



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

200
1822 - 2022

BA International Hotel Management

Placement Research Project
[BMIH6006/8]

Week 2

Structure of the Report -
Contin'd : Chapters 4&5

Module Lead : Kathryn Flynn

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

www.uwtsd.ac.uk



Register





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

200
1822 - 2022

Before we start

Please ensure that your microphone is muted during all teaching.

Your camera must be always on during lectures please.

You must join via a laptop or PC/MAC—No attendance permitted on phones or tablets

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

www.uwtsd.ac.uk

Where Are We Now?

A	Contemporary Themes for the Hotel and Hospitality Sector
Week	Lecture Topic
1	Introduction to the Module Assignment introduction and suggested structure (1) Title Page Declaration Acknowledgement Abstract Table of Contents Chapter 1 Introduction Chapter 2 Literature Review Chapter 3 Methodology
2	Assignment introduction and suggested structure (2) Chapter 4 Findings and Discussion Chapter 5 Conclusion and Recommendations Topic Confirmation Ethic form
3	Independently complete the research project
4	Independently complete the research project
5	Independently complete the research project
6	Independently complete the research project
7	Independently complete the research project and project submission
8	Module Feedback

Recap

What did we do last week?

Assignment Task

Students are to produce a **7,500 word** 'Placement Research Project'.

Task Specifics:

Students are to critically investigate a “specific topic” that directly relates to the completed hotel placement experience.

NB: Students MUST use their placement hotel as the primary case study for this piece of work.

Students are to:

Gather, evaluate and analyse relevant information;

Structure material in a logical and coherent order;

Present research work in a consistent manner according to the instructions of the brief;

Make appropriate conclusions that are supported by the evidence and analysis of the research work;

Forward practical recommendations for development / change / improvement.

Assignment Submission

Final submission 6th of November 2025

Today's Objectives

1. Assignment structure review - RECAP
2. Writing chapter 4 Findings and Discussion
3. Writing chapter 5 Conclusion and Recommendations
4. Ethics Form
5. Topic Confirmation
6. Independently complete the research project

How to approach the Research Project?

Structuring your research project – Part 2

Structure for Writing the Research Project

Topic/title page

Abstract

Declaration

Contents/Table of Contents

Acknowledgements

Chapter 1 Introduction

Chapter 2 Literature Review

Chapter 3 Methodology

Chapter 4 Findings and Discussion

Chapter 5 Conclusion and Recommendations

References

Structuring the Research Project

Topic: Clearly state the focus, scope, and purpose of the study.

Abstract/Executive Summary: Concisely outline the purpose, key findings, and recommendations of the research project. (500 words)

Contents/Table of Contents: The contents page should list the different sections and/or headings together with the page numbers.

Chapter 1 Introduction: Clearly present a concise background to the research project. It should include an overview of the case study, highlighting the hotel brand, its location, the key theme or topic to be explored within the study and associated research objective or question. **(500 words)**

Chapter 2 Literature Review: Critically and systematically analyse existing research and scholarly literature related to the selected topic and identify research gaps. **(1200 words)**

Structuring the Research Project

Chapter 3 Methodology: Present an overview of the Case Study Methodological approach, supported by academic sources to explain its advantages, limitations, and associated techniques. Explain any significant methods employed, such as primary, secondary, or mixed method data collection, providing a comprehensive discussion of their relevance and application. **(600 words)**

Chapter 4 Findings and Discussion: The findings section should present a comprehensive and detailed presentation of results. Objective reporting of what was found organised by themes. **(1,500 words).**

The discussion section should critically interpret and analyse the research findings in relation to the existing literature, addressing the research topic, research objective or research question, exploring implications, acknowledging limitations, and pointing out valuable areas critical to the placement hotel operation. **(1,500 words).**

Structuring the Research Project

Chapter 5 Conclusion and Recommendations

Conclusion: highlight the key findings and essential points from the research work. It should serve to reiterate the most critical aspects discussed in the research, emphasising the key findings. **(900 words)**

Recommendations: Based on the findings, insights, and experiences acquired during the placement, provide a set of well-informed recommendations to support the placement hotel in improving its performance or optimising its operation. **(800 words)**

References: Your references should list, in alphabetical order by author, all published sources referred to in your research work. Resources should be listed in alphabetical order (See Harvard Referencing Guide). Please remember for this length of academic writing, you must include a minimum of 75 reference sources.

*RECAP OF Ch 3 Methodology: (600 words)

An overview of **Case Study** methodology using academic sources to explain the benefits, limitations and techniques in this approach.

An overview of any other key techniques or methods used (600 words)

It could include:

Definition (What is a Case Study?)

Abilities (What could a Case Study do?)

Data Collection Ways (eg; Interviews / Content Analysis / NETNOGRAPHY...)

Limitations (Research Limitations / Restrictions...)

Chapter 4

Findings and Discussion (1500+1500 Words)

Findings: Provide a comprehensive and detailed presentation of results. Objective reporting of what was found organised by themes/objectives.

Can include VISUALS = Graphs / Tables / Diagramatics / Infographics
...

Discussion: Critically interpret and analyse the research findings in relation to the existing literature, addressing the research topic, research objectives / research question.... Ensure to explore implications, acknowledging limitations, and pointing out valuable areas critical to the placement hotel operations.

*How to write up Ch 4 Findings / Discussion.

Findings : Critically analyse the placement hotel in terms of a specific topic or wider theme. Firstly, use academic references to explore the theme from your reading and, secondly, provide examples and evidence from the placement hotel to analyse the issues and to present and discuss suggested improvements (which will lead onto your Recommendations).

Suggested Contents:

Part 1: use academic references to explore the theme from your reading - - Link to theory that you have noted in Literature Review Chapter!

Part 2: examples and evidence from the placement hotel or other hotels

****THEREFORE LINK THEORY WITH PRACTICAL!****

Academic Writing: How to get your points based on previous research?

STEP 1:

1. Engage with **academic sources** in your subjects, such as **peer-reviewed journal articles and books**.
2. Synthesis may mean that you join together sources that agree on a point and then compare and contrast these with other sources that may disagree with that. This can also help you to prove **your point**.

Step 2: Critically analyse the topic

Address the questions :

WHO , WHY, WHAT, WHERE, WHEN, HOW??

EG:

What: Definitions-Concepts / How: serious is it? / What: are the impacts? ...

Why: Reasons

How: Solutions

Answer these questions with **your points** evidenced by previous research
(SECONDARY RESEARCH) & examples in your placement hotel or other hotels
(NEW RESEARCH COLLECTED)

Step 3: Develop your ideas/discussion with the points in existing research (lit rev findings)

Step 4: To express points in an academic manner

Step 5: To support points with **examples** in the placement (DATA COLLECTION).

‘Staff Shortages’ example from last week - see the below (Findings Discussion section samples)

(EG 1)

The lack of young talents in the labour pool is the primary reason for staff shortage in hospitality industry. firstly, based on the research of Hanqin et al (2004), the recent graduates are unwilling to enter into this career partly because what they learnt in the school is far away from the reality within the industry(Hanqin et al, 2004). Secondly, even the graduates who chose to enter the industry are attracted to extremely limited forms of employment and many other employment outlets are ignored (John Pratten et al, 2007).

In Marriot Hotel, the staff shortage issue is also very serious. Besides the reasons discussed above, ... (Examples found....)

Example: staff shortages

(EG 2)

Staff shortages in the hospitality industry can be effectively addressed by prioritizing employee engagement strategies over solely increasing salaries. Jones et al. (2019) argue that while low wages contribute to employee turnover, the absence of career development opportunities plays a more pivotal role. This perspective is supported by Lee and Kim (2021), who demonstrate that offering professional growth and development programs significantly enhances job satisfaction and employee retention. Drawing on these findings, this research suggests that hospitality businesses should implement structured training and development initiatives as a sustainable approach to mitigating staff shortages. By fostering an environment that emphasises professional advancement, organisations can not only attract new talent but also retain their existing workforce more effectively.

Chapter 5

Conclusions & Recommendations

In the conclusion section, summarise the key findings of your research or the key arguments presented. Clearly and concisely highlight the most significant results.

Provide recommendations for the placement hotel and policymakers. Outline how the findings of your research can be effectively applied in practical, real-world settings.

Conclusions and Recommendations - If short on words - you could use some bullet points in this section to make selected and important points from all the report so far. Repetition of key points already made is allowed here.

Concluding Section:

1) To restate Your Research Focus / Question:

Reiterate your **objective statement or research question** to remind the reader of the core focus of your study.

2. To Recap-Summarise Your Key Points:

Begin your conclusion by again briefly summarising **the main findings of your research / key points you've made linked to your Theme/Topic.**

Be concise but clear in presenting the most important results.

3. To Discuss the Implications:

Explain **the significance of your research.**

Links with Theory / Industry....

4. To Offer Practical Recommendations:

If your research has practical implications, **provide recommendations for policymakers, practitioners, or stakeholders.** (LINKS TO INDUSTRY)

Explain how your findings can be applied in real-world settings. (LINKS TO INDUSTRY)

Conclusions/Implications/Recommendations

Example: Staff Shortages:

Conclusions (Recap / Review)

The hospitality industry plays a vital role in the global economy, offering a wide range of services and experiences to travelers and consumers. However, it faces a persistent and growing challenge in the form of staff shortage. In this conclusion, **key findings are again briefly summarised and implications of these issues are noted, acknowledging the current difficulties and whereby a set of recommendations for addressing this crisis are proposed.**

Firstly, The sector's **high turnover rates** are a major contributor to the staff shortage issue. Hospitality jobs often require long hours, demanding physical work, and irregular schedules. These conditions can lead to burnout, low job satisfaction, and ultimately, high turnover. Secondly, Many candidates entering the hospitality field **lack the necessary skills and training required** to excel in the industry. There is a notable gap between the skills offered by potential employees and those demanded by employers, especially in specialized positions like chefs, sommeliers, and skilled front-of-house staff.....

Implications (Why this is important)

The staff shortage in the hospitality industry has far-reaching **implications** that extend beyond the immediate challenges faced by businesses, casting a shadow on the industry's economic, service quality, and workforce well-being aspects. (1) The inability to provide consistent high-quality service **jeopardizes the reputation** of the industry and individual establishments. A lack of skilled staff can result in negative online reviews and reduced customer loyalty. **In addition to that, (2) The growth and innovation** within the industry are impeded by the shortage of skilled staff. It becomes difficult for businesses to expand or invest in new ventures when they can't adequately staff their existing operations. Lastly, (3) **The well-being of hospitality staff** is another crucial aspect affected by staff shortage. Long working hours, high stress levels, and limited growth opportunities can lead to employee dissatisfaction, impacting their physical and mental health.....

Recommendations (What to do in future)

To address the pressing issue of staff shortage in the hospitality industry and mitigate its detrimental effects, a set of comprehensive recommendations is offered, encompassing strategies to enhance recruitment, workforce development, working conditions, and public awareness. Firstly.... Hospitality businesses should make substantial investments in **comprehensive training and development programs** to bridge the skills gap. Collaborate closely with local educational institutions to provide practical, hands-on training and internship opportunities. Encourage employees to pursue continuous education and professional certifications. Secondly, Address the root causes of high turnover by **enhancing working conditions**. This may include establishing reasonable working hours, offering flexible schedules, and providing competitive compensation packages. Lastly.... **government policies** should be advocated to support the industry, such as easing visa restrictions for foreign workers during periods of extreme staff shortage, encouraging industry associations and organizations to collaborate on workforce development initiatives and lobby for initiatives that benefit the industry as a whole.....

Ethic form

NB: You MUST complete the ETHIC FORM and submit it by 3rd of October 2025.

To submit, go to Moodle, Assessment and click on Ethic Form Submission (See Turnitin Link)

Topic / Research Confirmation + Approval

Refine your research topic as per your supervisor's comments.

NB: If you haven't already had your research topic-title approved, please email your tutor with your proposed idea ASAP - - - without approval, research **can not** go ahead!!

NB: Permissions for Primary Data Collection: For all primary research data collection - - it is **compulsory** for permissions to be obtained from the hotel (in writing). It is also a requirement to discuss with your research supervisors about your primary data collection method(s) - - *eg; tutor to review investigation questions ahead of conducting any research.*

Recap

- ✓ Structuring research project
- ✓ Recapped Earlier Key sections/Chapters
- ✓ Introduced Chapter 4 “Findings and Discussion
- ✓ Discussed Chapter 5 “Conclusions and Recommendations”
- ✓ Ethics Form
- ✓ Topic Confirmation
- ✓ Independent completion of the research project

Any Questions?

Now!

It is time to independently complete your research project.
Good luck with that!

Ethic Form submission:
FRIDAY 3rd October 2025

Final project submission deadline:
THURSDAY 6th November 2025