ASSESSMENT BRIEF	
Subject Code and Title	**GIT201: Global Innovations and Trends**
Assessment	Assessment 2, Group Report: Introducing Choosen Trend
Individual/Group	Group (maximum four (4) members)
Length	3,000 words (+/- 10%)
Learning Outcomes	Subject Learning Outcomes that are addressed in this assessment: SLO c) Evaluate the strategic implications of the influence of future global trends within hospitality and industries SLO d) Evaluate the hospitality and tourism industries to determine sustainable viability of future trends SLO e) Generate ideas for prospective implementation of new trends into the hospitality and tourism industries
Submission	By 11:55pm AEST/AEDT Sunday of Module 5 (week 9)
Weighting	30%
Total Marks	100

Context

- This group assessment has been prescribed to appraise your ability to academically research and discuss the potential impact of major trends on a specific hospitality or tourism business
- This assessment has been set to provide the opportunity for you to work as a group to research your chosen trend with a view to its introduction into your chosen business. You are expected not just to look at the value that its application might add, but also the challenges and disruptions that it might provoke. You will then be in a position to objectively assess the value of this trend to this business.
- Successful completion of this assessment will help to prepare you to assess the viability of trends for their practical introduction and application within a professional hospitality and tourism business environment. It will also help you to maintain currency in the increasingly changing hospitality and tourism industries.

Instructions

Please note Assessment 2; Group Report will also be used to produce a 30min Trend Pitch presentation for Assessment 3.

In order to complete this assessment, please follow these instructions:

Reports are an essential tool/method of business communication, and are used to consolidate information and optimize outcomes. To successfully complete Assessment 2 students will be helped

to form groups of no more than four (4) members (in Weeks 1 & 2) and are then to choose one of the trends listed below.

> **TRENDS**
> - Artificial Intelligence
> - Growing Share Economy
> - Clean Meat
> - Augmented/Virtual Reality
> - Internet of Things

The group will then need to choose a hospitality or tourism business that they feel would benefit from the introduction of their choosen trend, for example; Smart IoT rooms in hotels that respond to the guests needs without prompting. ***Please note that for Assessment 3 you will be asked to complete a 30 min Trend Pitch assuming the assessor is the owner of the business you choose in this Assessment.***

As a group, you are to then develop a Group Report that will discuss how the choosen business might go about introducing and utilising the choosen trend to help make their operation more efficient/effective. The group report should also identify any challenges that might arise when the trend is introduced.

Once everything has been agreed upon the group will need to conduct research via the academic databases, government and industry websites and publications, and the professional media on the trend and the process of introducing new systems/technology into a hospitality/tourism business. You will then need to present your findings in report format (please see the academic writing guide for the Report Writing Style Guide that must be followed). Please ensure to;

- Evaluate the strategic implications of global trends within the hospitality and tourism industries in general
- Provide a detailed description of your choosen trend and business outlining/generating ideas for prospective implementation.
- Evaluate the sustainable viability of your choosen trend and discuss the implications for your business and the hospitality and tourism industry as a whole both now and in the future
- Provide a well contrustructed argument for the utilization of your choosen trend in your choosen business. Identify, assess and discuss a minimum of four (4) key arguments for implemtation
- Identify, assess and discuss a minimum of four(4) challenges/ disruptions the implementation of the trend may cause the prospective business and identify possible solutions to ease any burden

Appendix Log:

Groups should also keep a log of how they have worked together as part of a team in the delivery of Assessment 2 Group Report. This needs to include meeting dates and times, meeting minutes/notes, a detailed description of how tasks were allocated and completed (and by whom), copies of emails and/or written discussion regarding the reprt, and any other evidence of teamwork that students would like to include. All students involved in the project need to check the log before submission and this should be attached as an Appendix to the final report. It is assumed that the final submission has been agreed between students as being an accurate account of the work accomplished. The appendix log needs to be submitted with the assessment but is not a part of the overall word count.

Suggested format

It is recommended that you use the following structure:

- Cover page
- Synopsis or Executive Summary highlighting the main findiings of the report (approx. 300 words)
- Table of content
- Introduction that covers the background, aim and scope of the report (approx. 300 words)
- A short introduction to the business and the trend (approx. 300 words)
- An argument for the utilisation of this trend into the business (approx. 1,500 words)
- Any challenges and disruptions that the introduction of the trend might cause for the business (approx. 600 words)
- A short concluding paragraph summarising the main findings (approx. 300 words)
- Reference list, containing a minimum of eight (8) peer reviewed academic articles. Please make sure you include references for any images/multimedia utilised in your report.
- Appendix Log

Your submission will be assessed via the Turnitin submission point and feedback and a grade will be provided with a maximum of two weeks of the submission deadline.

Submission Instructions

This Group report is to be written according to academic writing guidelines. When writing the Group Report, label each section appropriately and address the suggested discussion points using any headings as appropriate.

This assessment must be submitted in compliance with the following:

- You should make significant references to the subject material and substantial wider reading. A minimum eight (8) academic (books & peer-reviewed journal articles) and two (2) other sources (newspaper article, trade publications, websites, etc.) must be used. These should be referenced in the APA style, both in-text and in a reference list. References to 'Wikipedia' or similar unsubstantiated sources will not be accepted.
- The assignment is to include in-text citations and a reference list following the latest APA referencing style. The APA referencing guide can be located in the Academic Writing Guide at: http://library.laureate.net.au/ld.php?content_id=1882254
- Submit this Group Report (with references) via the Assessment link in the main navigation menu in GIT201 Global Innovations and Trends page on the Student Portal. Each member of the group is to submit the final group report and appendix log. The Learning Facilitator will provide feedback via Grade Centre in the Student Portal. Feedback can be viewed in My Grades.

Students should use the brief to guide what to include in the assessment and the following rubric to inform the standard required.

Learning Rubric: **GIT201 Global Innovations and Trends Assessment 2, Group Report**

Assessment Attributes	Fail (Unacceptable) 0-49%	Pass (Functional) 50-64%	Credit (Proficient) 65-74%	Distinction (Advanced) 75 -84%	High Distinction (Exceptional) 85-100%
(**Grading Scheme**)	**Fail** grade will be awarded if a student is unable to demonstrate satisfactory academic performance in the subject or has failed to complete required assessment points in accordance with the subject's required assessment points.	**Pass** is awarded for work showing a satisfactory achievement of all learning outcomes and an adequate understanding of theory and application of skills. A consistent academic referencing system is used and sources are appropriately acknowledged.	**Credit** is awarded for work showing a more than satisfactory achievement of all learning outcomes and a more than adequate understanding of theory and application of skills. A consistent academic referencing system is used and sources are appropriately acknowledged.	**Distinction** is awarded for work of superior quality in achieving all learning outcomes and a superior integration and understanding of theory and application of skills. Evidence of in-depth research, reading, analysis and evaluation is demonstrated. A consistent academic referencing system is used and sources are appropriately acknowledged.	**High Distinction** is awarded for work of outstanding quality in achieving all learning outcomes together with outstanding integration and understanding of theory and application of skills. Evidence of in-depth research, reading, analysis, original and creative thought is demonstrated. A consistent academic referencing system is used and sources are appropriately acknowledged.
Content and Purpose 20%	Does not meet minimum standard. Lacks a clear focus with large sections of unnecessary or irrelevant information included. Content is disjointed and does not align to distribution in the Tourism and Hospitality industries	Meets minimum standard. Ill-defined focus with some unnecessary or irrelevant information included. Majority of content is disjointed and does not all align to the Tourism and Hospitality industries	Progressing beyond minimum standard. Broad focus with occasional unnecessary or irrelevant information included. Most content is clearly aligned to the Tourism and Hospitality industries Mostly relevant academic sources used.	Exceeds minimum standard. Clear focus with minimal unnecessary or irrelevant information included. All content is clearly aligned to the Tourism and Hospitality industries All academic sources used, mainly relevant	Exceeds minimum standard and exhibits high levels of application. Consistently demonstrates a systematic and critical understanding of content and purpose of the assignment. All academic sources used, showing depth of content and purpose.

Knowledge and Understanding 50%	Limited synthesis and analysis. Limited application/recommendations based upon analysis.	Demonstrated analysis and synthesis of new knowledge with application. Shows the ability to interpret relevant information and literature.	Well-developed analysis and synthesis with application of recommendations linked to analysis/synthesis.	Thoroughly developed and creative analysis and synthesis with application of pretested models and / or independently developed models and justified recommendations linked to analysis/synthesis.	Highly sophisticated and creative analysis, synthesis of new with existing knowledge. Strong application by way of pretested models and / or independently developed models. Recommendations are clearly justified based on the analysis/synthesis. Applying knowledge to new situations/other cases.
Structure 5%	Discussion points do not flow smoothly or logically, no connection between ideas. Paragraphs not used or lacked structure.	Minimal structure evident however applicable points loosely connected. Limited use of paragraphs.	Good structure evident with some applicable points presented in a logical order. Paragraph structure used throughout.	Good structure evident with most applicable points presented in a clear and logical order. All paragraphs are well organised.	Excellent structure evident with all applicable points presented in a clear and logical order. Paragraphs well defined and organised to a high quality.
Research & Referencing 10%	No evidence of research. No academic sources used. Sources of information not referenced using the APA style.	Limited evidence of research. Minimal academic sources uses. Many errors in APA referencing style.	Some evidence of research. Limited academic sources used. Few errors in APA referencing style.	Clear evidence of research. Several quality academic sources used. One or two errors in APA referencing style.	Evidence of in-depth research. Many high quality academic sources uses. No errors in APA referencing style.
Format & Presentation 5%	Many spelling mistakes and/or grammatical errors. Irrelevant or no images/multimedia used.	A number of spelling mistakes and/or grammatical errors. Limited use of images/or multimedia.	A few spelling mistakes and/or grammatical errors. A couple of relevant images or multimedia used.	Minimal spelling mistakes and/or grammatical errors. Good use of engaging and relevant images or multimedia.	No spelling mistakes or grammatical errors. Excellent use of engaging and relevant images or multimedia.
Team Work 10%	Does not participate effectively in a team environment.	Participates effectively in teams. Identifies team and individual goals, tasks,	Contributes to small group discussions to reach agreement on issues.	Understands group dynamics and team roles. Facilitates team development.	Builds team's identity and commitment. Leads teams.

	Places individual goals ahead of the group responsibility. Hinders the group process and upsets the schedule.	responsibilities and schedules. Contributes to group processes. Supports the team.	Works together with others towards shared goals. Renegotiates responsibilities to meet needed change.	Renegotiates responsibilities, tasks and schedules to meet needed change.	Evaluates teams' outcomes. Implements strategies for enhancing team effectiveness.