

Each student individually analyzes and reports in writing on an important article. Among a list of articles

Actions

, you must choose one article for your article report.

Reports should be about 4 single-spaced pages in length and should include:

1. A summary of the article (maximum of one page).
2. At least one example of applications in the travel and hospitality industry that are not mentioned in the article (about one page).
3. Your assessment of the applicability of the concepts in the article to service management in the travel and hospitality industry (about one and half pages).
4. Your conclusions (about half page).

Article report as a whole must display original thought and not merely repeat or summarize the article. Please submit your article report by the due date, although early submission is always encouraged.

Note)

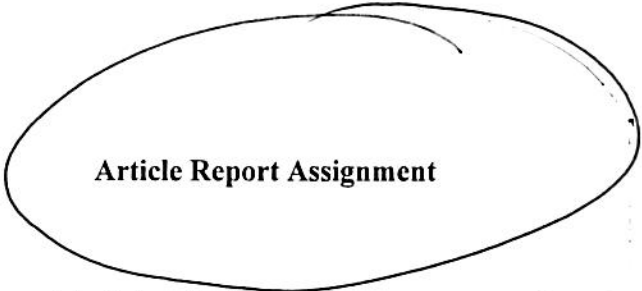
- Refer to a sample - format of article report assignment.

Actions

If you don't follow this format, you will lose 1 point.

- As per the citation/reference, I recommend that you should include at least more than one article other than your chosen article/textbook for this assignment. Otherwise, you will lose 1 point.
- References must be cited using the APA guidelines (6th Edition).

Course Info
Your Name
Date



Article Report Assignment

1. Summary of Article

Write about one page with your original thought (i.e., don't repeat or copy from the article).

2. Applications in the Travel and Hospitality Industry

Write about one page with at least one example of applications that are not mentioned in your chosen article. For instance, you need to think about other processes or practices that can be used to reach the same result, which your selected article revealed. Also, you may look for other practices that can be used that were not mentioned in the article.

3. Individual Assessment

Write about one page plus a half-page with your critical assessment (e.g., pros and cons) along with concepts learned from this course.

4. Conclusions

Write about a half-page with your conclusions. In conclusion, don't repeat or summarize the article, but write what you have learned from this assignment, including a highlight of your report.

. Levitt, T. (1981). Marketing intangible products and product intangibles.
Harvard
Business Review, 59(3): 94-112.

Citation
OF Articles