



Prifysgol Cymru  
Y Drindod Dewi Sant  
University of Wales  
Trinity Saint David

200  
1822 - 2022

# Hospitality & Guest Services in the Hotel Industry

[BMIH4003]

Week 8

Module feedback

Final Assignment 2

Register at 9:30

*Man Geni Addysg Uwch yng Nghymru  
Where Higher Education Began in Wales*

[www.uwtsd.ac.uk](http://www.uwtsd.ac.uk)



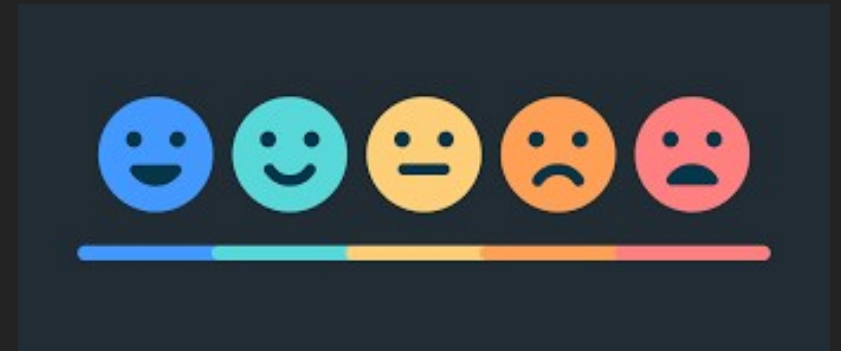
# Today's content

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- Module feedback
- Assignment 2 Q&A
- Preparation going forward within this course



# Module Feedback



# Hospitality and Guest Service(BMIH4003)

Open Moodle

Click on our tab – Hospitality and Guest Services

Find the clipboard as shown in the picture below

## Hospitality and Guest Service Management (BMIH4003)

Course Settings Participants Grades Reports More ▾

### Module Information

### Module Lead:

Holiadur Adborth Modiwl /  
Module Feedback  
Questionnaire



For the first  
three  
questions:

1. Module Code \* 

BMIH4003

2. Module Name \* 

Hospitality and Guest Services

3. Institute 

- ☐ Wales Institute of Science and Art
- ☒ Institute of Management and Health
- ☐ Yr Athrofa: Education and Humanities
- ☐ Institute of Inner City Learning

# Assignment 2 - Report

**Deadline – Wednesday 15<sup>th</sup> November by  
23:59**

# Assignment 2 – Report

**Title- The importance of effectively monitoring guest service approaches**

**Background:**

The hospitality industry is very competitive, and businesses need to keep up with the latest hospitality trends to avoid being left behind. Additionally, keeping pace with the industry as a whole is a great way to ensure your business delivers the kind of customer experience people want and expect.

**The following topics MUST be included within your report:**

- Reputation Management
- Service Culture

**Additional topics that could be addressed within your report**

- Brand Consistency
- Hotel Standards
- Customer Loyalty
- Future technological impacts
- Service failure

## Assignment 2 – 1500 Report

### Guidance:

- Ensure you are not being too descriptive. Instead, support your discussion with examples, case studies from the hotel and hospitality industry
- Offer recommendations for the hotel industry regarding market trends? What obstacles are they facing?
- Propose realistic recommendations to the industry
- Demonstrate knowledge/understanding by providing analysis and making comparisons between different global hotel players.



# Report - Structure

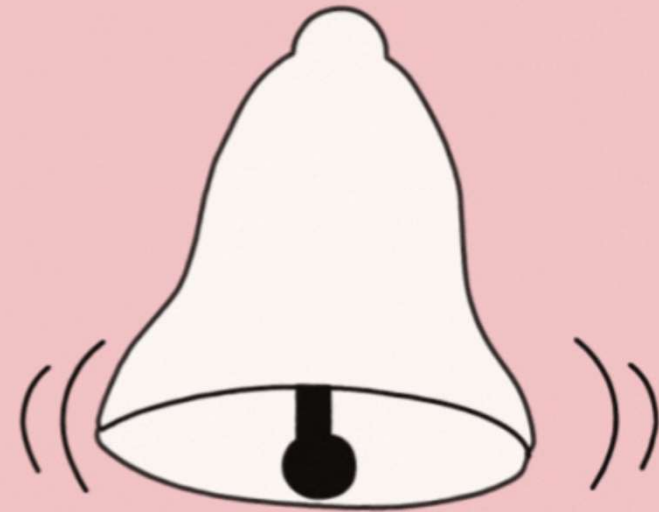
- Your report should follow the **structure** below:
- Title Page
  - Executive Summary
  - Content Table
  - Introduction
  - Main Findings (including **sub-headings**)
  - Conclusion
  - Recommendations
  - Reference List (minimum of **15 references** is required)



Any Questions?

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Key dates to  
remember!



**REMINDER**

# Key Dates

**End of term- Friday 15<sup>th</sup> December**

- Keep an eye on your email for contact from lecturers

**Next term start date-**

**Week commencing – 8<sup>TH</sup> January 2024**