

BA International Hotel Management

*Module
BMIH6001*

Contemporary Themes

Week One
Scott James

Lecture will start at 9:30

**Any questions at the
meantime, please
unmute and ask away**

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

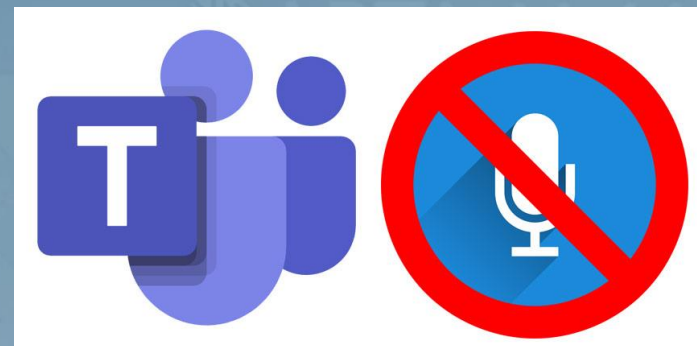
You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again



Why is this important?

- 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.

Aims For Today

Introductions- and getting to know each other

Assignment research paper and Conference presentation review

For us to think about what contemporary means to each of us - in the World now.



Getting to Know Each other



Student Introductions:

Potential Prompts

Do not need to answer them all! 😊

- Who you are?
- Where you're from?
- Any jobs currently/to date?
- What are your career aspirations?
- What motivates you?
- When did you last do a really good job ...what happened as a result?



Your Assessments





Research Paper: 2500 words

The research paper content writing guide as within this exemplar should be followed.

Conference Presentation (15minutes)

Introduction – outline the contemporary theme you are exploring and why it is of importance and relevance for the hotel and hospitality sector. (2 mins)

Overview – Provide a brief overview of some key theory and key concepts that you will be applying in this paper. (3 mins)

Application to the hotel and hospitality sector – Select and introduce a specific area of the hotel industry to focus your study and examine the real impacts of your contemporary theme.. (8 mins)

Evaluate future policy and management options for dealing with this issue. (2 mins)



Time for a break

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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

What does
Contemporary
mean to you?

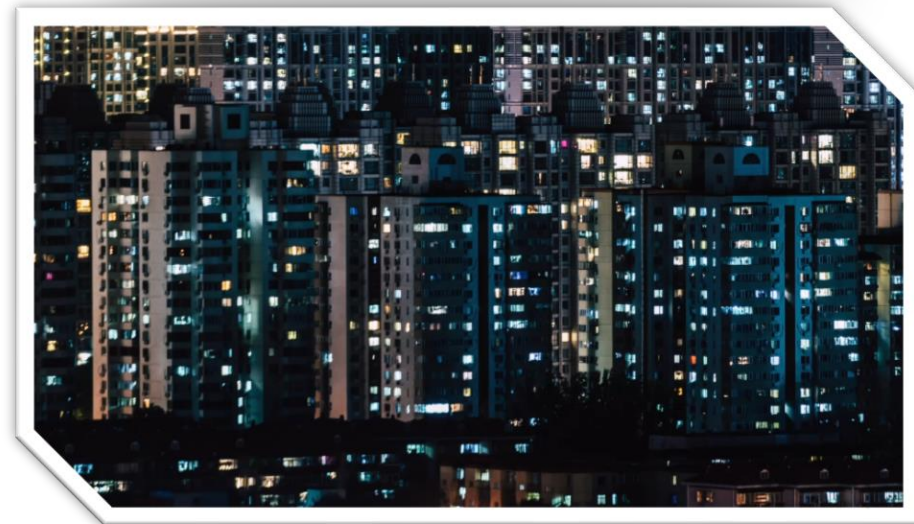




Reading together – In the Moodle Introduction section and the file academic articles you will find an article entitled...

- ***Danni Zheng, Qiuju Luo, Brent W. Ritchie (2021) Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic ‘travel fear’***
- Please take 20 minutes to read the Introduction, and whatever else you are able.
- Make some notes and be ready to discuss what you think that article is telling us, about the World right now?

**What key issues
are impacting
the industry?**



Recap



- Introductions- and getting to know each other
- Assignment report and presentation review
- For us to think about what contemporary means to each of us - in the World now.

Next Week!

- Using frameworks to link to contemporary themes.
- Begin to research contemporary themes in the industry:

Things to work on this week:

- Read through the Module Handbook and acclimatise yourself to Assignment One and Two.
- Begin to look at Technology as a contemporary theme in the Hotel & Hospitality industry.
- Consider looking at news articles and online information.

I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

scott.james@uwtsd.ac.uk