FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 1

STRATEGIC MANAGEMENT FOR HOSPITALITY AND TOURISM - SMH410S
Dear Student,

I would like to take this opportunity to congratulate you on the completion and submission of your first assignment on Strategic Management for Hospitality and Tourism. I strongly believe that you have had a rewarding experience so far about this course.

This feedback tutorial letter provides me with the opportunity to dialogue with you and advise you on your performance on this first assignment. I hope this will reinforce your learning on what has been covered in this marked assignment while offering you constructive suggestions as you go towards the completion of this course. I therefore advise you to read and attempt to understand the content of this feedback tutorial letter. I have provided comments and hints on the expected quality of responses for each question.

General observations

There are several important points that you need to take into consideration such as:

- **Proper language usage**: there were several grammatical mistakes that I noted in your submissions. In some cases, some of you were using long and winding sentences which made it difficult for me to read and comprehend the gist of the matter. I encourage you to proofread your work and use short sentences.
• It is expected that any student on this level should be able to apply their theoretical knowledge gained from books to practical situations and not quote theory verbatim and expect to earn marks – but this still happens.

• Some students copied directly from other publications and made it their own work, this is not tolerated, and it is not acceptable.

• **Use of sources:** Where you cite any references, remember to acknowledge them very well in your list of bibliography. The Namibia University of Science and Technology makes use of the APA Style of referencing and this is highly recommended. Most of you neglected this component. Several instances were observed where in-text references lacked; instances of references mentioned in-text but not acknowledged in the bibliography were observed; Most of you did not make use of the APA style of referencing.

I cannot stress the importance of referencing enough, as in the academy referencing is a requirement that is non-negotiable. Referencing gives credit to authors who have been consulted, but it also keeps you safe from possible charges of plagiarism. A further reason for proper referencing is that it allows the reader of your work to find sources with minimum difficulty for verification or to follow leads. I will strongly recommend that you familiarize yourself with the APA referencing style, as many of you lost marks due to the non-compliance to this requirement.

Also direct copying from the internet was noted, clearly this is not allowed as it is the same as plagiarism and is a serious academic crime; it is not different from theft.
Assignment one: Feedback

Question 1
In question 1, I asked you to research 3 definitions of what a strategy means and in your own understanding explain what you understand what a strategy is looking at the definitions. Some of you went to the extend to research these three definitions and provided well researched answers. Others merely wrote one sentences per definition with no acknowledgement of the source and this type of answering defies the objective of distance learning. You need to put in effort and read extensively on your own to understand the subject content. You can also contact me if you are not sure how to go about answering a question. Chapter one of the study guide deals extensively of what strategy means, thus please read it again to get a clear understanding of the term. The second part of this question required you to explain the importance of a strategy within an organization. In simple terms a strategy guides the organization to achieve its mission and vision. Some of you omitted this part of the question and this affected your marks. Question two broadly ask you to explain what is meant by public, private and voluntary strategy. Majority of you answered this question very well and chapter 2 of the study guides give you more guidelines on this. I applaud students who went beyond the study guide and gave exceptional answers to the questions asked.

Question 2
This question required of you to explain what you understand by the macro environment and to discuss the five forces that can have an influence on the macro environment. I also asked that you include relevant examples to allow me to see that you understand the concept. Some of you merely wrote a few sentences on this and it was just not enough. The macro environment is the external factors that can affect an organization performance. The forces affecting this is what is known as STEEP, P-political, E-environment, S – Social, T – technology, E – economic. You had to explain these forces by using practical examples, some did this although I might not have agreed
with the examples used, you used an example, others merely copied from the study guide. Students the objective of an assignment is to force you to read beyond the scope of the study guide and use this to supplement your answers within the assignment questions. Another concern is the length of responses, please look at the mark allocation and structure your responses accordingly. A question worth 18 marks merits more than half a page of response, thus please be cognisant of this factor. Well done to those students who answered this question well, your marks are an indication of your hard work.

**Question 3**

A very compacted question where I asked you to define strategic myopia and give possible strategies to overcome it. Strategic myopia is a condition in which the management of a business can see clearly the things that are to take place in the short term but have only a fuzzy view of what their future might be over a longer term. Some students confused it with customer myopia and I then awarded only marks if the definition made sense to what is the required definition. Again, I want to reiterate please contact me if you do not understand the assignment questions. The second part asked of you to name possible strategies as to overcome this. Chapter 4 of the study guide provides guidance on this, thus please read this chapter again. Well done to those who did the extra effort and went beyond the study guide, it is appreciated.

The above a mere guideline on the expected answers.

Thank you for those who have done tremendous effort in the completion of the first assignment.

I hope this feedback will assist you to identify your weak areas and work on them diligently while building on your strengths. I encourage you to take note of this advice as you prepare for the second assignment. If you have any queries do not hesitate to contact me.
I wish you the best of luck for the second assignment!!!!!!!