Hotel and Venue Brand Management

**Paper details:**

Each student is required to do a case study review critique with up to 1,800 words. The case study is to be on an international hotel group/brand's development strategies - I have chosen Hilton Worldwide Holdings Inc. (Hilton). Students should introduce the selected hotel group's past and present management strategies, compare this hotel group's development strategies with some other hotel groups, and then provide your own opinions (critique, conclusion, and recommendations). The following will be used as a guide to grade the case study review critique: - Adequate introduction to the selected hotel group's development strategies (50%) - Adequate knowledge of other hotel groups' development/management strategies (20%) - Well-developed discussion and analysis (10%) high quality of a student's personal opinion (10%) - Appropriate referencing using APA style (10%)