Southern Cross University

School of Business & Tourism

MKT01762 – Contemporary Hotel and Tourism Issues: Session 3, 2018.
A2: Individual Presentation
30% - 15 minutes – 12 slides minimum – audio delivery
Due: 12 January, 2019 - 12 midnight (Daylight Saving Time)
Qld students NOTE time difference

Instructions:
A2 requires you to formally present information scripted in
Assessment 1, to the listener using audio recorded PowerPoint slides.
Information in this presentation will be based on Assessment 1.
The PowerPoint slides **must** be prepared and audio recorded as being delivered in a professional setting. They will show evidence of academic research, discussion of literature, links with **three (3) contemporary global issues in tourism** raised in Assessment 1.

You will provide a well prepared and presented set of slides. You will need to practise audio delivery to pace the presentation. It must be clear so the audience can understand.

Provide discussion points raised including introduction and concluding statements evaluating content relevance to the future of tourism and/or hotels.

Prepare slides to give a formal presentation – **DO NOT** cut and paste from Assignment 1.
Duration – 15 minutes.
Minimum – 12 slides – plus reference list.

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Marking Criteria:

10 marks: **Quality of presentation materials – accuracy and content**
– uses visual images, keeping text to a minimum.
– PowerPoint free of typos, errors.
– In-text citation of sources, images.

15 marks: **Presentation delivery – structure, pacing, audio, expression, duration.**
Major points from your A1 identified and communicated.
Well structured, organised research presentation.

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Keeps to time limit.
Clear & audible delivery.

5 marks **Presenter gives synopsis/overview of issues raised.**

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Step 1: **Have a copy of A1 (updated after marker has returned).**
Prepare slides to follow the story of A1
You need (minimum) 12 slides.
Divide your A1 into 12 sections.
Read each section of A1 to develop content for each slide.
Use images – not too many on each slide to communicate the point.

Step 2: **Prepare your script to read out. 1 minute per slide.**
Talk about the literature (only 1 or 2 examples) to support your A1.
Print and read the literature beforehand so you know what to discuss.
Use examples from tourism in your script to showcase the point.

Step 3: **Practice reading (and time duration) your script.**
Read slowly and clearly. Get feedback from friends. Don't rush.
Adjust your script as you need.

Step 4: **Now read script with slides. Slowly. 1 minute per slide.**
Adjust slides or script as required.

Step 5: **Review and practice. Slowly and clearly.**
Review and practice will help focus on key points. Practice delivery will refine key points to discuss from A1 including literature.

Step 6: **Use audio function on each power point slide when ready.**

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To record audio on powerpoint slides, follow the steps shown in online search:

how to record yourself presenting a powerpoint

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