

M01 – Introduction to Hospitality Industry

Assignment Guidelines:

This assignment requires students to critically examine the structure, scope, and development of the hospitality industry. Students should analyze key sectors such as accommodation, food and beverage, events, travel services, and leisure operations, with attention to service quality, guest experience, sustainability, technology, workforce challenges, and global industry trends.

Submission Format:

- Detailed project report
- Font: Times New Roman, Size: 12, Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 24th May 2026

Assessment Criteria:

- Depth of hospitality industry knowledge (20%)
- Application of hospitality management concepts (20%)
- Critical analysis of industry challenges and trends (20%)
- Real-world relevance and use of examples (20%)
- APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Structure, Scope, and Importance of the Hospitality Industry

Write a report on the role and significance of the hospitality industry in the global economy. Your paper should:

- Explain the meaning, characteristics, and major sectors of the hospitality industry.
- Discuss the contribution of hospitality to employment, tourism development, customer experience, and economic growth.
- Analyze the interrelationship between accommodation, food and beverage, travel, events, and leisure services.
- Provide real-world examples of hospitality businesses and their role in modern service economies.

Option 2: Service Quality, Guest Experience, and Hospitality Management

Prepare a strategic paper on the importance of service quality and guest experience in

hospitality. Your paper should:

- Explain the role of service standards, customer care, and professional behavior in hospitality operations.
- Discuss how guest expectations, satisfaction, loyalty, and complaints influence hospitality performance.
- Analyze the role of staff training, communication, teamwork, and leadership in improving service delivery.
- Recommend strategies for enhancing guest experience in hotels, restaurants, resorts, or event businesses.

Option 3: Trends, Challenges, and Sustainability in the Hospitality Industry

Analyze current trends and challenges affecting the hospitality industry. Your paper should:

- Explore trends such as digital booking platforms, artificial intelligence, personalization, wellness tourism, and sustainable hospitality.
- Discuss challenges such as labor shortages, rising costs, competition, changing customer behavior, and crisis management.
- Assess the importance of environmental responsibility, ethical service, and social sustainability in hospitality businesses.
- Recommend practical strategies for building resilient, innovative, and sustainable hospitality organizations.