

ASSIGNMENT INSTRUCTIONS

Assessment	Final Coursework Assessment
Assessment code:	011
Academic Year:	2017/2018
Semester:	2
Module Title:	Hospitality, Tourism and Events Environment
Module Code:	MOD004056
Level:	4
Module Leader:	Philippa Vincent
Weighting:	50%
Word Limit:	2500 words This excludes bibliography and other items listed in rule 6.71 of the Academic Regulations: http://web.anglia.ac.uk/anet/academic/public/academic_regs.pdf
Assessed Learning Outcomes	3 & 4
Submission Deadline :	This assignment must be received by <u>no later than 14:00 on Friday, 18 May 2018</u>

WRITING YOUR ASSIGNMENT:

- This assignment must be completed individually.
- You must use Harvard referencing system.
- Your work must indicate the number of words you have used. Written assignments must not exceed the specified maximum number of words. When a written assignment is marked, the excessive use of words beyond the word limit is reflected in the academic judgement of the piece of work which results in a lower mark being awarded for the piece of work (regulation 6.70).
- Assignment submissions are to be made anonymously. Do not write your name anywhere on your work. Write your student ID number at the top of every page.
- Where the assignment comprises more than one task, all tasks must be submitted in a single document.
- You must number all pages.

SUBMITTING YOUR ASSIGNMENT:

In order to achieve full marks, you must submit your work before the deadline. Work that is submitted late – up to five working days after the published submission deadline - will be accepted and marked. However, the element of the module's assessment to which the work contributes will be capped with a maximum mark of 40%.

Work cannot be submitted if the period of 5 working days after the deadline has passed (unless there is an approved extension). Failure to submit within the relevant period will mean that you have failed the assessment.

Requests for short-term extensions will only be considered in the case of illness or other cause considered valid by the iCentre Adviser. Please contact iCentre@lca.anglia.ac.uk. A request must normally be received and agreed by the iCentre Adviser in writing at least 24 hours prior to the deadline. See rules 6.54-6.62: http://web.anglia.ac.uk/anet/academic/public/academic_regs.pdf

Mitigation: The deadline for submission of mitigation in relation to this assignment is no later than five working days after the submission date of this work. Please contact iCentre@lca.anglia.ac.uk See rule 6.103: http://web.anglia.ac.uk/anet/academic/public/academic_regs.pdf

Assignment Case Study

Tower of London

The Tower of London is a 900-year-old castle and fortress in central London that is notable for housing the crown jewels and for holding many famous and infamous prisoners. Throughout its history, the tower has served many purposes: it housed the royal mint (until the early 19th century), a menagerie (which left in 1835), a records office, an armoury and barracks for troops. Until the 17th century, it was also used as a royal residence.

ASSIGNMENT QUESTION (80 marks)

You are required to produce a PEST analysis for the Tower of London with the aim of identifying and assessing the various external factors that affect the business moving forwards (2500 Words)

Points to consider in answering the set question:

- Provide a brief overview of the Tower of London as an attraction.
- In terms of the PEST a good understanding of the function of this strategic tool should be demonstrated:

Political stability, such as the impact of BREXIT, local political environment, impacts on the organisations funding and policy changes.

Economic factors, such as trends in tourism, events and hospitality, pricing and the external financial environment impacting consumer spend.

Social factors, such as population changes, demographics i.e. age, consumer trends and desires.

Technological factors, such as the need for innovation, media technology and website/ APP.

- All factors of the PEST should be assessed with an insightful assessment of the impact the factors have on the Tower of London, including any key challenges, risks and limitations to the organisation.

Referencing, bibliography and effective communication (20 marks)

Reading List

HRP, 2017. *Historic Royal Palaces*. [Online] Available at: www.hrp.org.uk [Accessed 15 December 2017].

Wetherley & Otter. (2014). *The Business Environment. Themes and issues in a globalizing world*. Oxford: Oxford University Press