



Individual Essay brief cover

	
<b>Academic Department</b>	Hotel and Tourism Management Department
<b>Programme:</b>	BA (Hons) Hospitality and Tourism Management
<b>Module Title/Code:</b>	GBCA358   Strategic Management for Hospitality and Tourism
<b>Module Leader:</b>	Dr. Christine Konstantinidou
<b>Assessment Type:</b>	Individual Essay   FINAL
<b>Assessment Weighting:</b>	50%
<b>Academic Year:</b>	2019-2020
<b>Teaching Semester:</b>	Autumn
<b>Assessment due date:</b>	Monday 20 <sup>th</sup> January 2020 17:00

<p><b>Assessment details:</b></p> <p>This <b>Individual Written Essay</b> will assess the third and fourth learning outcomes of the module, as have been defined by the Module Record:</p> <p>LO: 3 Categorise the forces which shape the competitiveness of the hospitality and tourism sectors and assess the attractiveness of a particular industry incorporating competitors’ analysis  LO: 4 Analyse the internal environment based on the resources, capabilities, competencies and activities of the organization and propose the findings of the external and internal environment analysis composing suggestions of strategic moves</p> <p>This essay assessment expects from the student to demonstrate his/her ability to identify, to examine, to analyse and to critically evaluate numerous aspects of the Greek hotel chain <b>Grecotel</b> . The essay’s success depends on a thoughtful examination of the various aspects that permeate and influence this type of business, the appropriate use of the main analytical frameworks and theoretical tools of strategic discipline, as well as the proper implementation of these tools in this particular case study. The student should pay extra attention to his/her argumentation and how one point is related to the next.</p> <p>At this point, it should be mentioned that usually, in an essay format, the writer does not use headings or subheadings, since in this case, the outcome of his/her work will be a Research Report.</p> <p>More specifically, it is required by the student to efficiently design and carry out environmental scanning (internal and external) of <b>Grecotel</b>.</p> <p>This Assessment should include the following main themes, which the student is expected to link and demonstrate in a well-formed essay style.</p> <p><b>1. A short overview of the Hospitality Hotel Chain, Grecotel.</b> This section should briefly contain information, such as legal structure, organisational structure, company history and description, mission statement, position in the hospitality industry, target markets, distribution channels and competitive advantage. It would be positively evaluated the use of relevant analytical tools, such as</p>
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**Value Chain, VRIO, Stakeholders Groups and IFE. (± 700 words) LO4**

2. A detailed examination and a critical analysis of the external micro-environment, and more particularly the competitive environment of **Greotel Hotel Chain** by performing **Porter's Five Forces Framework** (a brief discussion of the function of Porter's Five Forces framework should be incorporated). Furthermore, it would be positively evaluated the investigation of relevant analytical tools, such as **Strategic Groups** and **CPM**. (±700 words) LO3
3. A careful examination and a critical analysis of the internal and external environment of **Greotel Hotel Chain** through the use of a **TOWS Matrix** (a brief discussion of the function of the TOWS matrix should be incorporated). Furthermore, based on this analysis, the student should propose specific strategies grounded either on **Porter's Generic Strategies** or **Bowman's Strategic Clock** (±600 words) LO3 – LO4.

Students should use a wide range of academic resources and official statistics and company published information in order to complete the essay and relate the theory with the hard data collected.

**Submission Instructions**

- Submission date: Monday 20<sup>th</sup> January 2020, 17:00. Late submission according to PU regulations
- Proper referencing throughout the essay and a separate reference list section using the Harvard Referencing System is expected
- Please note that submission includes one copy in electronic form (preferably Word) via Moodle (iLearn)

**Assessment instructions:**

- Learning Outcomes: 3<sup>rd</sup> and 4<sup>th</sup> learning outcomes of the module.
- Word Limit: 2000 words maximum (± 10%)
- This assignment is an individual essay.
- The essay must be comprehensively referenced, and a suitable reference list should be included
- The essay must have a front page containing the title of the coursework, module code, module title, and name of Module Leader
- The report must be written in correct Standard English.
- Make sure that you apply the guidelines for an effective essay structure
- Avoid any plagiarism throughout the context

<b>Marking Scheme:</b>	
In line with Plymouth University assessment policy, you will receive your module feedback within 20 working days (excluding holidays/bank holidays). The feedback aims to support you in identifying areas of improvement for future assessments, as well as recognising areas you have achieved well. It will be provided through e-mail, generally describing the achieved level of performance against the standards required, as a confirmation towards recognition of high performance. Also, a feedback session (an hour of lecture time) will be dedicated in the provision of qualitative feedback.	
<b>Assessment Criteria</b>	<b>Rate</b>
<i>Introduction:</i> Proof of understanding of the assignment topics and requirements (introductory presentation) <b>LO3, LO4</b>	5
<i>Theoretical Background:</i> Proof of knowledge of the subjects and understanding of the underlying principles to be applied. <b>LO3, LO4</b>	25
<i>Application:</i> Relevant application of the theory and theoretical frameworks discussed on the issues outlined in the assignment <b>LO3, LO4</b>	30
<i>Conclusions &amp; Critical View:</i> Following the discussion and application of theory, the students will be marked based on the evaluation and critical analysis of their findings. <b>LO3, LO4</b>	20
<i>References:</i> Adequate selection of relevant source material (academic and other) and accuracy in acknowledging and referencing source material	10
<i>Overall Layout and Structure:</i> Structure, organisation, logical flow, word limit, presentation, spelling and grammar of the assignment	10
<b>Total</b>	<b>100</b>

