

BMIH6008 Hotel Placement Research Project

Level 6

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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

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Where Higher Education Began in Wales

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Where Are We Now?

Module:	Contemporary Themes for the Hotel and Hospitality Sector
Week	Lecture Topic
1	Introduction to the Module Assignment introduction and suggested structure (1) Theme/Topic Abstract/Executive Summary Introduction
2	Assignment introduction and suggested structure (2) Literature Review, Methodology, Case Study Hotel Overview and Findings Topic Confirmation Ethic form
3	Assignment introduction and suggested structure, Discussion, Conclusion and Recommendation/Practical Strategies (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
8	Module Feedback and assignment submission

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 **ONE** “specific topic or theme” that directly relates to the completed hotel placement experience.

*NOTE1: Students **MUST** use their **placement hotel** as the primary case study for this piece of work.*

*NOTE2: Please choose **ONE** theme or topic to explore in that hotel. **For example**, customer experience, marketing, staff shortage, health and safety in hospitality, brand loyalty, technology...*

Assignment Submission

Submission Deadline:	3 rd March 2025, 23:59	Return date of provisional marks & written feedback:	31 st March, 23:59
Draft Deadline:	24 th February 2025, 23:59		

Today's Objectives

1. Assignment structure review
2. Writing discussion
3. Writing conclusion and recommendations/practical strategies
4. Independently complete the research project

How to approach the Research Project?

Structuring your research project

Structure for writing the Research Project

Cover page (module name and code, student name and ID, supervisor name, AI acknowledgement/declaration)

Research topic/title

Abstract/Executive Summary

Contents/Table of Contents

Introduction

Literature Review

Methods

Case Study Hotel Overview and Findings

Discussion

Conclusion

Recommendations/Practical strategies

References

Structuring the Research Project

Theme/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.

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

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)**

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

Methods: 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 netnography, providing a comprehensive discussion of their relevance and application. **(500 words)**

Case Study Hotel Overview and Findings: Provide a comprehensive and detailed overview of the placement hotel, including relevant information about the hotel, its brand, and location as well as the practical problem you have problem identified. Include *SWOT*, *PEST*, *Competitor Analysis and reflective account*. **(2,200 words)**

Discussion: Critically interpret and analyze 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. **(2000 words)**

Structuring the Research Project

Conclusion: Summarise the key findings and essential points from the research work. It should serve to reiterate the most critical aspects discussed in the research. **(300 words)**

Recommendations/Practical strategies: 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.



Structuring the Research Project

Building upon the introduction, literature review, methods and case study hotel overview and findings sections writing,

We will now proceed to focus on writing the subsequent last three sections:

Discussion

Conclusion

Recommendations/practical strategies

Discussion

To write the discussion section of your conference research paper, critically analyse the placement hotel in relation to the research topic, drawing on relevant academic references to explore the subject. Incorporate examples and evidence from the placement hotel, as well as from other hotels, to support your analysis and highlight key findings. Interpret these findings by evaluating and synthesising the data, comparing and contrasting your results with insights from other sources. Address areas of agreement and disagreement to provide a well-rounded discussion and demonstrate how your findings contribute to the broader academic conversation on the topic.

Discussion

Example: staff shortage

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.

Conclusion

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

Recommendations/Practical Strategies

Provide recommendations for policymakers, practitioners, or stakeholders. Outline how the findings of your research can be effectively applied in practical, real-world settings.

Recommendations/Practical Strategies

Example: Staff shortage

To effectively address the critical issue of staff shortages in the hospitality industry and mitigate its adverse impacts, a series of targeted recommendations are proposed, focusing on enhancing recruitment, workforce development, working conditions, and public awareness. First, hospitality businesses should prioritise significant investments in comprehensive training and development programs aimed at addressing skill gaps within the industry. Establishing strong collaborations with local educational institutions to facilitate practical, hands-on training and internship opportunities is essential. Second, organisations should encourage employees to engage in continuous professional development through further education and certification programs (show how this can be done). Third...

Recap

- ✓ Structuring research project
- ✓ Introduced discussion section
- ✓ Discussed conclusion and recommendations/practical strategies
- ✓ Independent completion of the research project

Structure for writing the Research Project

Cover page (module name and code, student name and ID, supervisor name, AI acknowledgement/declaration)

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Research Project workshops and Supervision:

Week 1-3: Workshops on how to approach the Research Project:

Week 1 workshop: An Overview of the Research Project, Structure, and Introduction

Week 2 workshop: Literature Review, Methodology, Case Study Hotel Overview and Findings

Week 3: workshop: Discussion, Conclusion and Recommendations/Practical Strategies

Now that you have established viable research topics, proceed with the writing or development of your research project.

Week 2-6: Writing/Supervision Time open for 1-to-1 sessions if you book it by email at least 24 hours in advance):

Monday (Group B) 9:30AM-1:00PM Dr. Ernest Balutie Wavei

Tuesday (Group A) 9:30AM-1:00PM Ben Chong

Wednesday (Group D) 9:30AM-1:00PM Ben Chong

Thursday (Group C) 9:30AM-1:00PM Dr. Ernest Balutie Wavei

Your supervisor is available to guide you.

Week 5-7: Draft Submission Deadline: 24th February 2025, 17:00 (not compulsory).

Week 8: Final Submission Deadline: 3rd March 2025, 23:59

Any Questions?

Now!

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

Ethic form submission: 4 February 2025

Final research project submission deadline: 3 March 2025

Thank You for Joining

Dr Ernest Balutie Wavei

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