

Hospitality and Events BTEC

Preparation work: Pre-course Reading, Research and Tasks

Pre-reading and research will help you to become more familiar with the topics you are going to study on your BTEC Hospitality and Events course. If you complete the tasks below they will also help you to become more confident when you start your course.

Specification:

You will be studying the BTEC National Subsidiary Diploma in Hospitality (equal to one A level). Press Ctrl + Click [here](#) to see general information about the course from our exam board, which will help you to understand its context and where it can lead you.

Task 1:

a) Find a definition of the word “Hospitality” then make a list of as many hospitality businesses that you can think of (i.e. businesses that make money from providing hospitality to customers).

b) What is an “event”? Make a list of as many different types of events as you can think of.

Case Studies:

Food Allergies/Labelling: <https://www.bbc.co.uk/news/uk-politics-48752388>

Boom in Air BnB: <https://www.bbc.co.uk/news/business-47910700>

Veganism: <https://www.bbc.co.uk/news/business-48661153>

Coronavirus: <https://www.bbc.co.uk/news/business-51923804>

Task 2:

Write a paragraph explaining how you think each of the current issues discussed in the articles above will impact on hospitality businesses and their customers (think about profits, staff/jobs, products and services sold, customer needs/satisfaction levels).

Websites for Further Research and Reading:

UK Hospitality: <https://www.ukhospitality.org.uk>

Big Hospitality: <https://www.bighospitality.co.uk>

Trip Advisor: <https://www.tripadvisor.co.uk> (Practice researching positive/negative customer reviews for hotels/restaurants etc. to find out what makes some customers satisfied/dissatisfied).

The Caterer: <https://www.thecaterer.com>

Merlin Events: <https://www.merlineventslondon.com>

Glastonbury Festival: <https://www.glastonburyfestivals.co.uk/information> (click on the links on the left hand side of the page to get an idea of this event’s scale and organisation).

Books to Read:

As this course studies an industry that is massively diverse and constantly evolving, there is no set text book. As you can see, we base our studies on industry organisations and their websites. However, there are some useful books out there that can help you appreciate some of the wider issues in hospitality and develop some of the skills needed to be successful.

- **Customer Service in Tourism and Hospitality** by Simon and Louise Hudson
- **The Heart of Hospitality: Great Hotel/Restaurant Leaders Share Secrets** by Micah Solomon
- **The Business of Event Planning: Behind-the-Scenes of Successful Special Events** by Judy Allen

Podcasts:

Slick Talk: The Hospitality Podcast: <https://anchor.fm/wil-slickers>

Restaurant Unstoppable: <https://restaurantunstoppable.com/category/podcast>

Task 3:

Choose ONE event from the following list:

- a) Your “Ideal” 18th Birthday Party
- b) A Charity Ball (to raise money for a local hospital) or
- c) Your “Dream” Wedding Reception.

Research, then compile a plan for your chosen event that gives details of the following:

- The venue/location
- Entertainment
- Catering
- Costs
- Tickets
- Guest numbers
- Equipment/facilities needed
- Theme/decorations
- Staff required.

Films to Watch:

- **Fyre – The Greatest Party That Never Happened** (Netflix). *Make a list of all the things that contributed to the failure of this “festival”.*
- **Chef (2014)** – The pressures of working in restaurants.
- **Founder (2016)** – How McDonalds began.
- **7 Days Out** (Netflix) – Behind the scenes at some of the world’s biggest events.
- **Gordon Ramsay’s Kitchen Nightmares/Hotel Hell** (All 4) – How to fix failing hospitality businesses. *Make a list of common issues that cause problems for hospitality businesses.*

Progression Opportunities

Why choose Hospitality and Events BTEC:

Hospitality Job Profiles – Press Ctrl + Click [here](#).

Hospitality Careers – Press Ctrl + Click [here](#).

University Courses – Press Ctrl + Click [here](#).

We look forward to welcoming you onto the Hospitality and Events course in September. In the meantime, if you have any questions, please e-mail: jes@godalming.ac.uk

We hope you enjoy completing these tasks and look forward to you joining the course.

