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

School of International Hotel Management

BA International Hotel Management

Module Handbook Summer Term 2020

M6X01931

Contemporary Themes in the Hotel and Hospitality Sector

LEVEL 6

Module tutor:

Abdi Rahman

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Contemporary Themes in the Hotel and Hospitality Sector 2020

Welcome to this generic overview handbook for the above module. This is a level 6, 20 credit module taught in semester 2 to Level 6 IHM students in the School of International Hotel Management.

It should be read in conjunction with supplementary information and materials available on Moodle together with information and instructions delivered by the module tutor.

To get the best out of this module it is vital that you engage with the themes explored as well as with both the online and offline activities during tutorial sessions which are designed to enrich the learning experience as well as to encourage self-directed study together with collaboration and interaction with your peer group.

AIM(S)

- To investigate in depth the contemporary issues affecting the global hospitality industry in practice with a strong focus on sustainability issues. The module will through theoretical study, practical research investigation and an International Conference consider in detail practical applications of hotel, hospitality and tourism management activities within a dimension which should underpin the theoretical concepts highlighted within the programmes.
- To consolidate the students' understanding of a range of professional hotel, hospitality and tourism operations through participation in field studies and planning, organising and managing an International Conference. This will give practical experience of both operational, management and policy issues within a specific international, national or regional location and allow them to professionally present their research findings.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Systematically evaluate and analyse contemporary issues within a specific area of the hotel industry, which may include exploring current contemporary issues and organising and managing an International Hospitality Conference focusing on topical global issues notably sustainability.

2. Systematically analyse a range of sociological, political, economic, ethics and cultural theories and their application within a hospitality destination and in turn evaluate future policy and management options for such operations within their respective destinations in order to present a related academic conference paper.

INDICATIVE CONTENT

- The foundation of the module will be taught through a series of lectures focusing on sociological, political, economic, ethics and cultural issues culminating in a practical and applied field study programme with visits to a specific hospitality destination. This will build upon the themes explored within the other core level 6 modules and level 5 and 6 studies in order to develop and integrate issues explored across the different disciplinary areas. As such the content of the module will be integrative and apply theoretical concepts gained from the other level 6 modules and apply them practically to a specific hospitality focussed destination.

- Field Study Work – Students plan in detail an international field study trip which will allow them to concentrate on an applied investigation of operational, management and policy frameworks within hospitality, tourism or events operations in order to plan and undertake applied global research.
- The field study trip will be based upon the contemporary issues related to the theories that have been explored in the lecture and seminar programme. It will aim to include local site visits, local visiting speakers, local workshop discussions and student centred group and individual study and survey activities in order to enable the students to produce an academic research paper to present at an International Hospitality Conference to take place at UWTSD Lampeter Campus

- Seminars indicative content will focus on developing the student's practical Conference Management skills in order to enable them to plan, organise, market and manage an International Hospitality Conference at the UWTSD Lampeter Conference focusing on specific industry based contemporary theme

LEARNING AND TEACHING STRATEGY

The students will be taught through theory-based lectures which will underpin the structured field study visit to a specific International hospitality destination. The learning strategy will be focussed upon using the underpinning keynote lectures, support tutorials and seminar workshops to support the students planning their research along with the international field study trip which will involve site visits and presentations by guest speakers from the industry. This will all be underpinned by the students' self-managed learning which will allow them to experience planning, organising, marketing and managing an International Conference where they will present an Academic paper which will allow them to apply the theories and management issues studied at all levels of the program with particular focus on level 6 modules.

NB: The emphasis on funding will largely be student centred, although some financial subsidy through School of Tourism and Hospitality may be available.

The allocation of teaching to deliver the module is:

Activity type	**Hours**	**Percentage**
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning		
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1 – 50%
Organise and Manage an International Hospitality Conference – 2500 words

Exemplar:
Students will be required to work as a team to plan, organise, market and manage an International Hospitality Conference at UWTSD Lampeter Campus. They will be required to work as a team with each student taking on a specific role and responsibility. Each student will be required to produce a briefing paper of 2500 words.

Assessment Component 2 – 50%
Prepare and present a Research Paper at The International Hospitality Conference – 2500 words

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	**100%**

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	**Yes**
	No
If yes, please provide brief details (no more than 100 words): Students will be asked to consider the issue of sustainable development within their consultancy projects. Change management theories proposed will embrace SD within strategic plans.	

BIBLIOGRAPHY

Essential

Conrady, R., Buck, M. (2010) Trends and Issues in Global Tourism, Springer

Cooper, C. and Hall, M. (2010) Contemporary Tourism: An International Approach, Goodfellows, Oxford.

Tribe J (2009) Philosophical issues in Tourism (Aspects of Tourism), Channel View

Recommended

Dawson, J. Lemelin, H. Stewart, E. (2012) Last Chance Tourism: Adapting Tourism Opportunities in a Changing World, Routledge, London

Darcy, S. Ambrose, J. Bulhalis, D. (2012) Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism, Channel View, London

Faulkner, B, Moscardo, G, Laws, E, 2001, Tourism in 21st Century. Lessons from Experience. Continuum, London

Krippendorf, J, 1998, The Holiday Makers: Understanding the Impact of Leisure & Travel;

Laws,E. Prideaux, B. Chon, K. (2007) Crisis Management in Tourism, CABI, Wallingford

Mill, R. (2012) Resorts management and Operations (3rd Ed) Wiley, London

Robson, C. (2011) Real World Research, Wiley, Chichester.

Wahab S. & Cooper C, 2005, Tourism in the Age of Globalisation, Routledge, Abingdon

Background

Journals

Annuals of Tourism Research
Current Issues in Tourism
International Journal of Hospitality Management
International Journal of Tourism Research
Tourism Management
Travel and Tourism Analyst
Journal of Sustainable Tourism
Tourism Management

Websites

www.culture.gov.uk
www.isrm.co.uk
www.wto.co.
www.tourismconcern.org.uk
www.wttc.co.uk

10-Week Teaching Plan.

Week	Time	Lecture content – main themes to be covered	Supporting material	Assessment hand out date	Assessment submission date
1 **May 14th**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	Module Review Organising international Conference: Stakeholder identification, engagement, confliction resolution etc.	**Module Handbook** How do you organise a conference? Detailed discussion. Learning Log Discussion on detailing the week by week planning and development of the Conference. Discussion on the format of a research paper. Discussion on utilizing Microsoft teams for lectures and student meetings. Discussion on drop box ideas. Review ***the Organising a Conference - Tips Document.***	**Assessment 1 (50%)** Organise and Manage an International Hospitality Conference – 2500 words **Assessment 2 (50%)** Prepare and present a *Research Paper* at The International Hospitality Conference – 2500 words.	**Assignment 1 due on June 26th**

2 **May 21st**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	**Contemporary Themes** Examination of some current sociological and political issues that may affect organising and managing an International Hospitality Conference	**Discussion on Contemporary Themes.** **What is 'contemporary' and what are the current issues affecting the Tourism Industry** Suggested issues that can affect the sustainability of a Tourism Product. Students to research a contemporary theme for the conference. **Lecture** **Class Activities**		
3 **May 28th**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	**Contemporary Themes (Cont'd)** Investigation of some current economic issues that may affect organising and managing an International Hospitality Conference Investigation of ethical and cultural issues that may affect organising and managing an International Hospitality Conference	**Lecture** **Class Activities**		

		Theme Selection (Current themes)	Students to attend a 10-minute slot with tutor to discuss the selected theme choice.		
4 **June 4th**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	Key skills required in event planning and Management: Operational & organisational skills, project management skills etc **Weekly Progression Report Meeting**	**Lecture** **Class Activities** 10-minute meeting with each student / team		
5 **June 11th**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	**Weekly Progression Report Meeting** **Revision session**	10-minute meeting with each student / team		
6 **June 18th**	**9.00** **10.10** **11.30**	**How to write and present research paper**	Lecture		**Assignment 1 due on June 26th**

	12.00 **12.30** **1.00**	**Weekly Progression Report Meeting**	Samples of Research Papers in Hospitality & Tourism Industry Class Activities 10-minute meeting with each student / team		
7 **June 25th**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	**How to write and present research paper** **Practical sessions** **Weekly Progression Report Meeting**	Class Discussions Samples of Research Papers in Hospitality & Tourism Industry Videos 10-minute meeting with each student / team		
8 **July 2nd**	**9.00** **10.10** **11.30** **12.00**	**How to write and present research paper** **Practical sessions**	Class Discussions Samples of Research Papers in Hospitality & Tourism Industry		

	12.30 **1.00**	**Presenting Research paper** **Practical sessions** **Weekly Progression Report Meeting**	Videos 10-minute meeting with each student / team		
9 **July 9th**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	**How to write research paper** Practical sessions **Presenting Research paper** Practical sessions **Weekly Progression Report Meeting**	**Class Discussions** **Videos** **10-minute meeting with each student / team**		
16 **July 16th**	**9.00** **10.10** **11.30** **12.00** **12.30** **1.00**	**Revision Session for individual student in the Microsoft Team Chat Rooms**			Assignment 2 due on July 17th Submission of the Research Paper and Learning Log Go-live Date- Website launch and student presentations
Final Week	**9.00**	**Microsoft Teams**			

July 23rd	**10.10** **11.30** **12.00** **12.30** **1.00**	**Conference Presentations**			

BA DEGREE ASSIGNMENT SPECIFICATION

SCHOOL OF TOURISM & HOSPITALITY

Student name:		**Student P number:**	
Programmes:	**BA International Hotel Management**		
Module:	**Contemporary Themes in the Hotel and Hospitality Sector**	**Module Level (4, 5, 6):**	**6**
Module code:	**M6X01931**	**Contribution to Overall Module Assessment (%):**	**50%**
Lecturer:	**Abdi Rahman**	**Internal Verifier:**	**Dr Olu Adegbite**
Assignment Title:	**Organise and Manage a Conference**	**Assignment No:**	**1**
Hand Out Date:	**May 14th 2020**	**Submission deadlines: Return date of provisional marks & written feedback:**	**June 26th 2020** **TBC**

Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication).		
Submission:	**All assignments must be submitted to Turnitin unless otherwise instructed by the Lecturer.** **Note**: the Turnitin version is the primary submission and acts as a receipt for the student. **Late submission of the electronic version of the assignment will result in a late penalty mark.** Penalties for late submission: Up to ONE week late, maximum mark of 40%. Over one week late, Refer. Only the Extenuating Circumstances Panel may grant an extension.	**Date:**	

Lecturer to indicate if a hard copy version of the assignment must be submitted. **DO NOT put this form into Turnitin or it will match many similarities with other students' submissions.**	**NO**	**X**

Learning Outcomes tested (from module syllabus)	Assessment Criteria - To achieve each outcome a student must demonstrate:
Upon the successful completion of this module, the student should be able to demonstrate the ability to: 1. Systematically evaluate and analyse contemporary issues within a specific area of the hotel industry, which may include exploring current contemporary issues and organising and managing an International Hospitality Conference focusing on topical global issues notably sustainability. 2. Systematically analyse a range of sociological, political, economic, ethics and cultural theories and their application within a hospitality destination and in turn evaluate future policy and management options for such operations within their respective destinations in order to present a related academic conference paper.	• Analysis of contemporary issues. • Teamwork and communication • Planning, organising, management and marketing skills. • Creative thinking and virtual platform execution. • Clearly defined roles; responsibilities and achievements. • Thorough analysis of the planning and execution of the event. • Thorough analysis of the global issue of sustainability. • Supporting evidence. • Referencing skills.

TASK DESCRIPTION:

Students will be required to work as a team to plan, organise, market and manage a Hospitality Conference, will be delivered at UWTSD Birmingham Learning Centre. (Because of the current restrictions the conference will now be delivered online as a virtual conference).

Students will be required to work as a team with each student taking on a specific role and responsibility with all the team's work being shared in a 'drop box' or equivalent. Each student will be required to produce a briefing paper of 2500 words with supporting evidence attached.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

1. Research-informed Literature

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using in-text citations in the main body of your work and a reference list that is alphabetical at the end of your work. Please use the Harvard/APA referencing system.

Specific to this assignment:

You should show a wide level of reading, a minimum of 20 references, from a variety of sources including textbooks, academic journals and academic based websites. <u>You must reference academic sources for theory.</u>

2. Knowledge and Understanding of Subject

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Specific to this assignment:

Make reference to relevant cross-cultural communication theories/models. You do not need to explain these in depth but introduce them briefly before analysing and applying them.

3. Analysis

Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing What! But also justifying: Why? How? When? Who? Where? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. There should be no new information presented within your conclusion. Where relevant, alternative solutions and recommendations may be proposed.

Specific to this assignment:

The task specifies what is required of you. Take care to answer only the question set fully. You may find it helpful to keep the task to hand when writing to remain focused on it. Make sure you draw conclusions from the content of your work and provide a direct answer to the question in summary at the end of the task.

4. Practical application and deployment

You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, some of which may be innovative and creative. This is likely to involve, for instance, the use of real-world examples and cases, the application of a model within an organisation and/or benchmarking one organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Specific to this assignment: *You should deploy your chosen techniques, models and/or theories and wider reading to illustrate the points you make. Where possible you should show awareness of the practical limitations of the models selected.*

5. Skills for professional practice

Your work must provide evidence of the attributes expected in professional practice. This includes demonstrating your individual initiative and/or collaborative working. You must communicate effectively in a suitable format, which may be written and/or oral, for example, essay, management report, presentation. Work should be coherent and well-structured in presentation and organisation.

Specific to this assignment:

You should write an essay in a recognised format. All writing should be academic style, formal, focused, concise and subject specific. It should use a font of Arial 11 point or Times New Roman 12 point and be 1.5 or double spaced. **Essential Resources:** Resources provided in module handbook, lecture notes, tutorial material and on Moodle.

ASSIGNMENT 1 - MARKING CRITERIA AND FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied	**Marks available**	**Marks awarded**
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
	10	
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
	20	
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
	40	
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
	15	
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.		

	15	

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	**Late Submission Penalties (tick if appropriate)**		**%**
	Up to 1 week late	40% Max	
	Over 1 week late	0%	

COMMON ASSESSMENT AND MARKING CRITERIA

Assessment Criteria	OUTRIGHT FAIL 0-29%	UNSATISFACTORY 30-39%*	SATISFACTORY 40-49%	GOOD 50-59%	VERY GOOD 60-69%	EXCELLENT 70-79%	EXCEPTIONAL 80-100%
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions	Little or no evidence of reading. Views and findings unsupported and non-authoritative. Referencing conventions largely ignored.	Poor evidence of reading and/or of reliance on inappropriate sources, and/or indiscriminate use of sources. Referencing conventions used inconsistently.	References to a limited range of mostly relevant sources. Some omissions and minor errors. Referencing conventions evident though not always applied consistently.	Inclusion of a range of research-informed literature, including sources retrieved independently. Referencing conventions mostly consistently applied.	Inclusion of a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing conventions, consistently applied.	A comprehensive range of research informed literature embedded in the work. Excellent selection of relevant and credible sources. High-level referencing skills, consistently applied.	Outstanding knowledge of research-informed literature embedded in the work. Outstanding selection of relevant and credible sources. High-level referencing skills consistently and professionally applied.
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.	Major gaps in knowledge and understanding of material at this level. Substantial inaccuracies.	Gaps in knowledge, with only superficial understanding. Some significant inaccuracies.	Evidence of basic knowledge and understanding of the relevant concepts and underlying principles.	Knowledge is accurate with a good understanding of the field of study.	Knowledge is extensive. Exhibits understanding of the breadth and depth of established views.	Excellent knowledge and understanding of the main concepts and key theories. Clear awareness of challenges to established views and the limitations of the knowledge base.	Highly detailed knowledge and understanding of the main theories/concepts, and a critical awareness of the ambiguities and limitations of knowledge.
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence	Unsubstantiated generalisations, made without use of any credible evidence. Lack of logic, leading to unsupportable/ missing conclusions. Lack of any attempt to analyse, synthesise or evaluate.	Some evidence of analytical intellectual skills, but for the most part descriptive. Ideas/findings sometimes illogical and contradictory. Generalised statements made with scant evidence. Conclusions lack relevance.	Evidence of some logical, analytical thinking and some attempts to synthesise, albeit with some weaknesses. Some evidence to support findings/ views, but evidence not consistently interpreted. Some relevant conclusions and recommendations, where relevant	Evidence of some logical, analytical thinking and synthesis. Can analyse new and/or abstract data and situations without guidance. An emerging awareness of different stances and ability to use evidence to support the argument. Valid conclusions and recommendations, where relevant	Sound, logical, analytical thinking; synthesis and evaluation. Ability to devise and sustain persuasive arguments, and to review the reliability, validity & significance of evidence. Ability to communicate ideas and evidence accurately and convincingly. Sound, convincing conclusions / recommendations.	Thoroughly logical work, supported by evaluated evidence. High quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Strong, persuasive, conclusions, justifiable recommendations.	Exceptional work; judiciously selected and evaluated evidence. Very high quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Highly persuasive conclusions
4. Practical Application and Deployment Effective deployment of appropriate methods, materials, tools and techniques; extent of skill demonstrated in the application of concepts to a variety of processes and/or contexts; formulation of innovative and creative solutions to solve problems.	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application.	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application.	An adequate awareness and mostly appropriate application of well established methods, materials, tools and/or techniques. Basic appreciation of the context of the application.	A good and appropriate application of standard methods, materials, tools and/or techniques. Good appreciation of the context of the application, with some use of examples, where relevant.	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive use of examples, where relevant. Evidence of some innovation and creativity.	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, with extensive use of relevant examples. Application and deployment extend beyond established conventions. Innovation and creativity evident throughout.	Outstanding levels of application and deployment skills. Assimilation and development of cutting edge processes and techniques.
5. Skills for Professional Practice Demonstrates attributes expected in professional practice including: individual initiative and collaborative working; deployment of appropriate media to communicate (including written and oral);	Communication media is inappropriate or misapplied. Little or no evidence of autonomy in the completion of tasks.	Media is poorly designed and/or not suitable for the audience. Poor independent or collaborative initiative.	Can communicate in a suitable format but with some room for improvement. Can work as part of a team, but with limited involvement in group activities.	Can communicate effectively in a suitable format, but may have minor errors. Can work effectively as part of a team, with clear contribution to group activities.	Can communicate well, confidently and consistently in a suitable format. Can work very well as part of a team, with very good contribution to group activities.	Can communicate professionally and, confidently in a suitable format. Can work professionally within a team, showing leadership skills as appropriate, managing	Can communicate with an exceptionally high level of professionalism. Can work exceptionally well and professionally within a team, showing advanced leadership skills.

clarity and effectiveness in presentation and organisation.	Work is poorly structured and/or largely incoherent.	Work lacks structure, organisation, and/or coherence	Work lacks coherence in places and could be better structured.	Mostly coherent work and is in a suitable structure.	Work is coherent and fluent and is well structured and organised.	conflict and meeting obligations. Work is coherent, very fluent and is presented professionally.	Work is exceptionally coherent, very fluent and is presented professionally.

Student Self Evaluation Form			
Student name:		**Student P number:**	
Programme:		**Year of programme**	
Assignment Title:			

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

Common Assessment Criteria Applied	**Level of Achievement**						
	REFER		**3rd**	**2:2**	**2:1**	**1st**	**1st**
	OUTRIGHT FAIL	**UNSATISFACTORY**	**SATISFACTORY**	**GOOD**	**VERY GOOD**	**EXCELLENT**	**EXCEPTIONAL**
1. Research-informed Literature	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
2. Knowledge and Understanding of Subject	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
3. Analysis	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
4. Practical Application and Deployment	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
5. Skills for Professio	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐

PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL	PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP

Student's Name		**Date**	
Student's Signature			

BA DEGREE ASSIGNMENT SPECIFICATION

SCHOOL OF TOURISM & HOSPITALITY

Student name:		**Student number:**	
Programmes:	**BA International Hotel Management**		
Module:	**Contemporary Themes in the Hotel and Hospitality Sector**	**Module Level (4, 5, 6):**	**6**
Module code:	**M6X01931**	**Contribution to Overall Module Assessment (%):**	**2,000-word research paper (80%) and** **10-minute presentation (20%)**
Lecturer:	**Abdi Rahman**	**Internal Verifier:**	**Dr Olu Adegbite**
Assignment Title:	**Prepare and Present a Research Paper at the Hospitality Conference organised by yourselves.**	**Assignment No:**	**2**
Hand Out Date:	**May 14th 2020**	**Submission deadlines: Return date of provisional marks & written feedback:**	**Research paper (80%) submission on July 17th 2020 and** **10-minute presentation (20%) on July 23rd 2020** **TBC**

Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication).

Submission:	**All assignments must be submitted to Turnitin unless otherwise instructed by the Lecturer.** **Note**: the Turnitin version is the primary submission and acts as a receipt for the student. **Late submission of the electronic version of the assignment will result in a late penalty mark.** Penalties for late submission: Up to ONE week late, maximum mark of 40%. Over one week late, Refer. Only the Extenuating Circumstances Panel may grant an extension.	**Date:**	

Lecturer to indicate if a hard copy version of the assignment must be submitted. **DO NOT put this form into Turnitin or it will match many similarities with other students' submissions.**	**NO**	**X**

Learning Outcomes tested (from module syllabus)	**Assessment Criteria - To achieve each outcome a student must demonstrate:**
Upon the successful completion of this module, the student should be able to demonstrate the ability to: 1. Systematically evaluate and analyse contemporary issues within a specific area of the hotel industry, which may include exploring current contemporary issues and organising and managing an International Hospitality Conference focusing on topical global issues notably sustainability. 2. Systematically analyse a range of sociological, political, economic, ethics and cultural theories and their application within a hospitality destination and in turn evaluate future policy and management options for such operations within their respective destinations in order to present a related academic conference paper.	• Systematic evaluation of chosen contemporary issue. • Analysis of the application within a hospitality destination. • Evaluation of the future policy and management of issue. • Creative thinking and virtual platform execution. • Supporting evidence. • Referencing skills.

TASK DESCRIPTION:

Students will be required to individually present a power-point presentation setting out the nature and scope of their primary research exercise investigating a contemporary theme relating to sustainable hospitality development.

The aim of the assessment will be to examine the student's ability to analyse issues, policies or management issues and requirements of a specific resort, hotel or hospitality development. It will also utilise theories in order to evaluate the influence of one specific contemporary issue such as global warming, terrorism, sustainable development, transportation, globalisation, risk management, cultural authenticity, health and wellbeing, ethical issues, social justice, political instability, economic issues etc.

Students will also be required to individually present a power-point presentation, in a virtual conference, setting out the nature and scope of their primary research exercise investigating a contemporary theme relating to sustainable hospitality development.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

3. Research-informed Literature

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using in-text citations in the main body of your work and a reference list that is alphabetical at the end of your work. Please use the Harvard/APA referencing system.

Specific to this assignment:

You should show a wide level of reading, a minimum of 20 references, from a variety of sources including textbooks, academic journals and academic based websites. <u>You must reference academic sources for theory.</u>

4. Knowledge and Understanding of Subject

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Specific to this assignment:

Make reference to relevant cross-cultural communication theories/models. You do not need to explain these in depth but introduce them briefly before analysing and applying them.

5. Analysis

Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing What! But also justifying: Why? How? When? Who? Where? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. There should be no new information presented within your conclusion. Where relevant, alternative solutions and recommendations may be proposed.

Specific to this assignment:

The task specifies what is required of you. Take care to answer only the question set fully. You may find it helpful to keep the task to hand when writing to remain focused on it. Make sure you draw conclusions from the content of your work and provide a direct answer to the question in summary at the end of the task.

6. Practical application and deployment

You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, some of which may be innovative and creative. This is likely to involve, for instance, the use of real-world examples and cases, the application of a model within an organisation and/or benchmarking one organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Specific to this assignment: *You should deploy your chosen techniques, models and/or theories and wider reading to illustrate the points you make. Where possible you should show awareness of the practical limitations of the models selected.*

7. Skills for professional practice

Your work must provide evidence of the attributes expected in professional practice. This includes demonstrating your individual initiative and/or collaborative working. You must communicate effectively in a suitable format, which may be written and/or oral, for example, essay, management report, presentation. Work should be coherent and well-structured in presentation and organisation.

Specific to this assignment:

You should write an essay in a recognised format. All writing should be academic style, formal, focused, concise and subject specific. It should use a font of Arial 11 point or Times New Roman 12 point and be 1.5 or double spaced. **Essential Resources:** Resources provided in module handbook, lecture notes, tutorial material and on Moodle.

ASSIGNMENT 1 - MARKING CRITERIA AND FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied	Marks available	Marks awarded
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
	10	
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
	20	
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
	40	
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
	15	
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.		

	15	

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	**Late Submission Penalties (tick if appropriate)**		**%**
	Up to 1 week late	40% Max	
	Over 1 week late	0%	

COMMON ASSESSMENT AND MARKING CRITERIA

Assessment Criteria	OUTRIGHT FAIL 0-29%	UNSATISFACTORY 30-39%*	SATISFACTORY 40-49%	GOOD 50-59%	VERY GOOD 60-69%	EXCELLENT 70-79%	EXCEPTIONAL 80-100%
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions	Little or no evidence of reading. Views and findings unsupported and non-authoritative. Referencing conventions largely ignored.	Poor evidence of reading and/or of reliance on inappropriate sources, and/or indiscriminate use of sources. Referencing conventions used inconsistently.	References to a limited range of mostly relevant sources. Some omissions and minor errors. Referencing conventions evident though not always applied consistently.	Inclusion of a range of research-informed literature, including sources retrieved independently. Referencing conventions mostly consistently applied.	Inclusion of a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing conventions, consistently applied.	A comprehensive range of research informed literature embedded in the work. Excellent selection of relevant and credible sources. High-level referencing skills, consistently applied.	Outstanding knowledge of research-informed literature embedded in the work. Outstanding selection of relevant and credible sources. High-level referencing skills consistently and professionally applied.
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.	Major gaps in knowledge and understanding of material at this level. Substantial inaccuracies.	Gaps in knowledge, with only superficial understanding. Some significant inaccuracies.	Evidence of basic knowledge and understanding of the relevant concepts and underlying principles.	Knowledge is accurate with a good understanding of the field of study.	Knowledge is extensive. Exhibits understanding of the breadth and depth of established views.	Excellent knowledge and understanding of the main concepts and key theories. Clear awareness of challenges to established views and the limitations of the knowledge base.	Highly detailed knowledge and understanding of the main theories/concepts, and a critical awareness of the ambiguities and limitations of knowledge.
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence	Unsubstantiated generalisations, made without use of any credible evidence. Lack of logic, leading to unsupportable/ missing conclusions. Lack of any attempt to analyse, synthesise or evaluate.	Some evidence of analytical intellectual skills, but for the most part descriptive. Ideas/findings sometimes illogical and contradictory. Generalised statements made with scant evidence. Conclusions lack relevance.	Evidence of some logical, analytical thinking and some attempts to synthesise, albeit with some weaknesses. Some evidence to support findings/ views, but evidence not consistently interpreted. Some relevant conclusions and recommendations, where relevant	Evidence of some logical, analytical thinking and synthesis. Can analyse new and/or abstract data and situations without guidance. An emerging awareness of different stances and ability to use evidence to support the argument. Valid conclusions and recommendations, where relevant	Sound, logical, analytical thinking; synthesis and evaluation. Ability to devise and sustain persuasive arguments, and to review the reliability, validity & significance of evidence. Ability to communicate ideas and evidence accurately and convincingly. Sound, convincing conclusions / recommendations.	Thoroughly logical work, supported by evaluated evidence. High quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Strong, persuasive, conclusions, justifiable recommendations.	Exceptional work; judiciously selected and evaluated evidence. Very high quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Highly persuasive conclusions
4. Practical Application and Deployment Effective deployment of appropriate methods, materials, tools and techniques; extent of skill demonstrated in the application of concepts to a variety of processes and/or contexts; formulation of innovative and creative solutions to solve problems.	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application.	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application.	An adequate awareness and mostly appropriate application of well established methods, materials, tools and/or techniques. Basic appreciation of the context of the application.	A good and appropriate application of standard methods, materials, tools and/or techniques. Good appreciation of the context of the application, with some use of examples, where relevant.	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive use of examples, where relevant. Evidence of some innovation and creativity.	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, with extensive use of relevant examples. Application and deployment extend beyond established conventions. Innovation and creativity evident throughout.	Outstanding levels of application and deployment skills. Assimilation and development of cutting edge processes and techniques.
5. Skills for Professional Practice Demonstrates attributes expected in professional practice including: individual initiative and collaborative working; deployment of appropriate media to communicate (including written and oral);	Communication media is inappropriate or misapplied. Little or no evidence of autonomy in the completion of tasks.	Media is poorly designed and/or not suitable for the audience. Poor independent or collaborative initiative.	Can communicate in a suitable format but with some room for improvement. Can work as part of a team, but with limited involvement in group activities.	Can communicate effectively in a suitable format, but may have minor errors. Can work effectively as part of a team, with clear contribution to group activities.	Can communicate well, confidently and consistently in a suitable format. Can work very well as part of a team, with very good contribution to group activities.	Can communicate professionally and, confidently in a suitable format. Can work professionally within a team, showing leadership skills as appropriate, managing	Can communicate with an exceptionally high level of professionalism. Can work exceptionally well and professionally within a team, showing advanced leadership skills.

clarity and effectiveness in presentation and organisation.	Work is poorly structured and/or largely incoherent.	Work lacks structure, organisation, and/or coherence	Work lacks coherence in places and could be better structured.	Mostly coherent work and is in a suitable structure.	Work is coherent and fluent and is well structured and organised.	conflict and meeting obligations. Work is coherent, very fluent and is presented professionally.	Work is exceptionally coherent, very fluent and is presented professionally.

Student Self Evaluation Form			
Student name:		**Student P number:**	
Programme:		**Year of programme**	
Assignment Title:			

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

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Common Assessment Criteria Applied	**Level of Achievement**						
	REFER		**3rd**	**2:2**	**2:1**	**1st**	**1st**
	OUTRIGHT FAIL	**UNSATISFACTORY**	**SATISFACTORY**	**GOOD**	**VERY GOOD**	**EXCELLENT**	**EXCEPTIONAL**
1. Research-informed Literature	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
2. Knowledge and Understanding of Subject	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
3. Analysis	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
4. Practical Application and Deployment	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐
5. Skills for Professio	0-29% ☐	30-39% ☐	**40-49%** ☐	**50-59%** ☐	**60-69%** ☐	**70-79%** ☐	**80-100%** ☐

PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL	PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP

Student's Name		**Date**	
Student's Signature			