

AIM University Group

Course: Hotel Operations Management

ASSIGNMENT BRIEF

LEARNING OUTCOME 4:

Students will develop effective leadership and management skills applicable to hotel operations. They will understand the importance of teamwork, effective communication, and staff motivation, and demonstrate the ability to lead and manage hotel operations successfully.

Assessment Criteria:

- **4.1** Critical evaluation of effective leadership, teamwork, and communication skills in hotel operations scenarios.
- **4.2** Performance evaluations allowing the assessment of the ability to lead and manage a team, make informed decisions, and motivate staff in a hotel setting.

Assignment Overview:

You are required to write a term paper that critically evaluates leadership, teamwork, and communication skills within the context of hotel operations. Additionally, you will conduct performance evaluations based on a provided case study to assess the ability to lead and manage a team, make informed decisions, and motivate staff in a hotel setting. This term paper should demonstrate your understanding of the theoretical concepts discussed in class and your ability to apply these concepts to practical scenarios.

Case Study: The Emerald Bay Hotel

Background:

The Emerald Bay Hotel is a prestigious five-star hotel located on a popular tourist island. The hotel features 300 luxurious rooms, a fine dining restaurant, a conference center, a wellness spa, and several recreational facilities. The hotel caters to both leisure and business travelers, with a strong emphasis on delivering exceptional guest experiences.

Scenario:

The hotel is preparing for its annual "Emerald Gala," a high-profile event that attracts VIP guests, celebrities, and media coverage. The event requires flawless execution, and the hotel's management team is under pressure to ensure that every aspect of the operation runs smoothly. The General Manager has decided to use this event as an opportunity to evaluate the leadership, teamwork, and communication skills of the management team, as well as their ability to lead and manage their respective departments, make informed decisions under pressure, and motivate their staff.

Management Team:

1. **General Manager (GM) - Rebecca Thompson:** Oversees all hotel operations and ensures that every department functions cohesively.
2. **Front Office Manager - David Lee:** Manages the front desk, concierge, and guest services, ensuring a seamless check-in/check-out process.
3. **Housekeeping Manager - Maria Gonzalez:** Responsible for the cleanliness and maintenance of guest rooms and public areas.
4. **Food and Beverage Manager - James Carter:** Oversees the restaurant, bar, and catering services, ensuring high-quality food and beverage offerings.
5. **Human Resources Manager - Linda Chen:** Manages staff recruitment, training, and development, and ensures a positive work environment.

Assignment Tasks:

Task 1: Critical Evaluation (4.1)

- **Part A:** Critically evaluate the leadership styles demonstrated by the management team in preparing for the Emerald Gala. Discuss the effectiveness of these leadership styles in achieving the hotel's objectives and in managing the challenges associated with the event. Provide examples from the case study to support your analysis.
- **Part B:** Analyze the role of teamwork and communication in the successful execution of the Emerald Gala. How did the management team ensure effective communication across departments? Evaluate the impact of teamwork on the overall success of the event. Provide specific examples of how teamwork and communication were managed in the case study.

Task 2: Performance Evaluations (4.2)

- **Part A:** Develop a performance evaluation framework to assess the ability of the management team to lead and manage their departments during the Emerald Gala. Include criteria such as leadership, decision-making, staff motivation, and problem-solving. Justify the inclusion of each criterion in your evaluation framework.
- **Part B:** Using the performance evaluation framework you developed, assess the performance of each member of the management team based on the scenarios provided in the case study. Provide a detailed evaluation for each manager, highlighting their strengths and areas for improvement. Discuss how their performance impacted the overall success of the Emerald Gala.

Structure of the Term Paper:

1. Introduction

- Provide an overview of the Emerald Bay Hotel and the significance of the Emerald Gala event.
- Outline the key leadership, teamwork, and communication challenges faced by the management team.

2. Task 1: Critical Evaluation

- Part A: Critical Evaluation of Leadership Styles
- Part B: Analysis of Teamwork and Communication

3. Task 2: Performance Evaluations

- Part A: Development of Performance Evaluation Framework
- Part B: Application of the Framework to Evaluate the Management Team

4. Conclusion

- Summarize the key findings from your critical evaluation and performance assessments.
- Reflect on the importance of effective leadership, teamwork, and communication in hotel operations.

5. References

- Include all sources used in your analysis, following the Harvard referencing style.

Guidelines:

- **Word Count:** The term paper should be between 1,500 to 2,000 words.
- **Formatting:** Use Times New Roman or Arial, and 12-point font.
- **Submission:** Submit your paper as a Word document or PDF.
- **Due Date:** [Insert Deadline Date Here]

Evaluation Criteria:

Your term paper will be assessed based on the following criteria:

- **Depth of Analysis:** How thoroughly you analyze the leadership, teamwork, and communication scenarios in the case study.
- **Application of Theory:** How effectively you apply theoretical concepts to the practical case study.
- **Practical Relevance:** The relevance and applicability of your performance evaluation framework to real-world hotel operations.
- **Clarity of Writing:** The clarity, coherence, and organization of your writing.
- **Research and Referencing:** The quality of your research and proper use of references.