



HOSP501 Managing Hospitality in the International Context

ASSESSMENT NUMBER:	2
ASSIGNMENT TYPE:	REPORT
WEIGHTING:	40%
WORD COUNT:	2,500 WORDS (+/-10%)
DUE:	WEEK 12

ASSESSMENT OBJECTIVES

This assessment is designed to help you achieve the following Unit Learning Outcomes:

- **ULO1:** Describe the nature and structure of the hospitality industry in the context of international markets and operations.
- **ULO2:** Critically assess the forces of globalisation that impact on the hospitality industry.
- **ULO3:** Evaluate and critique key factors and trends that influence hotel and hospitality managers' decision-making and methods.
- **ULO4:** Critically assess the diversity of roles of a managers and leaders in the international hospitality industry.

The marking rubric is accessible through the relevant assessment on Engage.

ASSESSMENT INSTRUCTIONS

Write a report choosing from one (1) topic from the selection below:

1. Discuss the reasons and motivations of hospitality companies for pursuing cross-border strategic alliances. What are the potential risks associated with alliance partnerships?
2. Discuss why a multinational hospitality business needs a marketing strategy. What main elements feature in an international marketing strategy? What are the main differences between marketing and international marketing?
3. Discuss environmental assessment. What types of environmental monitoring and scanning can assist a domestic firm's strategy for going international?

ASSESSMENT STRUCTURE

- Your report must be written as an academic essay in the third person and contain:
 - Executive summary to provide an overview of the main points included in your report - It is a concise summary of main findings. An executive summary (or management summary) is a short document or section of a document produced for report writing purposes. It summarises a longer report in such a way that readers can rapidly become acquainted with a large body of material without having to read it all. It usually contains a brief statement of the problem or proposal covered in the major section(s) or body, background information, concise research and analysis conducted prior to writing the report and main findings/conclusions;
 - Table of content (TOC) - please make sure to include page number(s) for each sub-topic and your right margin is justified. Do not present your TOC in a table form;



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- Introduction - What you researched and why (background to the report and how you are going to address them). This should include objectives of the report writing and brief summary of the report content;
- Analysis/discussion – discussing the chosen topic;
- Conclusion - summary of the most significant information/results/findings. You SHOULD NOT include any new material in this section. Sometimes you could indicate some areas where your research/reading has limits/barriers or where further research would be useful;
- Recommendations - this includes suggestions for what needs to be done as a result of your findings. Recommendations are usually listed in order of priority supported with further explanation. Do not just list down recommendations without answering the What? Why? Who? Where? When? and How?; and
- Reference list.

FURTHER INSTRUCTIONS

- You must use at least eight (8) in-text references to support your discussion, including your prescribed text and journal articles.
- You must use a variation of the Harvard referencing style, e.g., as per LCBA's Harvard Referencing Guide or the Harvard Anglia 2008 MS Word's built-in Citation & Bibliography tool. All references must be formatted consistently in accordance with the chosen style.
- You must adhere to the following formatting conventions (as applicable):
 - Document structure: Each of the following (if applicable) should start on a separate page:
 - cover page (automatically generated within Turnitin)
 - main text
 - references
 - appendices, labelled (A, B, C, ... or 1, 2, 3, ...) – excluded from word count limit.
 - Document layout
 - A4 paper size
 - normal margins
 - page numbers in bottom-left of each page, except for the title page
 - page numbering of the form: Page X of X
 - Headings
 - Calibri font
 - 14-point font size
 - either minimal or maximal capitalisation
 - Body:
 - Left alignment
 - Calibri font
 - 12-point font size
 - 1.5 line spacing
 - in-text quotes less than 40 words in inverted commas followed by reference
 - quotes of more than 40 words as indented quotes, without inverted commas, in 11-point font size, followed by reference
 - double spaces between paragraphs
- Please indicate the actual word count (excluding front page, table of content and reference list) at the end of your recommendation section.
- You must submit your assignment to Turnitin, via LCBA Engage.