

Quality & Sustainability in Tourism & Hospitality Assignment

Assignment Overview:

- **Topic:** Investigating the role of quality management and sustainability in the tourism and hospitality industry during the Christmas season.
- **Focus Areas:** Sustainable practices, quality assurance, and the balance between high demand during the holidays and maintaining sustainable, high-quality service.

Submission Format:

- **Project Report:**
 - **Font:** Times New Roman, Size 12
 - **Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Deadline:** 24th December 2025

Assessment Criteria (each worth 20%):

1. **Application of quality and sustainability theories**
2. **Critical evaluation of quality and sustainability practices during Christmas**
3. **Innovativeness in quality management and sustainability strategies**
4. **Use of real-world data and case studies**
5. **Structure, clarity, and APA formatting**

Mandatory Sections:

1. **Title Page**
2. **Table of Contents**
3. **Abstract**
4. **Introduction**
5. **Literature Review**
6. **Methodology**
7. **Findings**
8. **Discussion**
9. **Conclusion**
10. **References**
11. **Appendices**

Assignment Task – Choose ONE of the following written assignments:

- **Option 1: Quality Assurance and Service Excellence in Hospitality During Christmas**
 - Investigate how hotels, resorts, and restaurants maintain high-quality service standards during the Christmas season, when demand peaks.
 - Discuss how staff training, quality control systems, and customer feedback mechanisms help ensure service excellence during this busy time.
- **Option 2: Sustainable Practices in Tourism and Hospitality During Christmas**
 - Analyze how tourism and hospitality businesses adopt sustainable practices to cope with the increased visitor demand during Christmas.
 - Evaluate initiatives like waste reduction, energy conservation, and sustainable sourcing in the context of holiday tourism.
- **Option 3: Balancing Luxury with Sustainability in the Hospitality Sector During Christmas**
 - Examine how high-end hotels and resorts balance the provision of luxury services with sustainable practices during the Christmas season.
 - Discuss how these businesses maintain high standards of service while minimizing their environmental impact during the holidays.