



## **HMG1105: Lodging Operations**

### **Final Presentation**

**This is a group assignment.**

#### **Objective**

Assemble and evaluate onsite and web based information on a hotel brand.

#### **About the assignment.**

##### **Step 1**

Review and evaluate a hotel brand (Any local, state, national or international).

##### **Step 2**

Write a 1-page narrative that includes your critique of the brand and its website.

How well is the website designed?

How easy is it to find information?

Is the information relevant and updated?

Are there any social networking or blog links to the website?

Are there audio-visual resources (podcasts/ pictures / videos) available on the website?

Any other important characteristics that you perceive to be important.

##### **Step 3**

Create a presentation (8-10 minutes) based on your findings

**Once complete, upload your paper under “discussion board”. For uploading follow these instructions:**

#### **STEP 1**

Go to **DISCUSSION BOARD**. Click on **Final presentation** link and now click on **+THREAD**. This will allow you to post your thread. Under title use your name. For example, Amit's Paper.

## STEP 2

Now scroll down to **Attachments** Click on **“Attach a file”**. Select the file (article / document) to be uploaded. Now click submit to upload your file.

**Please read and review these very important writing format requirements:**

All writings and assignments including citations, references and narratives must confirm to the **APA writing style** as per the guidelines listed under the **APA Manual, 6<sup>th</sup> edition**. Additionally, more information on the writing style can be found by visiting <http://www.apastyle.org/>