

BMIH6001 Contemporary Themes in the Hotel and Hospitality Sector

Level 6

Before we start....

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

Note

- ✓ 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



HOSPITALITY
AND
TOURISM
MANAGEMENT



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Where Higher Education Began in Wales



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

BMIH6001 Contemporary Themes in the Hotel and Hospitality Sector

Level 6

Welcome

This term:

- 8 Weeks of lectures
- Lectures – 9:00am-1:00pm
- Two assignment for this module
- Module handbook available on Moodle

Where Are We Now?

Module:	Contemporary Themes for the Hotel and Hospitality Sector
Week	Lecture Topic
1	Introduction to the Module and Overview of (sample) Themes, Conference Research Paper Structure
2	Overview of (sample) Themes and Conducting Research
3	Writing Literature Review, Method and Theme Impact Analysis
4	Writing Conclusion and Recommendations
5	Assignment One(1) Support and Introduction to Conference Presentation
6	Conference practice
7	Conference Practice and Module Feedback
8	Conference Week

Meet the Lecturer

About me...

Dr Ernest Balutie Wavei

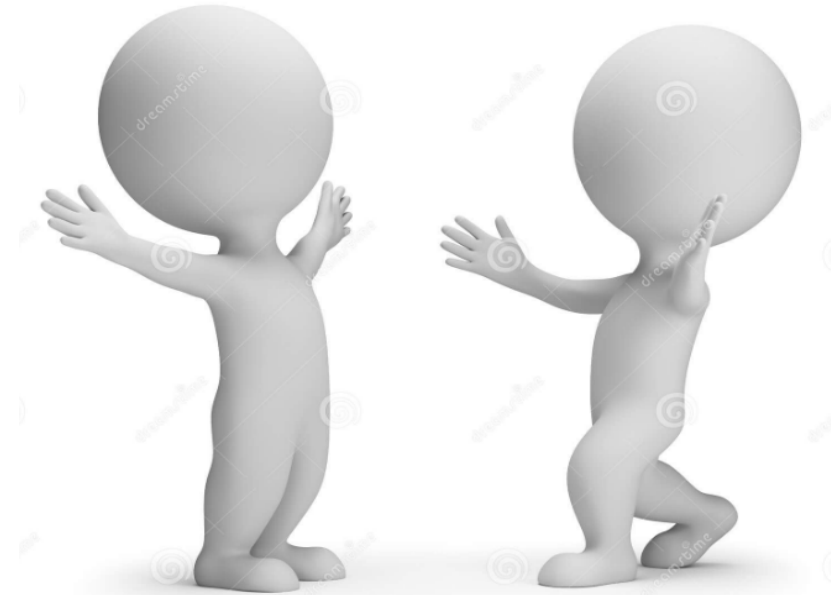
Email: e.wavei@uwtsd.ac.uk

Your turn:

Meet each other!

Introduce yourself. Answer the following:

- Your First name
- Where are you based in the UK?
- Current job
- How many countries have you travelled to?
- Expectations about this course?
- What are your plans for the future, upon finishing university?



Today's Objectives

1. Provide an overview to the module.
2. Discuss the concept of Contemporary Themes.
3. Introduce the two assignments and provide you with submission dates.
4. Introduce some key themes that will be explored in this module

Module overview

AIM(S)

- To investigate in depth the contemporary issues affecting the global hospitality industry in practice with a strong focus on sustainability issues. The module will, through theoretical study and practical research investigation, consider in detail practical applications of hotel and hospitality management activities within a dimension which should underpin the theoretical concepts highlighted within the programmes.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Systematically evaluate and analyse contemporary issues within a specific area of the hotel industry, which may include exploring current contemporary issues focusing on topical issues affecting the industry.;
- Systematically analyse a range of sociological, political, economic, ethics and cultural theories and their application within a hospitality destination and in turn evaluate future policy and management options for such operations.

Moodle and Module handbook

Contemporary Themes in the Hotel and Hospitality Sector (BMIT6001)

Category: Hospitality and Tourism Management

HOSPITALITY
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Where Higher Education Began in Wales*

Module Information

Welcome to the Contemporary Themes in the Hotel and Hospitality sector module.

This module aims to explore current issues affecting the hospitality industry and provide a comprehensive understanding of hotel, hospitality, and tourism management activities. Theoretical analysis and practical research investigations will be considered.

By the end of the module you should have gained a deeper understanding of contemporary issues within the hospitality industry, and how best to produce a research paper and participate in an Online Conference.

Module Lead:



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Athrofa
RHEOLAETH
ac IECHYD
Rheolaeth Gwastol
Rhyngwladol



Institute of
MANAGEMENT
& HEALTH
International Hotel
Management





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Working hours
Monday – Friday 8:30am – 5:00pm
Communication will be responded to within 48 hours*

*of the working week

Dr Ernest Balutie Wavei
BA (Hons), MSc, PhD, CHE, CHIA
Module Lead – Contemporary Themes



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Rheolaeth Twristiaeth
Hospitality &
Tourism Management



 Program of study 2023-24 PDF document						
 Harvard Referencing Handbook PDF document						
 Online Resource List						
 BMIT6001 Contemporary Themes Handbook Spring Term PDF document						
Assessment	Revisits & Reworks	Week 1 Introductions a...	Week 2	Week 3	Week 4	Week 5
ASSESSMENT	REVISITS & REWORKS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Week 6	Week 7	Week 8	Last Term	Content Library	External Examiner / Mo...	
WEEK 6	WEEK 7	WEEK 8	LAST TERM	CONTENT LIBRARY	EXTERNAL EXAMINER / MODULE REVIEW	



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BA (Hons) International Hotel Management

Module Handbook Autumn Term 2024

Module Title: Contemporary Themes in the Hotel and
Hospitality Sector

Module code: BMIT6001

LEVEL 6

Module Lead:
Dr. Ernest Balutie Wavei

Email: e.wavei@uwtsd.ac.uk

What does contemporary mean to you...



Group discussion

What do
contemporary
Themes mean to
our industry?

The concept of Contemporary Themes

Contemporary themes reflect emerging trends and patterns within markets or industries.

They are often linked to new markets, products, opportunities and challenges.

Examples of contemporary issues in hospitality and tourism:

- Personalisation
- Seasonality
- geopolitics
- Sustainability
- Natural disasters
- War conflicts e.g., Europe and the Middle East etc.

Contemporary Themes Impact

- The hospitality industry is driven by **evolving trends and changing dynamics**.
- **Success** requires a deep understanding of both internal and external business environments.
- **Mastering these trends** is crucial for staying competitive and thriving in the ever-changing landscape.

These trends often signal the need for:

- Strategic shifts and innovative approaches.
- Continuous research

Mastering trends for success in hospitality

- **Trends and challenges** in hospitality and tourism present both opportunities and threats.
- **Effective management** such as proper training, innovation, strategic planning, and policy development.
- **Understanding micro and macro environmental forces** is crucial for industry stakeholders to navigate changes.
- **Stakeholders must seize opportunities** while proactively mitigating potential issues.



Your Assessments



Assignment one

Conference research Paper

Submission: Monday 10th February

23:59

Assignment Two

Conference slides submission:

Thursday 24th February 2025

Conference Presentation

Week commencing 3rd March 2025-

dates and times TBC



Choice of themes: Choose a contemporary theme either from the four options provided below or one relevant to the hotel and hospitality sector

- Artificial Intelligence (AI) in tourism and hospitality
- Sustainability
- Industry responses for shocks and recovery
- Staff shortages and labor challenges



Research Paper: 2500 words

Conference Research Paper Structure:

- Theme or topic
- Abstract
- introduction
- Literature review
- Method and theme impact analysis
- Conclusion and recommendations
- References
- Refer to the research paper content writing guide in the module handbook



Conference Presentation (15minutes each)

- **Week commencing 3rd March 2025**
- **Live Conferences to be held throughout the week.**
- **Groups of 5-8 students**
- **15-minute presenting slot to present the findings of your research paper**
- **Copy of presentation to be submitted by Thursday 24th February 23:59 to be able to present the following week.**



Use of Generative AI in Assessment

Proofread with AI

Proofread with AI

When you get a specification sheet for an assessment, if you are permitted to use AI, this is what it will say about proofreading the work:

For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including rephrasing of your own work within specific standards.

Remember, whenever using AI tools, you must always keep a copy of your drafts, notes, and other resources from both before and after you used them. This is in case they need to be checked to see if you have used AI tools in the proper way for your assessment.

What you can do when using AI tools for proofreading

Ask for help from a Generative AI tool

You can ask AI tools to check text that you have written yourself for:

- Readability
- Grammar
- Syntax

Here are some examples of AI tools you could use for this purpose:

- ChatGPT
- The AI bot in Grammarly
- Microsoft Copilot

In the box below you can see an example of a prompt you could use:

PROMPT: Please check the following text for readability, grammar, and syntax (enter your text)



Use of Generative AI in Assessment

Research with AI

Research with AI

When you get a specification sheet for an assessment, if you are permitted to use AI, this is what it will say about carrying out your research:

For this assessment, you can use Generative AI to support you in research, including searching for bibliography, using tools to summarise, compare, and interrogate materials.

Remember, whenever using AI tools, you must always keep a copy of your drafts, notes, and other resources from both before and after you used them. This is in case they need to be checked to see if you have used AI tools in the proper way for your assessment.

What you can do when using AI tools for research

Create a bibliography

It might be helpful to use AI to assist you in finding books and articles when you are researching your topic for your assessment. One example which you probably already use is Google Scholar. The table below gives you some ideas for how you can use AI tools for research.

What are you looking for?	What you can use	Why they are useful
Articles	SCISPACE Semantic Scholar Elicit	These tools are very good at finding the best articles for your assessment. They show the information immediately, including the abstract.
Books	Google Scholar The UWTSD library	Although AI is very useful for articles, these two sources are still better when searching for books



Use of Generative AI in Assessment

Structure with AI

Structure with AI

When you get a specification sheet for an assessment, if you are permitted to use AI, this is what it will say about structuring the work:

For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings etc.

Remember, whenever using AI tools, you must always keep a copy of your drafts, notes, and other resources from both before and after you used them. This is in case they need to be checked to see if you have used AI tools in the proper way for your assessment.

What you can do when using AI tools for structure

Ask for help in structuring the assessment

You will be allowed to use an AI tool to help you structure your assessment, but only after you have done the following:

- Created a bibliography
- Done the required reading
- Completed all research so that you can give the AI tool the correct guidance
- Thought about how you want to answer the question and the main points and arguments you want to make

Here are some examples of prompts you can put into the AI tool to help you structure your work if you are having difficulty:

"Can you please advise me on how to structure an essay?"

"Can you advise me on how to structure a PowerPoint presentation? Thank you"

"I have been asked to create/write a XXX. Can you tell me what that is and suggest what a good structure for it would be?"

(This one is useful if you are not sure about the type of assessment you have been asked to do eg a report, an evaluation, an abstract, or any other piece of work you're not familiar with)



Recap

- Introduced the module
- Contemporary defined
- What Contemporary themes are
- Set scene for key contemporary themes exploration
- How they impact hospitality
- Assignment information provided
- Generative AI use in Assessment



Any Questions?

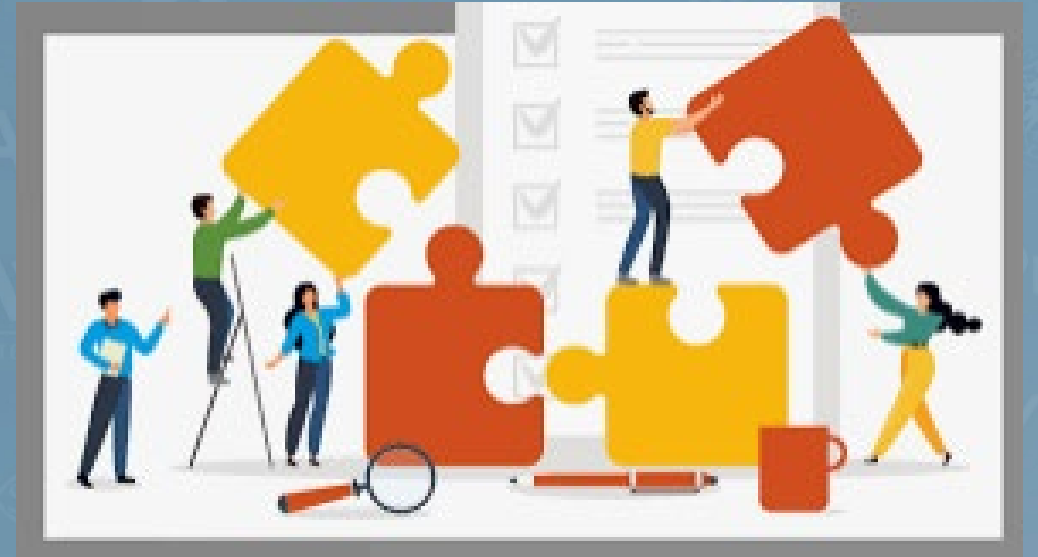


Next Week!

- Overview of sample themes
- Research

Things to do by next week..

- Read through the Module Handbook and acclimatise yourself to Assignment One and Two
- Sharma, M., Singh, A.K. and Tyagi, P. (2024) *Proceedings of the International Conference on Innovation and Regenerative Trends in Tourism and Hospitality Industry (IRTTHI 2024)*. 1st ed. Dordrecht: Atlantis Press Zeger Karssen.
- Choose and confirm your theme!



Inspiration for the Week



Jerry Inzerillo-Corporate Hotelier of the Year 2021

Thank You For Joining

See you next week!

Dr Ernest Balutie Wavei

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