Examination Period 2: 2018/19

LEIM03719N

<table>
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<tr>
<th>Module Title</th>
<th>International Hotel Management</th>
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<tr>
<td>Level</td>
<td>Seven</td>
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<td>Time Allowed</td>
<td>Three hours</td>
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Instructions to students:
- Enter your student number **not** your name on all answer books.
- Answer **three** out of **six** questions.
- Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.
- This is a seen paper. Questions have been distributed to students prior to the examination.
- An annotated copy of the seen paper distributed prior to the examination **is** permitted in the examination room. A new copy will also be provided.
- Students are permitted to take **unlimited** notes into the examination room. Notes to be typed.

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Answer three out of six questions.

1. Giving clear examples from the sources supplied to you and others you may have read, comment on the consensus of main issues facing the hospitality industry consequent upon ‘Brexit’.

2. Parts of the UK hospitality industry rely heavily on access to non-British EU labour, much of which is paid at or near the minimum ('living') wage. Industry leaders often assert that UK nationals are reluctant to work in these sectors. Discuss, with evidence, the human resource options facing the hotel sector in the event of non-national labour being unavailable.

3. Assess the likely advantages and disadvantages to the hotel industry of a significant fall in the value of sterling pursuant upon ‘Brexit’.

4. According to KPMG (2018): “European tour operators have seen a softening in demand from British holidaymakers…[.] They still value their summer holiday and won’t give it up lightly but they may approach it differently, for example, by selecting cheaper and new destinations or opting for shorter holidays. The weak pound has made trips abroad more expensive and as a result some are even turning to ‘staycations’ instead, especially for their secondary holiday”. Exemplify how the domestic hotel industry could take advantage of ‘Brexit’ in terms of the development of both new and existing markets.

Questions continue overleaf
5. According to VisitBritain, the national tourism organisation, in 2016 the UK ranked sixth in the UNWTO international tourist arrivals league, behind France, USA, Spain, China, Italy; seventh in the international tourism earnings league behind the USA, Spain, Thailand, China, France and Italy. In 2017 France, the USA and Germany together accounted for 29% of all visits to the UK: the top three markets measured in terms of visitor spend were the same markets although in a different order (USA, Germany and France) accounting for 27% of all overseas visitor spend in the UK. London accounts for 55% of all inbound visitor spend, the rest of England 32%, Scotland 9% and Wales 2%. In 2015 92% of business visits were repeat visits, 85% of visits to friends and family, and 63% of holiday visits. Certain markets are also more likely to make repeat visits to the UK: 92% of holiday visits from Irish Republic, 92% from Norway, 83% from Iceland and 80% from Belgium were repeat visits in 2015, all close neighbouring countries. Given this and any other data in your possession, outline the main elements of a national tourism strategy subsequent to ‘Brexit’.

6. In the event of a ‘no deal Brexit’ in which the UK will trade on World Trade Organisation terms, what short-term measures will be required to ensure minimal damage to the hotel industry?