of how hotels and restaurants are graded and classified across the industry by geography and service standards (LO 2.1, 3.1)
- Identify and explain the different characteristics and facilities of bars and hotels in different locations (LO 2.2, 3.2)
- A judgement of the growth potential for your organisation against these hospitality standards (LO 2.3)

| Learning Outcomes. To achieve this unit a learner must be able to: | Assessment Criteria. Assessment of these outcomes demonstrates a learner can: |
|---|---|
| 2. Understand the operations of hotels. | 2.1 Explain the grading and classification systems used for hotels in the hospitality industry. 2.2 Assess the characteristics and facilities of different hotels in different geographical areas. 2.3 Evaluate internal factors that influence the success and growth of the hotels. |
| 3. Understand the range of food and drink service establishments. | 3.1 Assess the different characteristics of restaurants in different geographical locations. 3.2 Assess the different characteristics of bars in different geographical locations. |

Formatting:

1450-1550 words

Justified alignment

Single-spaced

12pt Times New Roman font

Use an appropriate referencing system for footnotes and citations

Learners are required to complete all tasks.

Mark Scheme

| Grade | Distinction | | Merit | Pass | | FAIL | |
|---|--|---|---|---|--|--|--|
| Mark | 80-100 | 70-79 | 60-69 | 50-59 | 40-49 | 30-39 | 0-39 |
| Content (alignment with assessment criteria) | Extensive evaluation and synthesis of ideas; includes substantial original thinking | Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking | Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking | Describes main ideas with evidence of evaluation; includes some original thinking | Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking | Largely incomplete description of main issues; misses key concepts; no original thinking | Inadequate information or containing information not relevant to the topic |
| Application of Theory and Literature | In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept | Clear and relevant application of theory; fully integrates literature to support ideas and concepts | Appropriate application of theory; integrates literature to support ideas and concepts | Adequate application of theory; uses literature to support ideas and concepts | Limited application of theory; refers to literature but may not use it consistently | Confused application of theory; does not use literature for support | Little or no evidence of application of theory and relevant literature |
| Knowledge and Understanding | Extensive depth of understanding and exploration beyond key principles and concepts | Comprehensive knowledge and depth of understanding key principles and concepts | Sound understanding of principles and concepts | Basic Knowledge and understanding of key concepts and principles | Limited and superficial knowledge and understanding of key concepts and principles | Confused or inadequate knowledge and understanding of key concepts and principles | Little or no evidence of knowledge or understanding of key concepts and principles |
| Presentation and Writing Skills | Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax | Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax | Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning | Orderly presentation; minor errors in mechanics and syntax | Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning | Confused presentation; errors in mechanics and syntax often interfere with meaning | Illogical presentation lacking cohesion; contains significant errors that interfere with meaning |
| Referencing | Advanced use of in-text citation and references | Mastery of in-text citation and referencing | Appropriate use of in-text citation and referencing | Adequate use of in-text citation and referencing | Limited use of in-text citation and referencing | Inadequate use of citation and referencing | Little or no evidence of appropriate referencing or use of sources |

Instructor's Comments

Marking Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right, which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at a final mark

Example:

| | Distinction | Merit | Pass | Fail |
|-------|-------------|-------|-------|------|
| Range | 70-100 | 60-69 | 40-59 | 0-39 |

| Criteria | Score |
|--------------------------------------|-------------------------|
| Content | 50 |
| Application of Theory and Literature | 40 |
| Knowledge and Understanding | 50 |
| Presentation/Writing Skills | 40 |
| Referencing | 40 |
| Total Score | 220/5 = 44, Pass |

Qualifi Information

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