

Advanced Hotel Industry and Sustainable Hospitality Practices

Assignment Guidelines:

- This assignment requires extensive research, critical analysis, and application of concepts.
- Use proper referencing (APA/Harvard style) for any external sources used.
- Provide well-structured responses with supporting examples, case studies, and data.
- Submit a properly formatted report (Font: Times New Roman, Size: 12, Spacing: 1.5, Word Count: 4000-5000 words).
- **Submission Deadline: March 1st**

Assessment Criteria:

- Depth of Research and Analysis (30%)
- Critical Thinking and Application of Concepts (30%)
- Quality of Writing and Structure (20%)
- Use of Case Studies and Real-World Examples (10%)
- Proper Referencing and Citation (10%)

Formatting Guidelines:

1. **APA Format:**
 - Include in-text citations and a reference list.
 - Follow APA guidelines for headings, subheadings, and references.
 2. **Document Layout:**
 - Font: Times New Roman, 12 pt.
 - Line Spacing: 1.5
 - Margins: 1 inch on all sides.
 3. **Mandatory Sections:**
 - Title Page: Title, student name, and student ID.
 - Table of Contents: With clear section titles and page numbers.
 - Introduction: Background, objectives, and scope.
 - Main Body: Organized with appropriate headings and subheadings.
 - Conclusion: Summarize findings and implications.
 - References: All sources cited in APA format.
 - Appendices: Include supplementary materials such as charts, graphs, or data tables if necessary.
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Choose ONE of the following tasks:

Task 1: The Evolution and Future of the Hotel Industry

Analyze the historical evolution of the hotel industry, including major milestones, and discuss how digital transformation, AI-powered services, and smart rooms are shaping the industry's future. Critically evaluate emerging trends such as personalization, automation, and alternative accommodations like Airbnb and capsule hotels.

Task 2: Sustainability in Hospitality Management

Examine the importance of sustainability in the hotel industry and assess its economic, environmental, and social impact. Compare different green hotel certification systems (e.g., LEED, BREEAM, EarthCheck) and evaluate their effectiveness. Conduct a case study on a sustainable hotel, analyzing its energy efficiency, water conservation, and waste management strategies.

Task 3: Strategic Growth and Innovation in Hotels

Develop a five-year strategic growth plan for a mid-sized hotel facing competition from larger chains. Focus on differentiation, digital marketing, and customer loyalty. As a hotel manager, propose a sustainability strategy that balances profitability with eco-friendly practices. Evaluate the effectiveness of AI and Big Data in hotel management, particularly in improving customer service and revenue management.

Submission Format: Upload the assignment as a PDF