

HOSPITALITY

Unit 1: Investigating the social and economic trends in the hospitality industry



Hospitality

Level 3 Unit 1: Investigating the social and economic trends in the hospitality industry

Sample scheme of work

This is an example of a possible scheme of work. You can use it as it is, adjust it or extract content to create a scheme of work to suit your delivery needs. It can also be adjusted by adding theory workshops to support learners who have/need additional learning time.

This unit is assessed through a two-hour written external examination set and marked by AQA-City & Guilds.

Total GLH	60
Delivery model	Based on teaching two hours per week plus a four-hour visit.
Aim	<p>To identify the key factors that make up the hospitality industry and the trends that affect its profitability. Learners will be able to:</p> <ul style="list-style-type: none"> • analyse the key factors and responsibilities of the hospitality industry • describe how trends, external factors and tourism affect profitability • analyse career and management opportunities that are available.
Notes	<p>Under FS (functional skills):</p> <p>* indicates opportunities for assessment in English of speaking and listening and/or written communication + indicates opportunities for assessment of research skills using skills involving reading and understanding information presented in a variety of text types.</p>

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
1	Introduction to topic, review and development of research skills, including research plans and the analysis and evaluation of information	Give the class a specific subject to research (eg local public houses) and show the various ways in which information can be collected, sourced, selected and stored.	LO1a		+	2	
2	Research into the size of the hospitality industry	For the next two sessions learners will research the UK hospitality industry. They will consider factors such as the number of outlets, the number of people employed, the range of outlets, and so on. Working in small groups, ask learners to produce a research plan. Check the plans prior to the end of the session. The research should be completed before the next session.	LO1a	IE4	+	2	See page 17 of the Principal Learning specification for further details.
3	Research into the size of the hospitality industry (continued)	Ask learners to analyse and evaluate their research.	LO1a	IE4	+	2	
4	Identify the range and variety of different hospitality outlets including examples from all the sub-industries	Learners should now summarise their findings in numerical format.	LO1b		*	2	Links to Unit 4, LO1a: plan and carry out research into range of roles and the responsibilities of managers.
5	Identify the main characteristics of different hospitality outlets including examples from all the sub-industries	Divide learners into small groups and allocate each group a sub-industry. Ask learners to record the main characteristics of their sub-industry and present their findings to the rest of the class.	LO1b			2	Links to Unit 4, LO1a.

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
6	Importance of the hospitality industry to the UK economy	Ask learners to conduct further research over the half-term break looking specifically at the influences of revenue, employment and society on the hospitality industry. Learners should be prepared to present their findings in the next session.	LO1c	IE6	* +	2	Links to Unit 6, LO1a: explain the concept of entrepreneurship. Links to Unit 6, LO1b: explain the potential business opportunities and risks involved in the setting up and running of a business.
7	Half-term						
8	Importance of the hospitality industry to the UK economy (continued)	Learners will now present their research findings and conclusions using reasoned arguments and evidence.	LO1c	IE6	*	2	Links to Unit 6, LO1a and LO1b.
9	Visits to industry to include major sub-sections researched earlier in term	Devise worksheets for learners to complete, which include questions to ask and items to observe.			*	4	
10	Legal responsibilities of the hospitality industry	Introduce health and safety and fire safety. Devise some hazard spotting and risk assessment exercises. Using the work already done in other units, ask learners to summarise the main points of food safety.	LO2a		*	2	Links to Unit 4, LO3b: summarise the main legal responsibilities relating to recruitment and management of staff. Links to Unit 9, LO2a and LO2b regarding the main pieces of legislation affecting the hospitality industry.

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
11	Licensing laws and their influence on the hospitality industry	Ask learners to research the main points and influences of licensing laws. Learners should summarise their findings on a flip chart or electronically and keep a record in their files.	LO2a		*	2	Links to Unit 4, LO3b. Links to Unit 9, LO2a and LO2b.
12	Equal opportunities and discrimination	During the break, ask learners to supplement information by researching press, trade publications and internet articles.	LO2a		*	2	Links to Unit 4, LO3b. Links to Unit 9, LO2a and LO2b.
13	Holidays						
14							
15	Legal responsibilities of the hospitality industry	Use a case study to illustrate this topic. Follow with a group discussion and activities.	LO2a		*	2	Links to Unit 4, LO3b. Links to Unit 9, LO2a and LO2b.
16	Environmental responsibilities of the hospitality industry	This session should introduce learners to the environmental responsibilities of the industry, with regard to: <ul style="list-style-type: none"> the use of energy and water recycling carbon footprint. Ask learners to collect examples of good practice to discuss in class.	LO2b	IE6	*	2	Links to Unit 5, LO1a: explain the importance of budgetary planning and control. Links to Unit 5, LO1b: assess the value of planning and control to the success of hospitality establishments.
17	Industry speaker or industry visit	Arrange a visit to emphasise the importance of environmental responsibility. Learners should prepare themselves in advance to ask questions that will allow them to argue a case for environmental responsibility.				2	

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
18	Identify good practice relating to environmental responsibility	Learners should report back on environmental responsibility using reasoned arguments and evidence to support their findings.	LO2b	IE6	*	2	Links to Unit 5, LO1a and LO1b.
19	Economic and social trends	<p>Divide the class into four groups. Each group is to deal with a different topic.</p> <p>Ask learners to plan and carry out research into the economic and social trends that affect the hospitality industry in the UK and worldwide.</p> <p>Learners must evaluate their findings and draw conclusions.</p>	LO3a	IE2	+	2	<p>Links to Unit 5, LO1a and LO1b.</p> <p>Links to Unit 7, LO4a: interpret market information to determine customer needs.</p> <p>Links to Unit 7, LO4b: generate ideas and explore marketing options for specific business purposes.</p>
20	Economic and social trends (continued)	Each group should present their findings on social and economic trends (political, social, economic and technological) to the rest of the class. Findings to be recorded for each learner.	LO3a	IE2	*	2	<p>Links to Unit 5, LO1a and LO1b.</p> <p>Links to Unit 7, LO4a and LO4b.</p>
21	Economic and social trends (continued)	Ask learners to collect media information to supplement a discussion the following week.			*	2	
22	Half-term						
23	External factors and trends of the industry	<p>As a class, discuss which external factors and trends affect the industry.</p> <p>Learners should summarise the discussion for their files.</p>	LO3b		*	2	<p>Links to Unit 5, LO3a: explain different methods of budgetary planning and control in hospitality related situations.</p> <p>Links to Unit 7, LO1a: explain the importance of sales and marketing in hospitality.</p>

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
24	Relationship between hospitality and tourism industries and the affect this has on the hospitality industry	Ask learners to research into domestic and international issues and influences – increased travel/growth of tourism/technological change. Research to be assessed and evaluated for its relevance and value.	LO4a	IE4	+	2	
25	Profitability and success from tourism on hospitality establishments	Learners to analyse media articles and information from websites to supplement a discussion. Information to be prepared and stored ready for the end of term display.	LO4b		*	2	
26	Visiting speaker	Arrange for a guest speak to talk to the learners about the tourism industry. Learners should work on their displays.	LO4b			2	
27	Display materials relating to trends affecting hospitality	External agencies invited to display their work and then the learner can discuss their own work with them.	LO4a, b			2	
28	Holidays						
29							

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
30	Career opportunities in the hospitality industry-review of range of sectors and opportunities that exist	Research and summarise job opportunities in a number of different sectors. Learners should include these in their own file.	LO5a		* +	2	<p>Links to Unit 3, LO4a: lead teams by taking responsibility and showing confidence whilst leading a hospitality team.</p> <p>Links to Unit 6, LO2a: summarise the roles and responsibilities involved in a successful hospitality business.</p> <p>Links to Unit 6, LO2b: explain the principles and pressures of running a hospitality business including personal and work-related demands.</p> <p>Links to Unit 8, LO4b and LO4c: on running a commercial kitchen.</p> <p>Links to Unit 9, LO1a and LO1b: on the roles and responsibilities of the functional or operational areas in hospitality establishments and working collaboratively.</p>

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
31	Extended job opportunities within the hospitality industry including human resources, finance etc	Ask learners to research and summarise extended job opportunities in the hospitality industry for their files.	LO5a		* +	2	Links to Unit 3, LO4a. Links to Unit 6, LO2a and LO2b. Links to Unit 8, LO4b and LO4c. Links to Unit 9, LO1a and LO1b.
32	Management opportunities within the hospitality industry and the skills and qualifications required	Ask learners to research and summarise management opportunities within the hospitality industry for their files.	LO5a		* +	2	Links to Unit 3, LO4a. Links to Unit 6, LO2a and LO2b. Links to Unit 8, LO4b and LO4c. Links to Unit 9, LO1a and LO1b.
33	Job profiles and their use in assessment of skills	Using previous research and information, each learner should produce a profile of skills and qualifications for a selected job.	LO5b	RL1	*	2	Links to Unit 3, LO4a. Links to Unit 6, LO2a and LO2b. Links to Unit 8, LO4b and LO4c. Links to Unit 9, LO1a and LO1b.

Week	Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
34	Job profiles and their use in assessment of skills (continued)	Ask learners to do a self-assessment against the profile of a selected job opportunity.	LO5b	RL1	*	2	Links to Unit 3, LO4a. Links to Unit 6, LO2a and LO2b. Links to Unit 8, LO4b and LO4c. Links to Unit 9, LO1a and LO1b.
35	Job profiles and their use in assessment of skills (continued)	Then ask learners to assess others against the profile, identifying any opportunities and achievements.	LO5b		*	2	Links to Unit 3, LO4a. Links to Unit 6, LO2a and LO2b. Links to Unit 8, LO4b and LO4c. Links to Unit 9, LO1a and LO1b.