

# Business Skills for the International Hotel Industry

## Week 4: Writing Skills & Referencing

# Referencing Workshop



# Non-Academic Misconduct

To report an incident, use the Formal Student Complaint Form

## Covers:

- Actions which cause actual or potential distress or harm to others;
- Actions which cause actual or potential damage to property of others;
- Actions which may prevent or disrupt the normal functioning of the University;
- Actions which may cause reputational damage to the University as a result of the misconduct of the alleged perpetrator;
- Actions which impede or interfere with the pursuance of work/study of University members, or impact on normal operations of the University;
- Breaches of the University's Student Code of Conduct.

Harassment

Bullying

Victimisation

Hate Crimes

Sexual  
Misconduct

Antisocial  
Behaviour

Damage to  
Property

<https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/student-experience/UWTSD-Student-Code-of-conduct-2021.pdf>

# UWTSD STUDENT CODE OF CONDUCT

## This document sets out the standards of conduct that are expected of students at UWTSD.

UWTSD expects its students to conduct themselves in a manner that does not bring the reputation of the University into disrepute. Where a student's conduct does not meet the expectations outlined in the Student Code of Conduct, the University **Non-Academic Misconduct Policy** may be applied. Examples of conduct that may breach this code of conduct can be found in the Non-Academic Misconduct Policy.

The University seeks to provide a safe and inclusive environment for all students, and therefore it takes breaches of this code of conduct seriously. If you are experiencing behaviour that contradicts this code of conduct, (e.g. harassment, sexual misconduct, bullying through social media), please report the allegations to the University as outlined in the Non-Academic Misconduct Policy. The University will look to provide support to you as appropriate through its procedures (this may include offers of mental health support and/or referral to external support).

### Professionalism

- It is expected that you act in an honest way and that you will abide by the law.
- You should familiarise yourself with and adhere to approved University policies and regulations.
- Attend and engage with your programme of study and proactively seek support when needed as outlined in the **Student Charter**.
- Where applicable, adhere to relevant professional standards relating to personal and professional conduct. See also the University **Fitness to Practise Policy**.
- Where applicable, adhere to relevant professional, statutory, regulatory body expectations and requirements to protect present and future patients, service users or clients at all time. See also the University **Fitness to Practise Policy**.

### Caring for each other

- You should recognise everyone is an equal member of the community whether teacher, student, administrator, cleaner or security worker. Everyone should be extended the same respect and support.
- It is expected that you should not be judgemental about others – not blame or stigmatise groups or individuals, for example, if they should become unwell with Covid-19 or are not able to follow all protective behaviours due to reasons of disability or medical exemption.
- You are expected to help your fellow students whether on campus, online or in halls, without posing a risk to yourself, especially if they are in difficulties or don't understand procedures. For example, you can offer help by directing your fellow student to the appropriate support service (e.g. the **Hwb** or **Student Services**).

### Representing the University

- You are an ambassador for the University at all times. The University expects that you will act responsibly and respectfully both within the local community and when away from the local environment (for example, whilst on study abroad, field trips or placements, or when representing the University in sporting events).
- You should show good sportsmanship whilst representing the University in sporting events.
- When visiting off-campus locations for events, you should treat the facilities at the location you are visiting, as well as any transport that has been arranged to get you to your location, appropriately and with due consideration for others.
- You should behave in a manner which upholds the good reputation of the University, including whilst off-campus for sporting or social events associated with the University.

### Respect for the University Environment

- You should treat University buildings, property and facilities with respect and refrain from conduct which may damage the University environment.
- You should ensure that any UWTSD equipment or facilities are used appropriately and with due consideration for others (e.g. shared computers or equipment, **IT Acceptable Use Policy**).
- You should show respect for the campus environment (for example by disposing of litter appropriately).
- You should make yourself aware of the health and safety arrangements at the University (for example, the **University Smoking Policy**).
- It is expected that you have your student ID card with you while you are on campus and access University facilities.

### Respect for Others

- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but not limited to email, social media, instant messaging and texting) so that they do not feel as though they are being harassed or bullied.
- You should conduct yourself in a manner that does not harm or does not have the potential to harm others. This includes refraining from:
  - Abusive or unreasonable conduct e.g. acts of bullying or harassment; including harassment related to the protected characteristics
  - Physical misconduct e.g. punching, kicking, slapping, biting, pushing or shoving;
  - Sexual misconduct (see **Non-Academic Misconduct Policy**);
  - Threats of injury or violence upon others;
  - Activities which may constitute a hate crime;
  - Activities related to the incitement of, or participation in, acts of terrorism;
  - Activities that wilfully and deliberately spread misinformation;
  - Activities which foster blame narratives (i.e. apportioning blame without factual basis).
- Respecting the right of others to hold opinions that are different to your own. The University encourages respectful discourse and discussion. Where there are disagreements or debate, it is expected that students use appropriate language at all times including respecting protected characteristics.

### Respect for the community

- It is expected that you consult and follow current government guidance and University advice, guidance and regulations relating to Covid-19 including the need to quarantine, self-isolate, social distancing requirements or reporting for contact tracing.
- It is expected that you will follow all health and safety practices required or recommended by health professionals such as frequent hand-washing and hand sanitisation.
- It is expected that you adhere to University policies relating to the wearing of face masks.
- It is expected that you behave responsibly within the wider community in which the University operates and follow any local guidelines.

# Overview: Referencing, Paraphrasing and Plagiarism

# What is Referencing

When producing an academic assignment, you will be expected to acknowledge other people's work by referencing them in a recognised and consistent format. You will also need to provide details of the resources you have read for your assignment. There are a number of reasons why this is necessary:

- To demonstrate the breadth of research you have undertaken.
- To add academic credibility to your arguments.
- To enable readers to find the sources you have used in your work.
- To acknowledge the work of others and avoid accidental plagiarism.

# Make Notes

Keep a record of the sources you read as you go along.  
This will make it easier to collate your references when writing your assignments.



# It will get easier.

Referencing will get easier providing you practice, practice, practice!

## Resources:

The Harvard Referencing Handbook

The [Cite Them Right](#) website provided free by the UWTSD *Library* (*login to library using your usual login first*) will now help you enormously - both now and all through your time at university.

If in doubt...ask! 😊

# The Art of Paraphrasing!

- Paraphrasing is the art of putting something that you have read or learnt into your own words.
- Paraphrasing effectively and respectfully is an important part of good academic practice.
- The best way to paraphrase is to develop an understanding of what has been written first.

# What is the difference between paraphrasing and plagiarism?

- **Paraphrasing** means taking somebody's words or ideas and putting them into your own words. It is important to paraphrase any information you wish to include, rather than to insert it word for word into your own work.
- **Plagiarism** refers to using somebody else's work and passing it off as your own, whether intentionally or otherwise. It is a serious academic offence, which could ultimately lead to you being asked to leave university.

# Knowledge Check!

What is Academic Misconduct?

# More Information...

Please refer to the Academic Misconduct Policy handbook within the assessment tab on our Business Skills Moodle page.



# Evaluating Information...

Using a search engine like Google is very easy and will return a lot of hits but you need to be aware there is no quality control – anyone can publish content on the internet, so it's up to you to determine if the content you have found is accurate and reliable.

When you search for information, you are going to find a lot of it. What you must consider is whether it is trustworthy accurate and suitable for your assignment.

# The CRAAP Test

Ask yourself the following. Is the information:

- **Currency:** is it up to date? Does it reflect any changes that might have occurred?
- **Relevancy:** who is the intended audience?
- **Authority:** what are the author's credentials?
- **Accuracy:** can the information be verified?
- **Purpose** - Is the information objective? Are they trying to persuade you to see a particular perspective?

# Evaluation Information – The CRAAP Test

The use of information in our society is widespread, but how do we know what is good information?

Currently, misinformation and ‘fake news’ are frequently discussed in society, so being able to identify credible sources of information is becoming increasingly important.

# The Library

- The library is full of credible resources and can be accessed via Moodle or Quick Links



# Academic Liaison Librarians

They are able to help you with more specialist enquiries, such as:

- Finding, using, and evaluating information sources
- Referencing
- Locating accessible resources.

They also provide a wider [Academic and InfoSkills](#) programme focusing on transferable employability skills and academic skills.

Support is available via email or Microsoft Teams.

# Finding Help – General Enquiries

If you need further assistance, the library staff will be happy to help!

## Email

You can contact the library via email at [library@uwtsd.ac.uk](mailto:library@uwtsd.ac.uk)

## Social media

You can message the Library on Facebook, Twitter, or Instagram (@UWTSDLib).

## Finding help – Academic Liaison

For in-depth research help, you should contact the Library's [Academic Liaison Librarians](#).

# It's all about the Research!

During your time at university, you will be expected to evaluate and use information appropriately, which involves a significant amount of research!

However, it is important to note that research is a process of enquiry and investigation. It is not just about collecting interesting facts.

# The Purpose of Research

## Key Attributes:

- To review and synthesise existing knowledge
- To investigate an existing situation or problem
- To explore and analyse more general issues
- To provide solutions to a problem
- To generate new knowledge

(Saunders, Lewis and Thornhill, 2018)

# Research and Academic Writing

- When writing an academic assignment for university, you need to show that you have read what other professionals in the field and established academics have found as a result of their reliable and unbiased research.
- This will allow you to develop a deeper understanding of the topic leading to effective paraphrasing - putting something that you have read or learnt into your own words.
- Paraphrasing effectively and respectfully is an important part of good academic practice. The best way to paraphrase is to develop an understanding of what has been written first.

# Analytical Skills

- Analytical skills and research skills go hand in hand. As you work on collating relevant information into your assignments you also need to be able to evaluate, interpret and synthesise your findings.
- Analytical thinkers never assume, they will question the significance of the information by breaking the information down into smaller parts.

## Examples of Analytical Skills:

- Critical Thinking
- Interpreting Qualitative and Quantitative Data

# Critical Thinking

- Critical thinking gives you the tools to use scepticism and doubt constructively so that you can analyse what is before you. It helps you to make better and more informed decisions about whether something is likely to be true, effective or productive (Cottrell, 2023).
- Critical thinking skills involve trying to grasp a situation as objectively as possible: setting aside our own immediate feelings and preferences and trying to identify the relevant facts (Chatfield, 2018).

# Definition - Objectively

Trying to understand something from a more neutral perspective, rather than relying on a single opinion or first piece of information that has come to hand (Chatfield, 2018).

# Definition – Scepticism

- Refusing to take things at face value:
- Why should I trust this claim?
- Why does the person making this claim believe it – or want me to believe it?
- What else has been said, written or reported about this?
- Do I know enough to answer all of the above questions confidently?

(Chatfield, 2018)

# Break Time

# Writing Skills in the Hospitality Industry



# Importance of Writing:

- Clear, professional writing is essential in various hospitality contexts.
- Writing tasks include drafting emails, reports, marketing materials, and guest communications.

## Example:

A well-written email to a guest confirming a reservation can enhance the guest experience and set the tone for their stay.

## Objective:

Develop a professional writing style that meets industry standards.

# Theoretical Insight

## Professional Writing in Context:

According to Cottrell (2013), effective writing is crucial in ensuring clear communication, which is especially important in industries like hospitality where guest satisfaction is paramount. Inconsistent or unclear writing can lead to misunderstandings, impacting the overall guest experience.

Additionally, Guffey and Loewy (2010) highlight that good writing in a business context helps in conveying professionalism, building trust, and establishing a positive image of the organisation.

# What is Professional Writing?

## Key Features:

**Clarity:** Writing should be easy to understand without ambiguity.

- Example: Clear instructions in a staff memo on new cleaning protocols.

**Conciseness:** Avoid unnecessary words to get to the point quickly.

- Example: An email update about a policy change should be brief yet informative.

**Coherence:** Ideas should flow logically from one to another.

- Example: A report on guest feedback should logically present the data and conclusions.

**Correctness:** Ensure grammar, spelling, and punctuation are accurate.

- Example: A marketing brochure with typos can harm the hotel's professional image.

# Contextual Applications:

Writing clear and concise emails to colleagues and guests.

- Preparing well-structured reports on hotel operations.
- Creating compelling marketing content for digital and print media.

# Theoretical Insight

Effective communication is a key factor in service industries like hospitality, where written communication reflects the quality of service and professionalism of the establishment (Wood, 2015).

# Structuring Written Documents

## Introduction:

Set the stage and outline the purpose of the document.

**Example:** The introduction of a guest feedback report should outline the report's objective.

## Body:

Present information logically and coherently.

**Example:** A report on guest satisfaction might include sections on methodology, data analysis, and key findings.

## Conclusion:

Summarise key points and provide recommendations or next steps.

**Example:** A marketing plan might conclude with actionable steps to launch a new campaign.

# Typical report structure:

- Title/ Cover page
- Executive Summary (*not included in word count*)
- Content table (*not included in word count*)
- Introduction
- Main body (*with all the individual subheadings*)
- Conclusion
- Reference list

# How to write a Report?

- It is essential that you plan your report before you start writing it!
- Remember to decide on:
  - Definition of the aim
  - How your ideas and findings will be presented
  - How you will structure the document.

## Report Front Page



- Report title: Organisational Report
- Your name
- Student number
- Name of the recipients of the report (lecturer)
- Date of the report (submission date)
- Module code & module name



# Executive summary

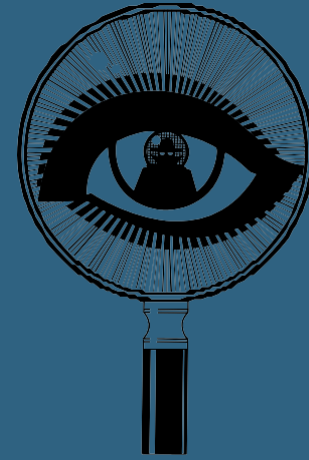
- A short summary of the whole report in a few paragraphs.
- Give the reader a basic understanding of the whole report, including its conclusions.
- Imagine that the person reading this has just a few minutes to read the report before an important meeting.
- This section should give them all the key information they need.
- Although this section is placed at the beginning of the report, it is recommended that you write it **last**.

# Table of contents



- Acts as an ‘at a glance’ view of content and where information is located
- List all section headings, heading numbers and the page number on which each item features
- Microsoft Word can do some of this for you
- List graphics - charts/diagrams

# Being Critical

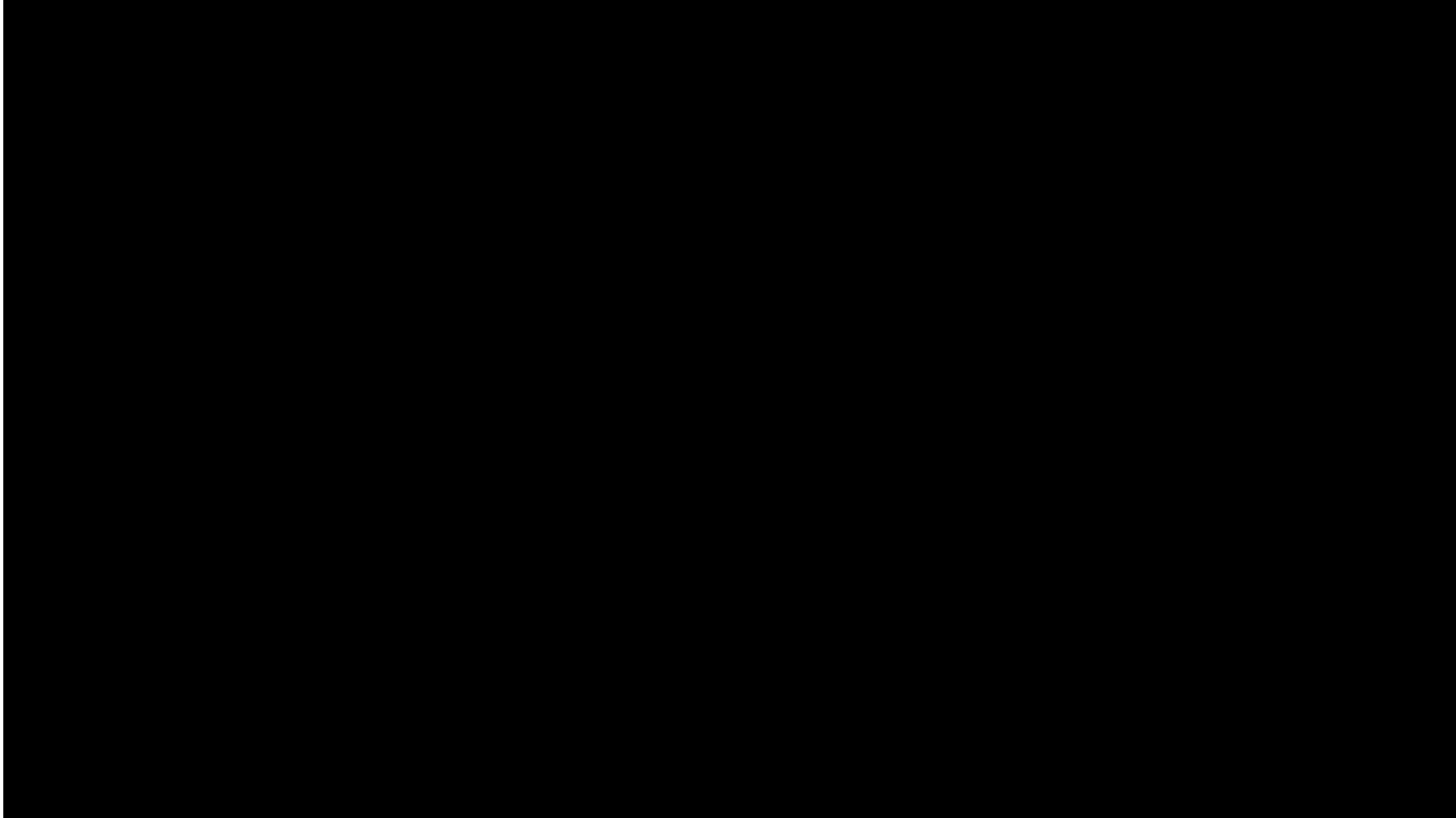


- Analysis - not description
- Evidence of thought and reflection
- Arguments supported by evidence
- Discussion of issues and ideas - not just a reporting of facts
- An understanding of why the topic is significant and interesting
- An attempt to relate the topic to broader issues
  - to see the bigger picture

# CRITICAL ANALYSIS

- **Back up** criticisms and evaluation with evidence
- **Make** your own biases, assumptions and stance clear
- **Make** any biases, assumptions or stances by others clear -  
‘X states that...  
Y, however, argues against that idea....’ ‘  
X appears to assume that...  
Y, on the other hand, puts forward another point of view....’
- **Be concise** - avoid long-winded explanations
- **Be relevant** - don’t go off on a tangent; make sure criticisms and evaluation are relevant to your purpose

# Analysis vs Description





# Any Questions

# Writing Techniques for the Hospitality Industry

HOSPITALITY  
AND  
TOURISM  
MANAGEMENT



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



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

**Using Active Voice:** Makes your writing direct and clear.

**Example:** "The manager resolved the issue" is clearer than "The issue was resolved by the manager."

**Consistency in Tone:** Maintain a professional and polite tone throughout.

**Example:** An email to a guest should maintain a polite tone from the greeting to the sign-off.

# Common Writing Pitfalls in the Hospitality Industry

## Overuse of Passive Voice

**Example:** "The complaint was addressed by the manager" vs. "The manager addressed the complaint."

**Why it's problematic:** Passive voice can lead to vague or unclear statements, making it difficult for the reader to understand who is responsible for the action.

## Inconsistent Tone

**Example:** Starting an email with "Hey" and ending with "Yours sincerely" in a formal setting.

**Why it's problematic:** An inconsistent tone can confuse the reader and may come across as unprofessional.

## Jargon and Clichés

**Example:** Using phrases like "cutting-edge service" or "state-of-the-art amenities" without clarification.

**Why it's problematic:** Overusing jargon or clichés can make communication less effective, especially if the reader is not familiar with the terms.

# Writing and Referencing Exercise

- **Question:** Write a short report or memo (200-300 words) addressing the following:
  - 1.Report:** Propose a new guest service initiative to improve customer satisfaction at your hotel.
  - 2.Memo:** Explain the importance of consistent communication in maintaining brand standards to your hotel staff.

# Instructions:

1. Structure your writing with a clear **introduction**, **body**, and **conclusion**.
2. Use at least **two references** from online sources to support your arguments.
3. Ensure your writing is **clear**, **concise**, and **free from jargon**.
4. Include **in-text citations** and a **reference list** at the end, using **Harvard** referencing style.

# Peer Review:

- After completing your writing, exchange your work with a classmate.
- Review each other's work for **clarity, structure, and proper referencing**.
- Provide constructive feedback to help improve each other's writing and citation skills.



# Any Questions

# Reference List

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**Mehrabian, A. (2007).** *Nonverbal Communication*. Aldine Transaction.

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## **Additional Up-to-Date and Relevant References:**

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