THE UNIVERSITY OF
NEW SOUTH WALES

FACULTY OF
COMMERCE AND ECONOMICS

School of Marketing

TAHM4002:
PROJECT REPORT IN TOURISM &
HOSPITALITY

Session 1, 2005

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Room 307 John Goodsell Building
Consultation Times: 10-12 Tuesday or by appointment.
OBJECTIVES OF THE COURSE
The overall objective of this course is to provide students the opportunity to build upon and apply the knowledge and skills acquired in previous courses and work experiences throughout their BComm (Marketing, Tourism & Hospitality Management) program to complete an individual research project on a topic of interest. Through a series of lectures and workshops, students are introduced to the research process, and through a series of assignments throughout the semester students progressively work towards the completion of a written research report.

The course has the following major objectives; upon completion, the student should be able to:
- Understand the roles and importance of research in maintaining the sustainability of tourism & hospitality as key sectors in the economy
- Apply the steps in the research process to undertake a comprehensive research project
- Understand the importance of research proposals in the research process, and prepare a research proposal
- Develop an analytical research framework for investigating that research issue
- Identify data sources for tourism & hospitality research, and use skills learned previously to source and interpret this information
- Understand and implement the UNSW ethical guidelines for conducting tourism & hospitality research
- Effectively communicate research findings through a written report and poster presentation
- Utilise time & project management skills to complete a research report

STRATEGIES & APPROACHES TO LEARNING
This is a research-based course, where students are required to work independently and manage their time effectively throughout the semester to produce a research report of 4000-6000 words (maximum), and a (visual) poster presentation. The course begins with 6 weeks of workshops that cover basic ideas, approaches and steps in the research process. Lecture notes for the first workshop will be handed out in Week One, and for other weeks they will be placed on the UNSW Web before the workshop. Students should print copies and bring them to the workshop, and make additional notes. Students are expected to come prepared for each workshop by completing the required text readings, and participating by undertaking group activities.

After the first 6 weeks there are no formal workshops. In Week 12 (25 May) students will be required to hang their poster presentation on the walls of the corridors on level 2 and 3 of the John Goodsell building to be viewed by other faculty staff. It is expected that in the weeks when there are no workshops, students will use their time productively to make progress on their research reports. To ensure that weekly progress is made on the reports, throughout the semester as noted in the course schedule, students will submit a series of assignments (outlined below in more detail) covering various parts of the final research report. This progressive approach is designed to ensure that everyone is actively working on their projects in a staged fashion, managing time effectively, and it will enable us to sort out any difficulties that inevitably emerge in any research project. In addition to meeting as a class, there will be individual consultations with me throughout the duration of the semester. Open consultation times are 10-12 on Tuesdays and other times by appointment. It is your responsibility to consult with me or other faculty staff about your project. I will not be chasing students who choose not to take advantage of these consultation times.

This is not a traditional lecture-tutorial based course. **Undertaking an independent research report requires students to allocate the equivalent of at least one day per week, to working on your research projects. Success in this course requires effectively managing time, maintaining motivation, planning a work-task schedule, keeping to deadlines, and seeking assistance immediately when difficulties arise!**

Involvement of other TAHM Faculty:
Although they do not have formal lecturing and administrative responsibilities in this course, students should feel free to consult and obtain the advice of other faculty staff (where relevant) in the pursuit of your research reports. All faculty staff have expertise in specific areas of tourism and hospitality, and you should seek their advice especially in the initial stages of developing your research proposals.
IMPORTANT REMINDERS AND CAUTIONS:
This course builds on your previous studies and work experiences in tourism & hospitality, and you will be required to bring this accumulated knowledge to bear in undertaking your research report. This course covers the research process: it does not cover in detail data analysis techniques. An understanding of these is assumed from your previous studies, so we will not devote time to reviewing these materials. Students are strongly advised to review course materials from lectures in ECON1202 and ECON1203 Quantitative Methods A & B respectively; MARK2052 Marketing Research; and MARK2054 Market Analysis. Likewise, there are chapters in the course text that provide a good review of qualitative and quantitative research and data analysis methods that you should review.

One semester is not a very long period of time to undertake a major research report, especially when you are studying in other courses and have extra-curricular commitments. Time management and the keeping to deadlines of the assignments listed below is imperative, to ensure that you successfully complete this course. Consequently, all deadlines will be rigidly enforced: extensions for submission of assignments will be granted only in extenuating (i.e. serious medical) circumstances. Late assignments will be penalised at a rate of 10% per day late including weekends.

RECOMMENDED TEXT (available from the campus bookshop for $71.95)
Jennings, G., 2001. Tourism Research. John Wiley & Sons Australia. (A copy will also be put in the Open Reserve section of the library)

LECTURE TIMES & LOCATIONS:
The class will formally meet on Wednesday afternoons, from 1-3 in MATHEWS Theatre D (for the first 6 weeks) (see workshop schedule on p10).

STUDENT ASSESSMENTS
During the semester, students will submit the following assignments that ensure progress is made to the completion of the final report.

Research Proposal 10% (Due in week 3, 18 March; Length: 1000 words)
By week 3 you should know what topic you wish to investigate. The research proposal serves as a set of agreed expectations and guidelines for conducting the research. It is the master plan for the research. Once expectations have been set it is necessary to meet them, or to explain why it was not possible to do so. Jennings Chapter 10 (sections 10.3 & 10.4) provides some guidelines for preparing a proposal. In thinking of topics to research, you should consider consulting with relevant faculty staff with expertise in the topic area of your proposed research. As with all aspects of this course, you should also discuss your projects among your classmates to exchange ideas. The following parts should be addressed in your research proposal:

a) Problem statement
b) Aims of the research (including research question/s)
c) Hypothesis if undertaking a quantitative study
d) Background & Significance of the proposed research
e) Proposed research (conceptual) framework & Annotated Bibliography of 5 academic references
f) Research design, sampling methods, proposed data collection Methods & data analysis techniques

Draft of Literature Review & Research Framework 10% (Due in week 6, 15 April; Length: 1500 words)
A conceptual research framework must be developed for the research: in other words, what concepts/ideas will you use to provide a framework for understanding and interpreting the research issue you are investigating? The development of a research framework has 2 interlinked parts: a) undertaking a literature review of the published academic research, and b) arranging the ideas & concepts into a flow diagram that you think helps to explain your research issue.

Essentially, you are providing much greater detail about Part e) of your Research Proposal, and the annotated bibliography is designed to get you started on your research framework. Here, you need to read at least 10-15 further peer-reviewed academic papers from the academic databases (accessible through the UNSW Library’s
homepage, or in the State Library of NSW; e.g., ABI/Inform, Proquest) and/or physical academic TAHM journals in libraries (a list is provided at the end of this course outline). **You must develop a flow diagram to show the interrelationships among these concepts in your research framework.** Jennings Chapter 2 and Chapter 10 (section 10.3.2) provide some guidelines for undertaking literature reviews & building research frameworks.

**Draft of Research Methods 5% (Due in week 8, 29 April; Length: 500 words)**
You need to explain what data you will analyse, the source of this data, and by what methods this data will be analysed. Jennings Chapters 5 to 9 discuss qualitative vs. quantitative methods and considerations. The ‘research project’ on p. 154 of Jennings, gives some ideas about getting started.

**Draft of Research Findings & Discussion Section 10% (Due in Week 10, 13 May; Length: 1000 words)**
Here you are firstly presenting the research findings and then in the discussion section comparing and contrasting your data to the theoretical concepts/ideas developed in your literature review and research framework. **The discussion section takes results and relates them back to the existing literature.** When discussing your own results, you need to consider previous research referred to in your research framework. You must stress interpretation by answering these basic questions:

- Do my data (research information) support my ideas as set out in my research framework? If so, how? If not, why not? (i.e. How well (or not) do your results fit previous knowledge?)
- In what respects are your findings similar and different to previous research? Why might that be?
- How do your findings relate to the original hypotheses/predictions stated?
- Were the objectives of the research met? If not, why not?

In addition to words, you should use ‘visuals’ (diagrams, tables, graphs, maps, etc) to help you interpret, understand, and communicate your data and research findings.

**Poster Presentation 15% (Due in Week 12, 25 May)**
To communicate the findings of your research to your classmates, & other faculty in the TAHM program & the School of Marketing, you should prepare a poster (visual) presentation. On the 25th of May between 1-3pm, you are required to display your poster in the corridors of the School of Marketing (levels 2 and 3), for a period of 1-2 weeks, to provide interested parties the chance to read through the projects. General guidelines are provided in Jennings (Chapter 11, pp. 358-362). The size of the poster should be a standard sheet of cardboard however you can be creative in terms of the design/shape etc. You will also need to provide some adhesive backing on the poster in order to stick it to the walls in the Marketing corridor.

Poster presentations require you to communicate the main points in your research project. Consequently, this should be a useful exercise in making you think clearly and concisely about the key aspects of your project, and it should help you to clarify what you wish to say in your longer written report. Comments and positive constructive criticism from your classmates may also help to crystallise your thoughts and ideas. You should endeavour to make the presentation as informative and visually interesting as possible – You are trying to capture the attention of people passing by - be creative! The poster should include information regarding the aims of the project, background & significance, methodology, findings, conclusion and implications.

**Final Written Research Report 50% (Due in Week 13, 3 June; Length: maximum 6000 words)**
Your final report incorporates the assignments described above along with revisions as suggested by me in the earlier drafts, **but in greater length & with more detail.** Two bound copies of your final report should be submitted in assignment box #1 on 3 June in week 13 by 5pm. The format of your final report should include the following parts:

A. **Title page & title reflecting what report topic is focused on, & author**

B. **Acknowledgments page**
- If you have obtained the advice and assistance of other faculty and/or tourism & hospitality professionals, remember to acknowledge their assistance
C. **Abstract:**
- Outlines in bullet points the key ideas, methods, findings and implications.

D. **Contents page:**
- listing of numbered chapters or sections, & numbered subsections and subheadings

E. **List of tables, figures (i.e. graphs & flow diagrams), plates (i.e. photos), appendices**

F. **The key components in the body of a properly structured research report are:**

1. **Introduction**
State clearly what the area of research involves and the key issues addressed. The purpose is to introduce the reader to the research project, i.e. you need to state some background information about your topic, problem statement, research aims, hypotheses (if relevant), scope of the study, significance, what kind of research you are conducting; and clearly state and define your research variables.

2. **Literature Review & Analytical Research Framework**
Outlines the theories, frameworks, previous research and literature related to your topic. What has been done in this subject area so far? What gap in the literature does your project intend to fill?

3. **Research Methods**
Clearly state the research design for your project. What type of research will be conducted? What methods will be used to gather the data? Why are these methods most appropriate? What sampling technique will be used? Who/what/how many will be studied? Why? What data analysis techniques will be used – why?

4. **Research Findings/Results**
The results are to be presented clearly and concisely. Use graphs, and tables to support the text. A picture paints a thousand words! However graphs and tables should supplement the text NOT replace the text altogether. Only the main findings as they relate to your objectives should be presented here. Any other findings can be included in an appendix but MUST BE referred to in the body of the report.

5. **Discussion of results**
In this section you are to link your findings back to the relevant literature. Do your findings support or dispel the relevant theories. Where do the similarities and differences lie? If your results don’t support the literature, what factors could be attributed to there being significant differences? What are the implications of the findings of your study?

6. **Conclusions & Recommendations**
This section should be devoted to what has previously been presented in your report. The purpose of this section is to tie the research together, & explain the conclusions that can be drawn from the evidence. Summarise whether or not your research objectives or hypotheses have been supported. The questions to ask when writing this section are:
- What knowledge has been gained?
- Are there any cautionary comments about the research to be made, or limitations of the project or can you demonstrate the rigour & confidence in your results?
- What are some recommendations pertaining to your report for others (governments, companies, travellers, researchers, other stakeholders)?
- Are there issues that remain unresolved that arose in your research but were beyond the scope of your report?

G. **References List/Bibliography:**
- You MUST provide an alphabetical list of all the authors whose work you have used to support your case. In
most marketing & management disciplines it is customary to follow the Harvard method (see Jennings pp. 336-337 & 364, on how to do this). Note the different ways in which books, journal articles, magazines, videos, and newspapers articles are referenced. Reports that are not thoroughly referenced throughout the report, and do not contain complete and proper bibliographic details of sources cited and used will constitute plagiarism & cheating, and you will be severely penalized for such occurrences. Excessive plagiarism could result in academic failure in this unit. If you are uncertain about plagiarism. Please see me! Read below:

REPORT FORMAT

Reports must be typed, and the recommended style and written format are:

- 1” margin all around the page
- justified margins
- 1.5 space between lines, font size 12 minimum
- distinguish major headings & subheadings
- each paragraph should be distinguishable from another
- use bullet points to highlight main points
- all tables, graphs, flow diagrams, & photos should have headings and sources
- spell and grammar check
- TWO (2) copies of Final Research Project MUST BE SPIRAL BOUND with covers & submitted

Other important points to remember:

- The final written report should not exceed 6000 words, excluding references list, appendices.
- The report should have at least 20 academic research references.
- Reports with improper and/or incorrect referencing & bibliographic citations; and excessive spelling, grammatical errors, and poor organisation will be severely penalised
- Late submission will not be accepted and will automatically receive a failure grade.
- All reports are due on specific due dates – extensions will NOT be granted, and late assignments will be penalised at a rate of 10% per day late including weekends.
- You will no doubt be preparing your report on a computer. Make sure that you back up your files every time you make changes & have several disks with copies, and make sure that your back-up disks are kept in at least two different safe places—perhaps one set at home and the other somewhere else.
- YOU MUST keep all rough copies/drafts of your report & assignments, & copies of research materials used, any notes made from your research. I may call on you to provide these as evidence that all work is indeed your own.

PENALTIES

Students who are guilty of cheating and plagiarism will be penalised. Depending on the nature of the offence, the unit coordinator will determine the penalty. For example, extensive plagiarism may result in zero marks for an assignment. Students found using the work of another student and submitting it as their own work will receive zero marks for the course. Repeat offences will be referred to the University Discipline Committee and may result in failure or expulsion from the university.

ADMINISTRATIVE MATTERS

Students may e-mail me about academic or other matters; however assignments will not be accepted if submitted by e-mail unless agreed by me. All assignments are due by 5:00pm on the due date. These should be submitted in Assignment Box #1 on Level 3 in the John Goodsell building. Late submissions will be penalised at a rate of 10% per day late; students with extenuating reasons must provide relevant written support documentation well in advance of the due date.

THE DANGERS OF CHEATING AND PLAGIARISM AND HOW TO AVOID THEM

Cheating and plagiarism are regarded as attempts to gain an unfair advantage over your fellow students and will not be tolerated. To cheat in the context of university assignments, tests and examinations is to attempt to gain an unfair advantage by violating the principles of intellectual and scholarly integrity. Cheating also
encompasses plagiarism, which is the appropriation or imitation of another person's ideas and manner of expressing them.

WHAT IS CHEATING?
You will be guilty of cheating if you do any of the following:
1. Copy from another student during a test or examination. This is cheating whether or not there is collusion between the students involved. Collusion with another student who wishes to cheat from you exposes both parties to penalties under University Regulations.
2. Use or paraphrase the work of others, including any document, audio-visual or computer-based material, when preparing an assignment or writing an examination, and pretend it is your own work by not acknowledging where it came from.
3. Copy from another student's coursework whether that copying is with or without the knowledge of that student. This includes:
   - Copying all or part of someone else's assignment
   - Allowing someone else to copy all or part of your assignment
   - Having someone else do all or part of an assignment for you
   - Doing all or part of someone else's assignment for them.
4. Make up data and fabricate results in research assignments.
5. Impersonate someone else in an examination or test, or arrange such impersonation.
6. Use forbidden material in a test or examination, whether in printed or electronic form. For example, attempting to use a non-standard calculator in a restricted calculator examination.

WHY IS IT WRONG?
If you take and use the work of another person without clearly stating or acknowledging your source, you are falsely claiming that material as your own work and committing an act of plagiarism. This is wrong because:
   - It violates the principle of intellectual and scholarly integrity.
   - It devalues the grades and qualifications gained legitimately by other students.

PREVENTING CHEATING
All students and staff have a responsibility to prevent, discourage and report cheating. Typically students cheat because they are having difficulty with the unit content, the language of the unit, or both. Cheating and/or plagiarism can be a temptation when students are experiencing difficulty with a heavy workload in the unit and seek to save time by using others work.

To avoid having students resort to cheating, the University provides many services to help students with their course or to make thoughtful decisions about whether to continue. Students should first seek assistance from their tutor and/or lecturer.

There is a difference between getting help and cheating. You are encouraged to get help if you need assistance to understand the material and any set work so that you are in a better position to create your own answers.

HOW TO PLAY SAFE
To maintain good academic practice, so that you may be given credit for your own efforts, and so that your own contribution can be properly appreciated and evaluated, you should acknowledge your sources and you should ALWAYS:

(I) State clearly in the appropriate form where you found the material on which you have based your work, using the system of reference specified by the School in which your assignment was set;
(ii) Acknowledge the people whose concepts, experiments or results you have extracted, developed or summarised, even if you put these ideas into your own words;
(iii) Avoid excessive copying of passages by another author, even where the source is acknowledged. Find another form of words to show that you have thought about the material and understood it, but remember to state clearly where you found the ideas.

There is nothing wrong with working with other students in a group; indeed sometimes you will be encouraged to do so. But after a certain point, each student must work on their own to produce their own written answers. If no specific guidelines for group-work have been given, a reasonable interpretation is that it is acceptable for two or more students to discuss a problem among themselves or with a staff member. The group may then agree that the answer should include certain points. But then each member of the group must independently write their own answer to the problem.

In summary:
- Any material copied directly (paragraph, sentences, part of a sentence) must be referenced ie enclosed in quotation marks and footnoted or Harvard reference. If indirect – paraphrasing - referencing is necessary, ie footnoted or Harvard reference.
- Penalties will be applied if this is not followed

See: [http://www/fec.unsw.edu.au/current_students/responsibilities.shtm1#misconduct](http://www/fec.unsw.edu.au/current_students/responsibilities.shtm1#misconduct)

Students are bound by the rules relating to academic misconduct in the University of New South Wales Calendar. Students should be aware of the nature of plagiarism; students are bound by the rules relating to it in the University of New South Wales Calendar.

**Education Development Unit**
Additional learning support, tailored to the needs of FCE students, is available from the Education Development Unit (EDU) in the Faculty. The EDU offers a range of services for FCE students including:
- Academic skills workshops run throughout the session;
- Printed and on-line study skills resources e.g. referencing guide, report writing and exam preparation, time management, working in groups, oral presentations;
- A drop-in resource centre containing books and audio visual material that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

More information about the EDU services including on-line resources, workshop details and consultation request forms are available from the EDU website.

**Contacts and location:**
EDU Web: [http://education.fce.unsw.edu.au](http://education.fce.unsw.edu.au)
EDU Location: Room 2039, Level 2 Quadrangle Building
EDU services are free and confidential and are available to students of the Faculty of Commerce and Economics.

**Other UNSW support**
In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for students. The Learning Centre is located on Level 2 of the Library and can be contacted by Phone: 9385 3890 or through their website: [http://www.lc.unsw.edu.au/](http://www.lc.unsw.edu.au/). Students experiencing problems of an academic or personal nature are encouraged to contact the Counselling Service at UNSW. This service is free and confidential and run by professional counsellors. The Counselling Service is located on Level 2, Quadrangle East Wing.
ACADEMIC TOURISM RELATED JOURNALS (*held in the UNSW library)
This list courtesy of Dr. Nina Mistilis

*Annals of Tourism Research S338.479105/3
*Australian Journal of Hospitality Management S657.9494005/1
*Australian journal of hospitality management SQ647.9494005/2
*Bureau of Tourism Research Publications
* Cornell hotel and restaurant administration quarterly SQ647.9405/5
Events Management
*Forecast (Tourism Forecasting Council, Canberra) SQ338.479105/11
* Hospitality research journal: the professional journal of the Council on Hotel, Restaurant, and Institutional Education S647.9405/4
* Hospitality & tourism educator / Council on Hotel, Restaurant & Institutional Education SQ647.9405/7
*Hospitality research journal : the professional journal of the Council on Hotel, Restaurant, and Institutional Education S647.9405/4
Information Technology & Tourism
International Journal of Tourism Research
*International journal of hospitality management SEJ647.9405/3
*International journal of contemporary hospitality SQ647.9406805/1
*International Journal of Contemporary Hospitality Management SQ647.9406805/1
Journal of Convention and Exhibition Management
* Journal of leisure research. S790.07205/2
* Journal of sustainable tourism S338.479105/15
*Journal of Leisure Research S790.07205/2
*Journal of Tourism Studies S338.479105/2
*Journal of Travel & Tourism Marketing S338.479105/24
*Journal of Travel Research SQ338.479105/5
* Leisure management. SQ790.06905/2
Tourism, Culture & Communication
*Tourism Economics S338.479105/25
*Tourism Management SEJ338.4791005/1
* Union news Hospitality & leisure SQ331.881105/10

Trade Press: Newspapers & Magazines
The Age
Asian Wall Street Journal
The Australian
Australian Financial Review
The Bulletin
Business Review Weekly
The Economist
## WORKSHOP SCHEDULE

<table>
<thead>
<tr>
<th>Week #</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Readings</th>
<th>Workshop Tasks</th>
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<tbody>
<tr>
<td>1</td>
<td>2 March</td>
<td>Overview of the course&lt;br&gt;The role of research in TAH; Identifying a research topic, defining the problem &amp; sub-problems</td>
<td>Ch 1 text</td>
<td>1. Defining the research problem&lt;br&gt;2. Finding the sub-problems</td>
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<td>2</td>
<td>9 March</td>
<td>The research proposal, ethics</td>
<td>Ch 4, 10 text</td>
<td>1. Evaluate an existing research proposal</td>
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<td>3</td>
<td>16 March</td>
<td>Building a conceptual research framework, using library resources, writing a literature review&lt;br&gt;<strong>Research Proposal Due</strong></td>
<td>Reading TBA</td>
<td>1. Using the journal article you have been given, develop a conceptual framework for the research problem&lt;br&gt;2. For the search topic that you have been given develop a search strategy that you would use to locate relevant sources of literature in relation to the topic</td>
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<tr>
<td>4</td>
<td>23 March</td>
<td>Research designs, data collection methods, types of data,</td>
<td>Ch 5,6,8 text</td>
<td>1. For each example of a problem that you have been given - identify the most appropriate research design</td>
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<td>5</td>
<td>30 March</td>
<td><strong>Mid-session break</strong></td>
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<tr>
<td>6</td>
<td>6 April</td>
<td>Data analysis, presenting the research findings &amp; discussion</td>
<td>Ch 7,9 text</td>
<td>TBA</td>
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<td>7</td>
<td>13 April</td>
<td>Writing the research report, designing an effective poster presentation&lt;br&gt;<strong>Lit. Review/Research Framework due</strong></td>
<td>Ch 10, 11 text</td>
<td>1. Using the sample report/poster that you have been given - evaluate how effectively the writer has communicated their ideas. What are the strengths and weaknesses of the report? How could it be improved?</td>
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<td>27 April</td>
<td>No Class&lt;br&gt;<strong>Draft of Research Methods Due</strong></td>
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<td>11 May</td>
<td>No Class&lt;br&gt;<strong>Research Findings &amp; Discussion Due</strong></td>
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<td>18 May</td>
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| 12   | 25 May | No class

*Poster Presentations Due 1-3pm Wednesday*

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*Final Report due*  

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<td>8 June</td>
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# TAHM4002 Project Report for Tourism & Hospitality
## Marking sheet for final report

Name: 

<table>
<thead>
<tr>
<th>Marker’s overall view of the report</th>
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<table>
<thead>
<tr>
<th>Section</th>
<th>Marks</th>
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<tbody>
<tr>
<td>Executive summary/abstract</td>
<td>/5 Marks</td>
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<tr>
<td>Introduction</td>
<td>/10 marks</td>
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<tr>
<td>Literature Review</td>
<td>/20 Marks</td>
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<tr>
<td>Methodology</td>
<td>/10 Marks</td>
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<tr>
<td>Results/findings</td>
<td>/15 marks</td>
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<tr>
<td>Discussion/analysis</td>
<td>/25 Marks</td>
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<tr>
<td>Conclusion</td>
<td>/5 Marks</td>
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<tr>
<td>Presentation</td>
<td>/10 marks</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>/100</strong></td>
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