

Assignment Guidelines:

- **Submission Format:**

- Detailed project report
- Font: Times New Roman, Size 12, Double Spaced
- Word Count: 4000–5000 words
- Submission Deadline: 14th February 2026

- **Assessment Criteria:**

- Depth of Knowledge (20%)
- Critical Analysis (20%)
- Application of Theory (20%)
- Real-World Relevance (20%)
- Adherence to APA Formatting Guidelines (20%)

- **Mandatory Sections:**

- Title Page
 - Table of Contents
 - Abstract
 - Introduction
 - Literature Review
 - Methodology
 - Findings
 - Discussion
 - Conclusion
 - References
 - Appendices
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Assignment 1: Strategic Organizational Structures in Hospitality Businesses

Assignment Guidelines:

- Explore the various organizational structures used in hospitality businesses such as hotels, resorts, and restaurants.
 - Analyze how different organizational structures (e.g., hierarchical, flat, matrix) affect decision-making, operational efficiency, and guest experience.
 - Critically examine how organizational structure impacts employee behavior, communication, and corporate culture within hospitality organizations.
 - Discuss how hospitality organizations adapt their structures in response to market demands, customer expectations, and internal growth challenges.
 - Provide real-world examples from well-known hospitality businesses (e.g., Marriott, Hilton, Airbnb) to support your analysis.
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Assignment 2: Human Resource Management and Employee Engagement in the Hospitality Industry

Assignment Guidelines:

- Examine the role of Human Resource Management (HRM) in fostering employee engagement and motivation in hospitality businesses.
 - Analyze how HRM practices like training, performance management, and career development influence employee satisfaction, retention, and guest satisfaction.
 - Critically assess the impact of leadership styles and employee well-being on employee engagement within hotels, resorts, and other hospitality sectors.
 - Evaluate how HRM strategies can be aligned with the hospitality industry's goals, improving employee morale and operational efficiency.
 - Provide case studies of hospitality organizations (e.g., Four Seasons, Ritz-Carlton, Marriott) that have successfully enhanced employee engagement.
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Assignment 3: Ethical Decision Making in Hospitality Businesses

Assignment Guidelines:

- Explore the role of ethical decision-making in hospitality organizations.
 - Analyze how hospitality businesses address ethical challenges such as overbooking, hidden fees, employee treatment, and guest safety.
 - Discuss how hotels, resorts, and travel companies can create ethical cultures that align with both their business objectives and societal expectations.
 - Critically assess the ethical dilemmas faced by managers in the hospitality sector and their impact on reputation and customer trust.
 - Provide case studies from hospitality businesses (e.g., Airbnb, Marriott, and local hotels) where ethical decisions led to either positive or negative outcomes.
 - Propose a framework for ethical decision-making that hospitality businesses can use to navigate complex dilemmas and maintain consumer trust.
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