



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

International Hotel Management Level 6



Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk



BMIH6001 Contemporary Themes in the Hotel and Hospitality sector

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk

Before we start.....

- ✓ This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- ✓ Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- ✓ You should be using a desktop or laptop device with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- ✓ You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.



Register



What's in the news this week??



Aims For Today

- Theme impact analysis
- Exploration of the following tools and frameworks:
 - SWOT
 - PEST
 - PEAS
 - 5 Whys
 - DPSIR
 - STAR





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Assignment One

Submission date Thursday 30th
October

Research paper 2500 words +/- 10%

This week's focus:

- Theme impact analysis
- Tools and Frameworks

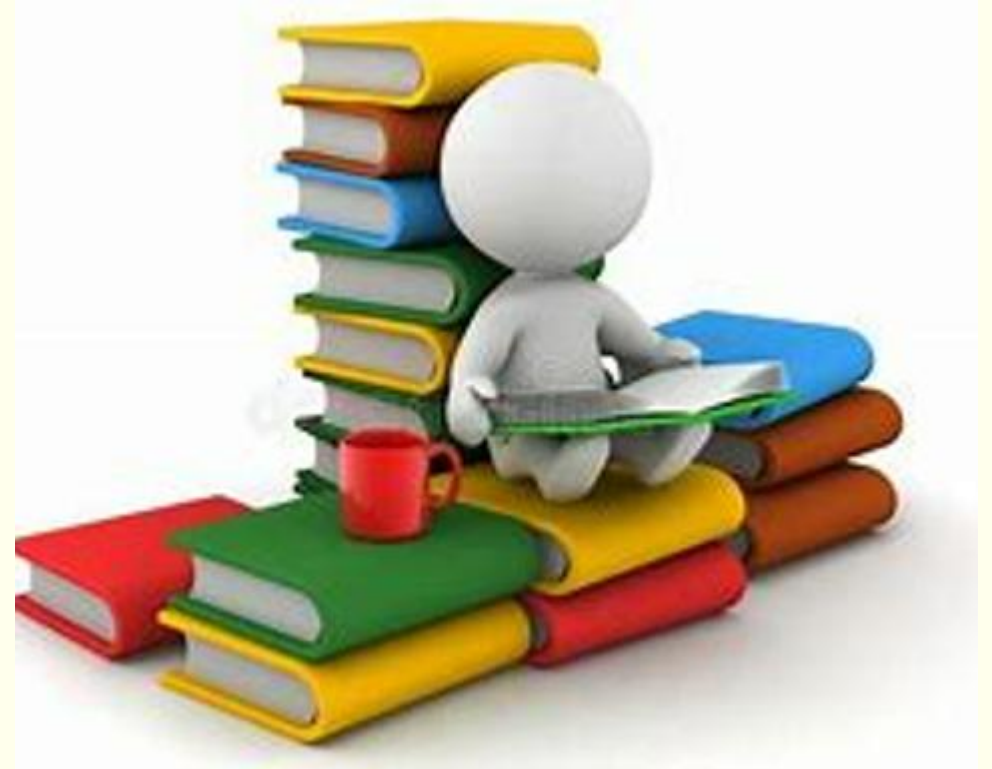
Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk



Research Paper Structure

- Cover page (Module name and code; Student name and ID; Lecturer name; and AI declaration)
- Topic/title
- Abstract
- Introduction
- Literature Review
- Method
- Theme Impact analysis
- Conclusion and Recommendations
- References



Theme Impact Analysis

- Using an appropriate analysis tool, analyse and interpret how the chosen contemporary theme impacts on the hospitality and hotel industry.
- From previously gained industry knowledge, academic learning and research, provide examples of industry responses to the chosen contemporary issue, critically reflecting on their levels of impact – strengths and limitations. (800 words).





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Analysis Tools and Frameworks

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk

Analysis Tools

Tool	Purpose	Benefits
SWOT (Strengths, Weaknesses, Opportunities, Threats)	Strategic evaluation of internal and external factors	Clear visual structure Identifies competitive advantage. Supports strategic thinking
PESTLE (Political, Economic, Social, Technological, Legal, Environmental)	Macro-environmental analysis	Comprehensive external scan Highlights industry trends Encourages contextual awareness

SWOT



STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS

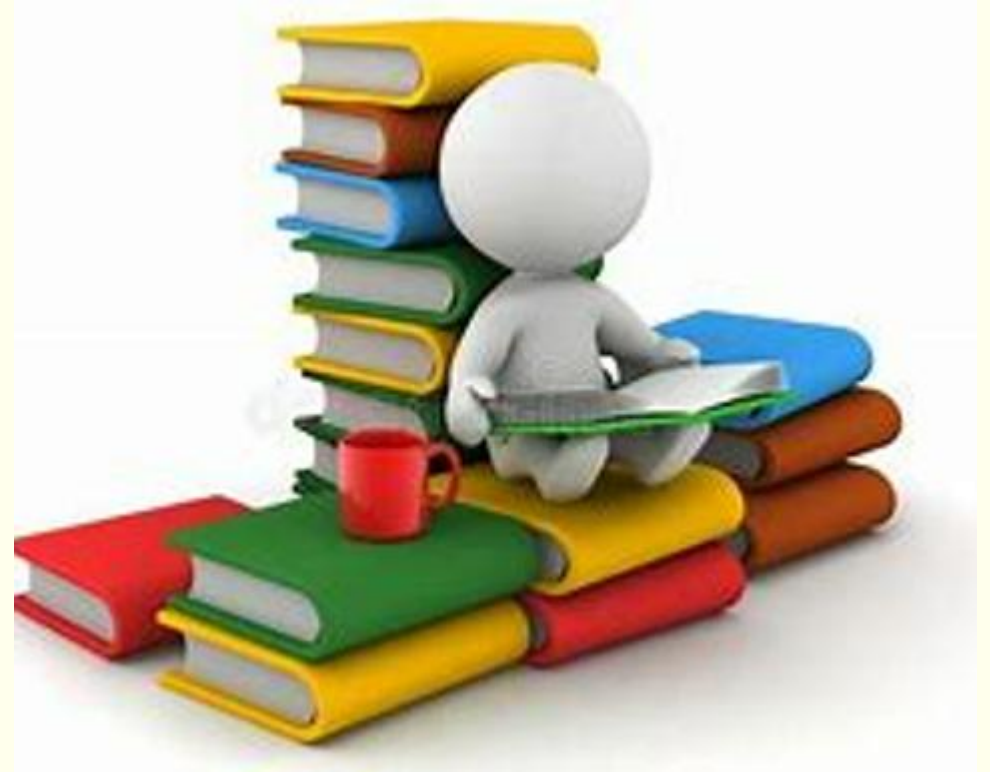
PEST

P	E	S	T
Political	Economical	Social	Technological
Political and government stability Political orientation Local and National elections Taxation (current & future) Trade Unions Wars (both home and international) Pandemic policies Grants, and other funding Pressure groups	National debt Consumer spending Government Spending (current & future) Inflation Unemployment levels Taxation Exchange rate Supply chain volatility Overall economic situation	Demographics Customer attitudes and buying patterns Media Influencers and role models Brand image Ethical issues Consumer spend Post pandemic lifestyle changes Cultural shifts	Technology demand Technology development (current & future) Levels of research and development funding Intellectual property rights & copyright Lifecycle of a product Government investment in technology Internet connectivity



Activity

- Use the next 20 minutes to individually research into your chosen theme, complete an initial SWOT and PESTLE analysis.

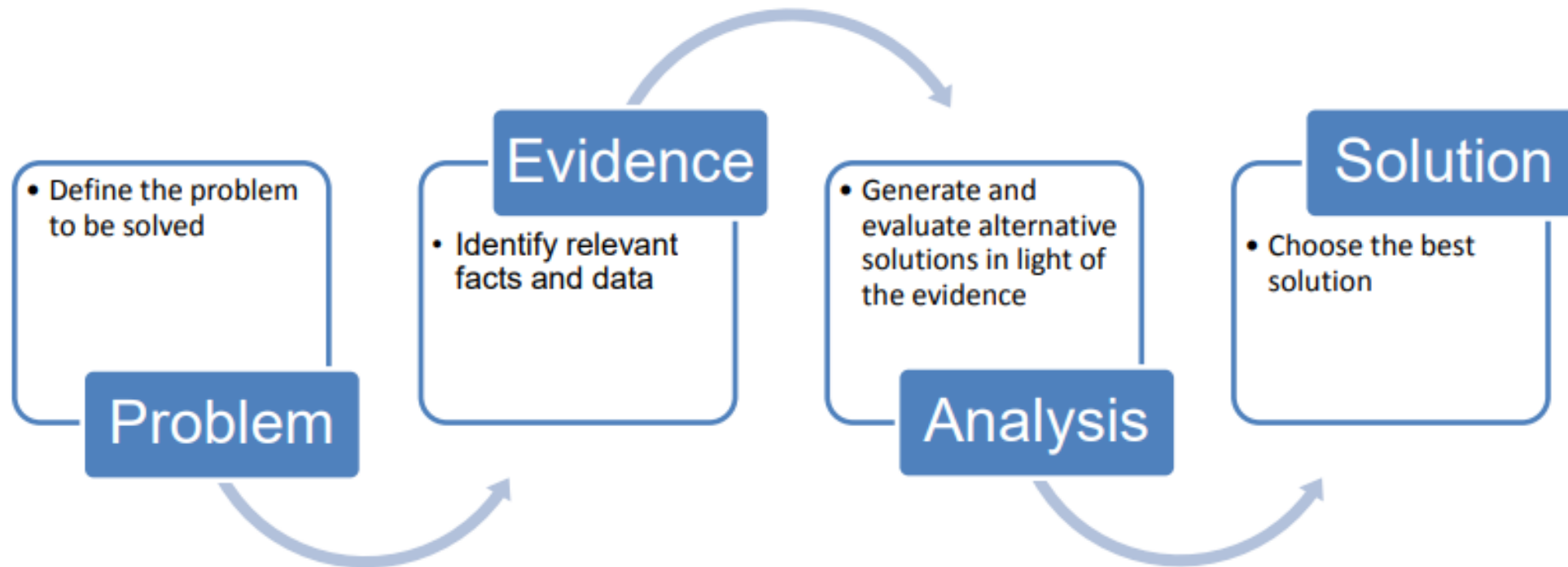




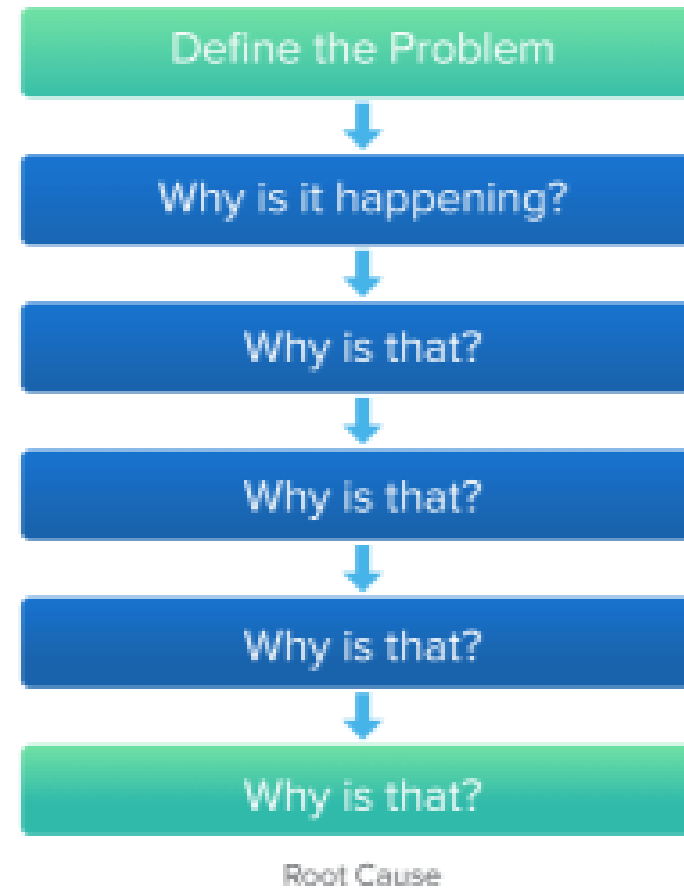
Analysis Frameworks

Tool	Purpose	Benefits	Common Uses in Research	Examples of Application in UK Hospitality and Hotel Market
PEAS (Problem, Evidence, Analysis, Solution)	Structured reasoning and argumentation	Encourages logical flow. Supports evidence-based writing Easy to apply in research	Policy analysis critical analysis Problem-solving reports	Exploring the impact of rising energy costs on hotel operations and proposing sustainable cost-reduction strategies
5 Whys	Root cause analysis	Simple and intuitive. Reveals systemic issues Avoids superficial conclusions	Operational audits HR and staffing issues. Reflective writing	Investigating the underlying causes of high staff turnover in city-centre hotels or poor guest satisfaction in budget accommodations
DPSIR (Drivers, Pressures, State, Impact, Response)	Systems-thinking for environmental and policy analysis	Holistic view of cause-effect. Links human activity to outcomes. Supports sustainability research	Evaluating the environmental pressures of increased tourism in national parks and the response strategies adopted by local hospitality providers	Environmental impact studies
STAR (Situation, Task, Action, Result)	Case study and performance evaluation	- Clear narrative structure. Highlights decision-making. Useful for real-world scenarios	Reviewing how hotels implemented contactless check-in systems during COVID-19 and analysing the outcomes for guest satisfaction and operational efficiency	Leadership analysis. Innovation case studies. Crisis response reviews

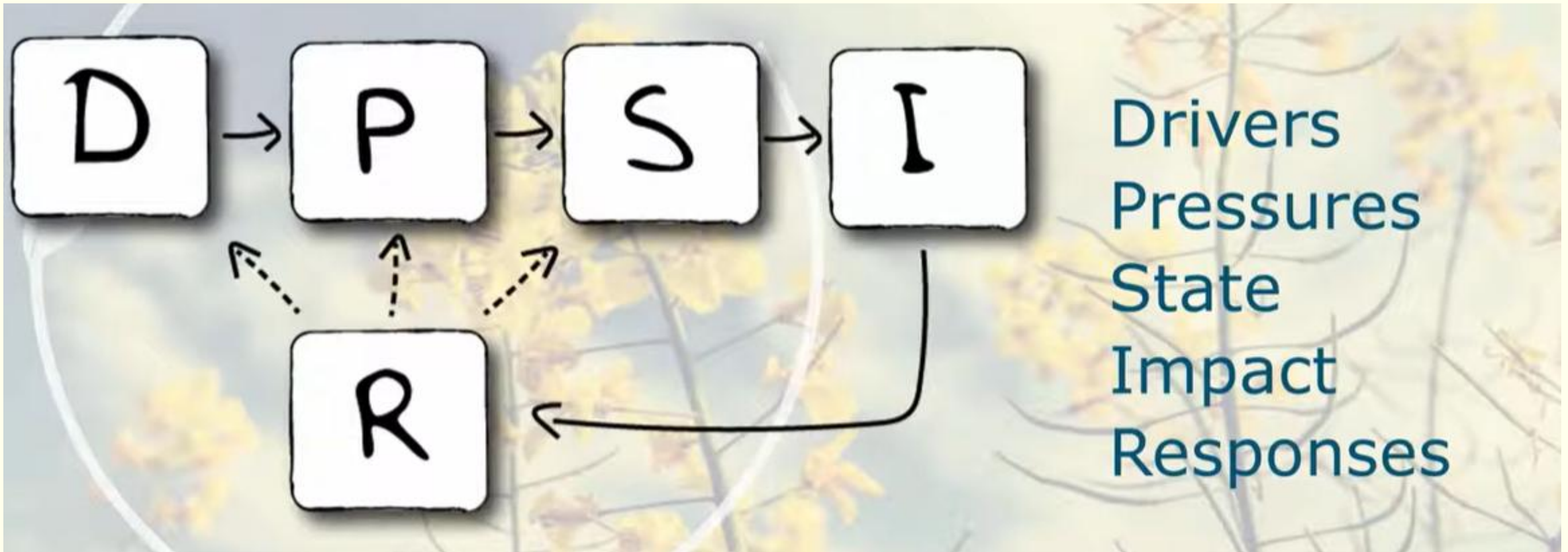
PEAS



5 Whys



DPSIR



DPSIR

Component	Meaning	Example in Hospitality
Drivers	The underlying social, economic, or cultural forces that initiate change	Tourism growth, demand for luxury experiences, urban development
Pressures	The direct effects of those drivers on the environment	Increased energy use, food waste, water consumption, emissions
State	The current condition of the environment or system	Degraded air quality, reduced biodiversity, overflowing landfills
Impact	The consequences of the environmental state on ecosystems and human well-being	Loss of natural habitats, health risks, reduced tourism appeal
Response	Actions taken by society or policymakers to address the issue	Sustainability programs, eco-certifications, waste reduction initiatives

STAR

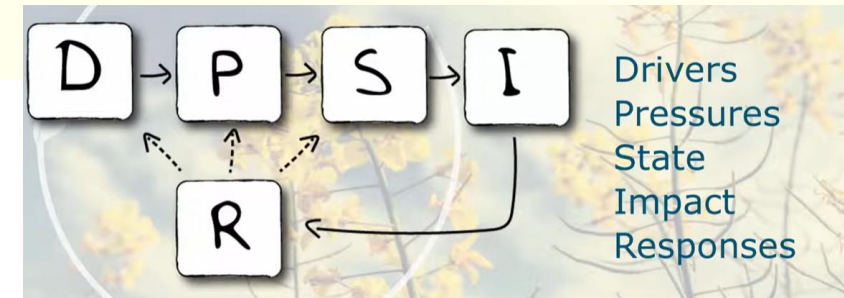
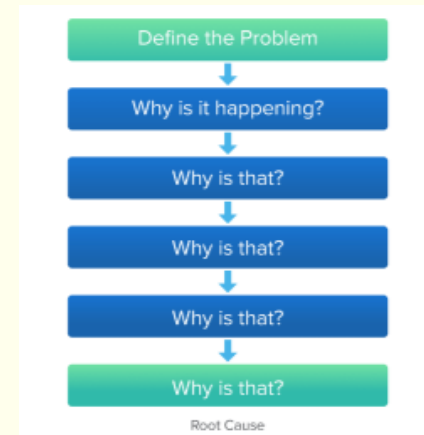
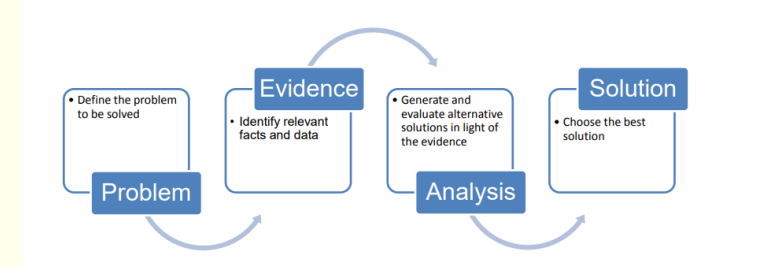


How They Work Together

Framework	Strength	How It Pairs with SWOT/PESTLE
PEAS	Structured argumentation	Use SWOT to identify internal/external factors as evidence; use PESTLE to enrich context for the problem and solution.
5 Whys	Root cause analysis	Use SWOT to identify weaknesses that may be root causes; use PESTLE to explore external pressures contributing to the problem.
DPSIR	Systems thinking	Use PESTLE to expand the Drivers and Pressures; use SWOT to evaluate organizational capacity to respond.
STAR	Case study evaluation	Use SWOT to assess strategic positioning in the Situation/Task; use PESTLE to explain external influences on the Result.

Activity

- Use the next 30 minutes to individually apply one of the frameworks discussed to your chosen research theme.



Conference Allocations





Recap

You should now be in a position

- To write your literature review and theme impact analysis.
- To use a framework to structure and critically analyse your chosen theme.
- To know what time / date and group you are in for your assessment presentation.



Any questions?



Next Week!

- Practice versus policy
- We will be focusing on the following sections:
 - Method
 - Conclusions and recommendations
 - Assignment support



*Addysg Uwch yng Nghymru
Higher Education Began in Wales*



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Thank you for joining

➤ See you next week!

➤ Natalie Brailsford: n.brailsford@uwtsd.ac.uk

➤ Chris Wilkin: c.wilkin@uwtsd.ac.uk

➤ Lola Villard-Coles: l.villard-coles@uwtsd.ac.uk

