

BMIH6008 Hotel Placement Research Project

Level 6

Module Lead: Dr. Ernest Balutie Wavei

Email: e.wavei@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

International Hotel Management

Absence Policy

- Expects full-time students to attend all lectures and placement on a regular basis.
- The University does not sanction students taking holidays during term time.
- All absences must be reported in the first instance to their individual module tutor where possible at least 24 hours in advance, or in emergency circumstances prior to the start of the planned lecture.
- Students are expected to obtain medical evidence if absence is due to ill-health and to submit that evidence to the Module Tutor, copying in the Programme Manager.
- Any student who claims absence due to circumstances beyond their control **MUST** apply to the University by completing an ECP form (available on the Hwb). The decision as to whether an absence can be condoned will be made by the University **not** the module tutor nor the Programme Manager.
- **Students who do not engage in lectures or miss the attendance register will be marked as absent.**
- If students leave before the end of any timetabled session the module tutor will note that fact on the attendance register and the student will be deemed as not having attended that session.

Welcome

This term:

8 Weeks of lectures

Lectures – 9:00am-1:00pm

One assignment for this module

Module handbook available on Moodle

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

Send me the research proposal via email so i can tell you if you choose a feasible theme/topic to work on.

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

Week 6-7: Draft Submission Deadline: 24th February 2025, 17:00 (not compulsory).

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

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

Meet the Lecturer

About me...

Dr Ernest Balutie Wavei

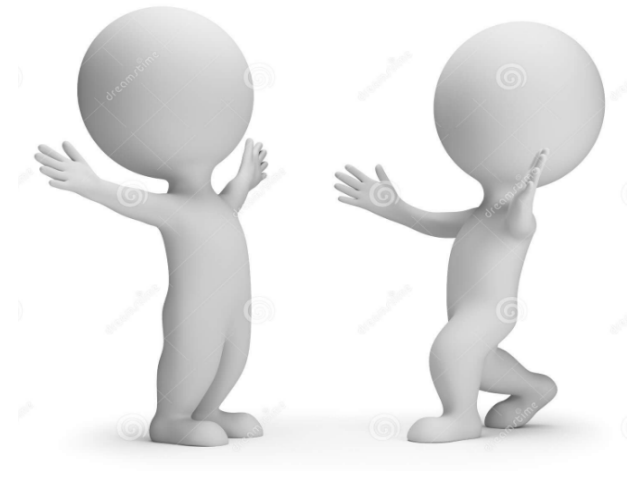
Email: e.wavei@uwtsd.ac.uk

Your turn:

Meet each other!

Introduce yourself. Answer the following:

- Your First name
- Where are you based in the UK?
- Current job
- How many countries have you travelled to?
- Expectations about this course?
- What are your plans for the future, upon finishing university?



Today's Objectives

1. Provide an overview to the module.
2. Discuss the hotel placement research (assignment) structure.
3. How to write Executive Summary and/or Abstract.
4. How to write the introduction section.

Module Handbook

Aim:

- The report will enable the student to produce a substantial body of work which has been instigated, developed, and produced because of their own initiative and will allow an opportunity for independent research.
- The topic will arise from individual interest from the professional hotel placement period and will require the student to undertake an independent research investigation.
- In this context it will also aim to allow the student to apply a range of analytical skills and techniques and to develop research-based skills by undertaking structured and methodical research.

Role of Research Supervisor and Student

Your Supervisor (me):

- Your supervisor is there to guide you, not to do or write your research project for you.
- Your supervisor will be available to meet you at appropriate, mutually agreed times.
- Your supervisor will keep a record of your attendance and progress.

Responsibilities of the Student (you):

- To engage with module material and attend set meetings with the supervisor.
- To adhere to the Project Plan timetable and inform your supervisor of any problems.
- To supply a complete final draft to the supervisor in sufficient time for reading / comment.
- Provide your supervisor drafts materials, when required.
- Independently complete the hotel placement research project

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...*

To fully address this task, students must:

1. **Analyse** the **topic or theme** by gathering and evaluating relevant information, through the use of secondary data collection.
2. Present **conclusions** on the chosen topic or theme, which are supported by both theoretical and practical evidence.
3. Provide **practical recommendations** aimed at fostering the future growth and development of the hotel and hospitality industry, with a specific emphasis on the selected topic or theme.

Your Research Topic or Theme Formulation

Group Discussion:

1. Would you like to **share any intriguing observations or experiences from your placement** *that* you believe *warrant further examination or research?*
2. Why do you think those things are important?

Note: Identifying areas of interest based on your placement can serve as a valuable starting point for formulating a research idea.

Your Research Topic or Theme Formulation

These intriguing observations or experiences have the potential to evolve into a focused research theme or topic.

Remember: Just keep to ONE idea and develop it into a theme or topic!

What is a good topic?

Clear and Focused:

The topic should be specific enough to **explore in depth**, yet broad enough to find **sufficient resources**. It should clearly define what the paper will address without being too vague or overly general.

Researchable and Feasible:

The topic must have **enough available resources and data** to support thorough research, but also be manageable within the given time frame and word limit. A well-chosen topic balances ambition with practicality.

Engaging and Significant:

The topic should be interesting not only to the writer but also to the audience. It should contribute **meaningfully to the academic discussion**, addressing important issues, trends, or challenges in the field.

Tips for you: the same topic has been studied by different authors in various regions or contexts.

Module Assignment & Deadline

Assignment Submission



Report Assignment must be submitted to Moodle via the **correct** Turnitin portal by the deadlines set.



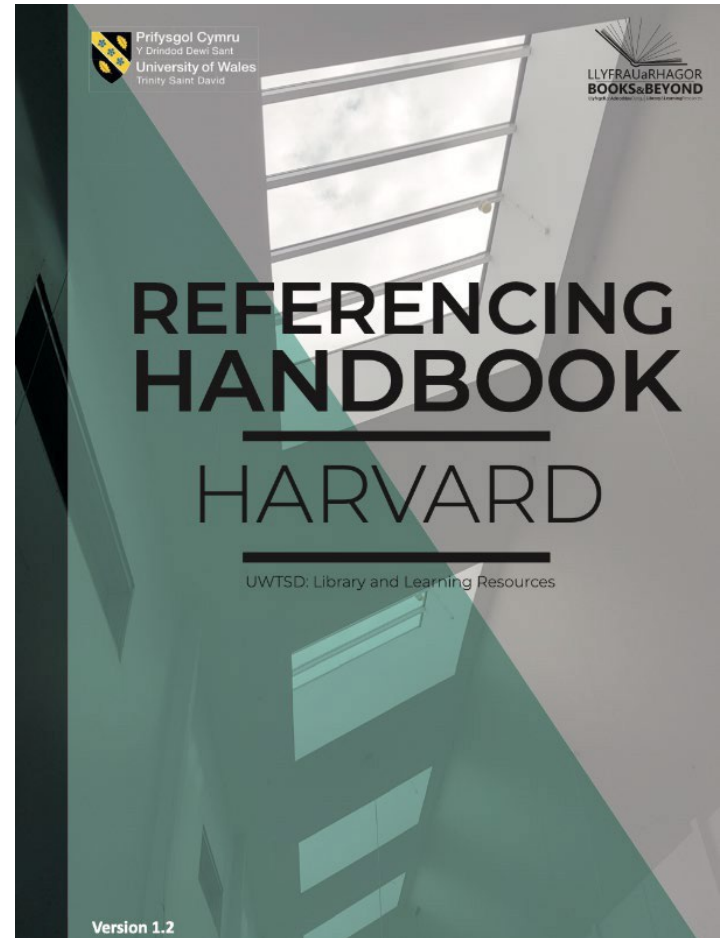
If you submit your assignment 7 days late you **will be capped at 40%**. If you submit your assignment more than 7 days late you will receive 0.

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		

Referencing

- Available in Online Library, Moodle & in Teams files
- Please refresh your knowledge from the Business Skills module



Credible Sources

- IoH Library
- UWTSD Online Library

Databases, e.g. NewsBank, MarketLine etc.

Leganto Reading Lists

- Google Scholar and Google Books
- Academic books and journals

 Peer-reviewed

Effective Research practices: Dos & Don'ts

Do

- Credible newspapers
e.g. The Financial Times
- Credible websites
e.g. Forbes, VisitBritain
- Credible magazines
e.g. The Caterer

Don't

- Wikipedia
- Tabloids
e.g. The Sun, The Daily Mirror
- “dodgy websites”

Academic Support

InfoSkills

- Finding and using information
- Referencing and plagiarism

infoskills@uwtsd.ac.uk

Study skills support is available to all University of Wales Trinity Saint David students who need assistance with their studies.

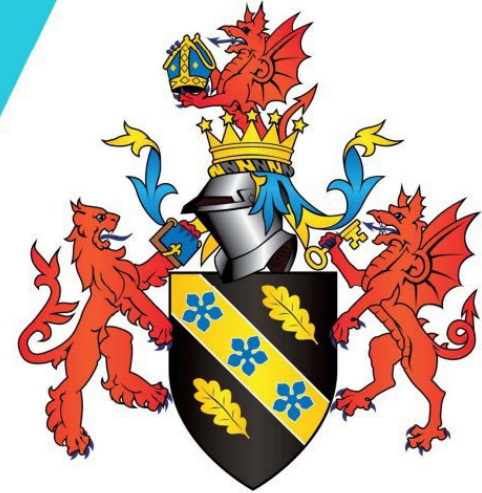
- Academic writing
- Avoiding plagiarism
- Critical thinking
- Exam revision
- Planning and organisation
- Presentation skills
- Referencing
- Researching

studyskillsdistance@uwtsd.ac.uk

Academic Misconduct Policy



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Academic Misconduct Policy



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

Academic Misconduct

Don't

High Similarity Score

Websites that offer essay or paper writing services,

ChatGPT- Copy&Paste

Generative AI use

Use of Generative AI in Assessment

RESEARCH	For this assessment, you can use Generative AI to support you in research, including searching for bibliography, using tools to summarise, compare and interrogate materials.	Yes ☒ No ☐
STRUCTURE	For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings, etc.	Yes ☒ No ☐
PROOFREADING	For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including rephrasing of your own work within specific standards.	Yes ☒ No ☐
WRITING	For this assessment, you can use Generative AI to create text for submission.	Yes ☐ No ☒
CREATIVE	For this assessment, you can use Generative AI to create creative materials, such as images.	Yes ☐ No ☒
PROGRAMING	For this assessment, you can use Generative AI to create and check code.	Yes ☐ No ☒
NONE	For this assessment, you are not allowed to use any type of Generative AI support. This includes research support, structure support, writing/proofreading support and creative support.	Yes ☐ No ☒

How to approach the Research Project?

Structuring your research project

Structure for writing the Research Project

Theme/topic

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)**

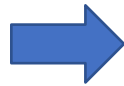
Structuring the Research Project

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.

Let's Approach Each Research Structure/Section



Sample Topic/Theme formulation

Sample Theme or Issue observed or identified
during the hotel placement at Hilton Hotel,
Swansea: *Staff shortage*

Based on the above, a Theme or Topic will be:

Examining the Impacts and Mitigating Strategies to Staff
Shortages at Hilton Hotel Swansea: A Case Study Approach

Sample Aims and Objectives based on the topic

The aim of this research is to analyze the underlying causes of staff shortages in Hilton Hotel Swansea and explore effective strategies to attract and retain employees. - **A specific statement to articulate the purpose**

Sample objectives based on the topic

Objectives

1. To identify the **key factors** contributing to staff shortages in the Hilton Hotel Swansea - This involves examining economic, social, and organizational factors that deter potential employees from entering or remaining in the hospitality sector.
2. To assess the **impact of staff shortages** on the operational efficiency and service quality in the hotel- This objective focuses on quantifying how reduced staffing levels affect customer satisfaction and internal operations.
3. To recommend **practical solutions** and strategies to mitigate staff shortages and improve the hotel performance - Based on the findings from the previous objectives, this objective aims to propose actionable strategies that can be implemented to address the issue.

Introduction(500 words)

A **brief** overview of the **aims and objectives** of the report, along with providing a brief **context background** to the research project, to include an overview of the **‘case study’ hotel brand, location.**

Introduction(500 words)

Background Information: explain why the subject is important or relevant, and briefly mention any key historical or contextual details. Briefly include **an overview of the 'case study' hotel brand, location and the practical problem identified.**

Aims and Objectives: the aim is a broad statement of what the research intends to achieve. It outlines the overall purpose of the study and sets out the central intent or goal.

Research Questions: a clear, focused query that outlines the issue or topic your studies aims to address.

Scope and Organization: briefly, outline the structure of your essay.

Sample Research Questions based on the topic

1. What are the primary causes of staff shortages in Hilton Hotel Swansea?
2. How do staff shortages affect the operational performance and service quality in the hotel?
3. Which strategies are effective in recruiting and retaining staff to improve performance in the Hilton Hotel Swansea?

An easy way to raise the research questions: reasons-impacts-solutions

Sample background information on the topic

The Hilton Hotel Swansea is a well-known entity in the hospitality industry, providing a distinctive blend of luxury, leisure, and hospitality services. The hotel is tucked inside a lovely environment offering guests a serene vacation as well as a variety of recreational options, including a sandy beaches and spa facilities. The Hilton Hotel has established itself as an industry leader, known for its dedication to providing great guest experiences in Wales.

Sample scope and organisation of the research project

This paper is organised as follows: Section 2 review literature about internal and external staff shortages. Section 3 discusses the primary method of data collection, netnography, and any relevant method of collecting data. Section 4 presents an overview of the case study hotel and findings, including SWOT analysis, PEST, Competitor Analysis and reflective account. Section 4 will discuss the findings. And the next section presents the main conclusion and recommendations/practical strategies to improve Hilton Hotel Swansea.

What is Introduction?

Introduction is a brief overview of your research highlighting the background information, research aim or questions, and the structure of your research.

Recap

- ✓ Introduced the module
- ✓ Assignment information provided
- ✓ Outlined Research Project structure
- ✓ Topic/theme formulation
- ✓ Writing Research Introduction section
- ✓ Generative AI use

Reminder: Research Project workshops and Supervision:

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Any Questions?

Next Week!

- Project Plan review: Literature Review; Methods, Case Study Hotel Overview and Findings

**Thank You
For
Joining**

See you next week!

Dr Ernest Balutie Wavei

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