



ICM

JUNE 2016

ENVIRONMENTAL MANAGEMENT IN THE HOSPITALITY INDUSTRY

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Evaluate the ways in which cultural factors may influence international hospitality development. [20]
 2. A multitude of factors may lead to what, at times, can be very significant variations in hospitality development costs. Review the main factors which typically lead to variations in hospitality development costs. [20]
 3. The contribution of an asset manager can sometimes be undervalued in the development of hospitality projects. Explain how an asset manager can contribute to the development of a hospitality project. [20]
 4. Explain the main objectives, and typical content, of a feasibility study for a development project. [20]
 5. Analyse the typical content of a brand development strategy. [20]
 6. Review the sources of finance typically available to support hospitality building projects. [20]
 7. A site appraisal is a key stage in the development of a hospitality project. Analyse the typical content of a comprehensive site appraisal. [20]
 8. Careful attention must be given to the pre-opening procedure for a hotel project. Analyse the typical topics covered in an effective pre-opening procedure for a hotel project. [20]