

Quality and Sustainability in Tourism and Hospitality

Assignment Guidelines:

This assignment requires students to evaluate frameworks and strategies for ensuring service quality and sustainability in tourism and hospitality. Students should address environmental, social, and economic sustainability alongside quality assurance systems.

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:

- Knowledge of quality and sustainability frameworks (20%)
- Integration of standards (20%)
- Innovativeness of proposals (20%)
- Use of case studies (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: Green Certifications and Quality Standards in Global Hospitality Chains

Analyze adoption of certifications like ISO 14001, LEED, and Green Key. Your paper should:

- Evaluate benefits in reputation and efficiency.
- Assess challenges of implementation globally.
- Provide case studies of hotel chains.
- Recommend integrated quality-sustainability frameworks.

Option 2: Sustainable Culinary Tourism – Balancing Authenticity and Global Demand

Prepare a paper on culinary tourism. Your paper should:

- Explore local authenticity vs. international demand.
- Analyze food sourcing, waste management, and supply chains.
- Provide examples of sustainable gastronomy.

- Recommend guidelines for sustainable quality.

Option 3: Designing a Sustainable Event Management Framework for Mega Tourism Events

Write a report on sustainable events. Your paper should:

- Analyze environmental and social impacts of mega-events.
- Explore practices such as green infrastructure and waste reduction.
- Provide examples from past global events.
- Propose a holistic sustainable event model.