Instructions:

- In terms of food and beverage, explain how you would integrate vertical integration into your operations at your full service hotel. Explain what kind of business (s) you would need to own and how it would help you. (10 points) - In terms of restaurant operations, explain how related diversification would help your hotel. Specifically, explain how having different types of restaurants would benefit your guests and your bottom line. (15 points) - In terms of banquets, explain how mergers and acquisitions could help your hotel. Specifically, explain the advantages and disadvantages of purchasing a temporary staffing company that provides banquet servers for hotels and convention centers. (15 points) Formatting - 10 points All parts of the assignment must be in 12 points, Times New Roman, and double-spaced. For the written parts of the assignment, there must be headings to clarify each section. The questions should not be included in assignments. Rather, the answers should clearly identify which part of the assignment is being asked.

All assignments must be checked for spelling and grammar. Points will be deducted for problems with spelling, grammar, and punctuation. All assignment must use citations in APA format. This means you must have a list of references at the end of your homework in alphabetical order AND you must have in-text citations. An in-test citation looks like this: Previous research suggest that consumers value the relationship they built with hosts while staying at an Airbnb-style accommodation (Belarmino, Whalen, Koh, & Bowen, 2017).Failure to include citations will result in a loss of 5 points. Failure to follow the correct citation procedures outlined below will result in a loss of 3 points. https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/general\_format.html