**Strategic Planning and management**

Throughout the semester this unit has identified the effective ingredients for strategic management of hotel business in the 21st Century. Choose a contemporary hotel business you are familiar with or would like to learn more about. Clearly explain what makes this company successful in the hotel industry. Base you explanation on theories of strategic hotel management and planning from the essential text or related journal articles

Your reference list must contain **references from the essential text and a minimum of 12 related journal articles.** You may use other credible references in excess of your 12 journal articles. In text references must be applied.

**Format:**

Word Count: 1600 to 1800 words

Style: Essay form-grammatically correct

Font: Times New Roman

Size: 11 Point

Spacing: 1,5 lines

Justification: Fully justified

Indentation: First line

Referencing: BMIHMS (Harvard). No footnotes.

Submit to: Turnitin BUS304

**Structure:**

BMIHMS Cover Page

Introduction -10%of words count

Body (no headings)-80% of words count

Conclusion-10% of words count

Reference List

**NEED TO FOLLOWING THE Building foundation**

1) Words per sentence – 15 to 25. Beyond 30, the sentence is running on

2) Sentences per paragraph – 6 to 10. Approx 120 to 200 words

3) Paragraphs start with topic sentence – the theme of the paragraph

4) Theory is used to analyse the case – do not recite the theory

-The topic sentence is the theme of the paragraph

-Theory is linked to the facts that you have found/identified

-Supporting sentences build the argument/position presented in the topic sentence