

Quality and Sustainability in Tourism and Hospitality

Assignment Guidelines:

This assignment requires students to analyze how tourism and hospitality businesses integrate quality management with sustainability practices. Students should explore how companies maintain high service standards while adopting eco-friendly initiatives and sustainable tourism policies. Real-world examples should be used to highlight these practices, and students should propose strategies to improve sustainability without compromising quality.

Submission Format:

- Detailed project report
- **Font:** Times New Roman, Size: 12, Spacing: Double
- **Word Count: 4000–5000 words**
- **Submission Deadline: 24th October 2025**

Assessment Criteria:

- Application of consumer behaviour theories (20%)
- Critical evaluation of behavioral trends (20%)
- Innovativeness in strategy recommendations (20%)
- Use of real-world data and case studies (20%)
- Structure, clarity, and 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:

Task 1: Understand and Define Key Concepts

Define quality management and sustainability in the context of tourism and hospitality.

Discuss the relationship between high-quality service and sustainable practices. Use examples from the industry to illustrate how these concepts are integrated.

Task 2: Case Study of Sustainable Practices in Tourism or Hospitality

Select a tourism or hospitality business (e.g., a hotel, tour operator, or resort) that has successfully implemented sustainability practices.

Analyze how this business balances quality service with sustainability initiatives, such as waste

reduction, eco-friendly services, or energy efficiency.

Task 3: Recommendations for Improving Sustainability

Propose practical recommendations for a tourism or hospitality business to improve its sustainability efforts without compromising quality.

Focus on areas such as waste management, energy use, or customer engagement in sustainable practices..