

BMIH6001 Contemporary Themes in the Hotel and Hospitality Sector

Level 6

Register



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

Where Are We Now?

Module:	Contemporary Themes for the Hotel and Hospitality Sector
Week	Lecture Topic
1	Introduction to the Module
2	Overview of Themes and Research
3	PESTEL Analysis and Policy and Practice Across the Hotel Sector
4	Writing Academic Conference Papers
5	Assignment One(1) Support and Introduction to Conference Presentation
6	Conference Planning and Management and Conference practice
7	Conference Practice
8	Conference Week and Module Feedback

Recap-What did we learn last week?

Recap-What did we learn last week?

- Staff shortages and labour challenges
- PESTLE analysis and how to apply it to our contemporary theme
- Policy vs Practice
- Assessment one support

Today's Objectives

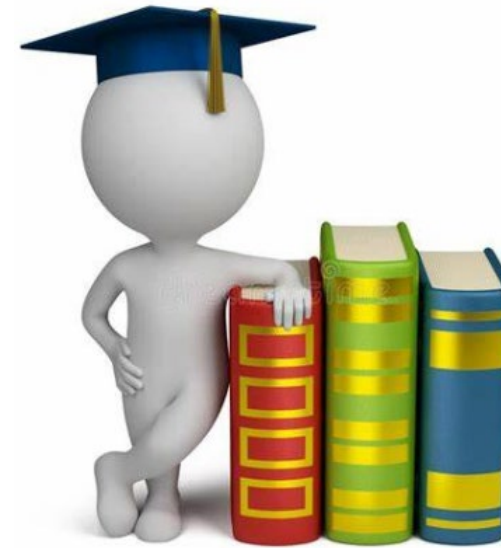
1. Writing Academic Conference Paper
2. Assignment one support



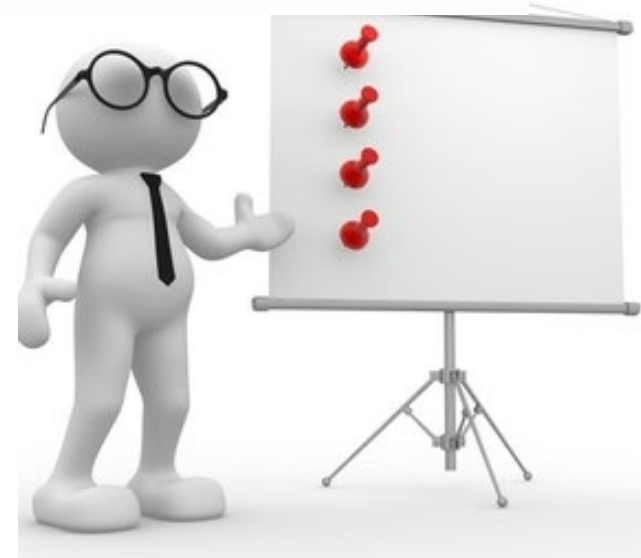
Assignment Support

Assignment one and two

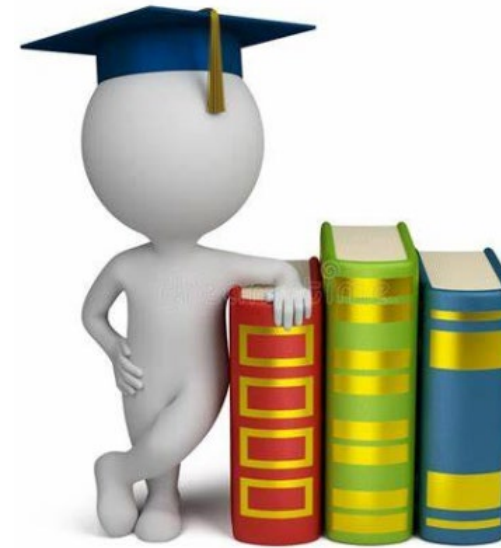
Assignment One:
2500-word Conference
Research Paper



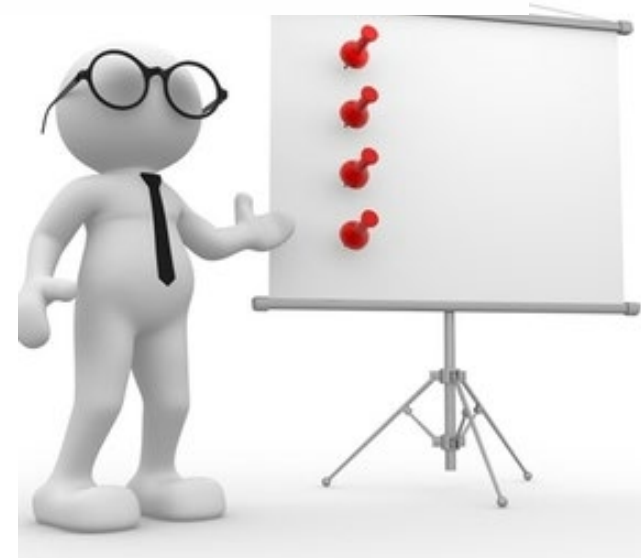
Assignment Two:
Live Conference 15-minute
presentation



Assignment One:
2500-word Conference
Research Paper



Assignment Two:
Live Conference 15-minute
presentation



Writing Academic Conference paper

Assignment One

Conference Research Paper

2500 words +/- 10%

**Submission by
Thursday 31st
October
by 23:59**

Theme

- Choice of four themes
- Specific area within the theme
- Use a diverse range of information
- Previous modules



Conference Paper Format

- Microsoft Word
- Name and Student ID number
- Lecturer's name
- Acknowledgement (AI use or not)
- Professional format
- Title
- Abstract (100 words. Not included in word count)
- Subheadings
- Justified text
- 1.5 line spacing
- Page numbers bottom of page
- No contents page or front cover
- No Diagrams, illustrations or photographs



First Page Name

- Student name
- Student ID number
- Lecturer's name

Acknowledgement

Provide a brief and clear statement acknowledging the use of AI (specify the type and version) in the assessment. If no AI was used, still make a declaration to that effect.



Second page...

Title

- First impression
- Engaging and informative

Abstract (100 words)

- Concise and clear overview
- Captures the attention of readers



Introduction

- Outline the chosen contemporary theme
- Explore importance and relevance
- Background detail
- Why the contemporary theme is prevalent within the industry.
- (200 words)



Overview of Literature

- Examine real impacts of the contemporary theme.
- Current literature.
- Latest findings from current journal articles and credible sources.
- (800 words)



Application to The Hotel and Hospitality Sector

- PESTEL
- Analyse and establish impacts on the hospitality and hotel industry
- Provide examples of industry responses
- Critically reflect on levels of impact – strengths and limitations
- (1000 words)



Evaluate Future Policy and Management Options

- Foundation of findings
- Future recommendations
- Implementation / implications
- (500 words)



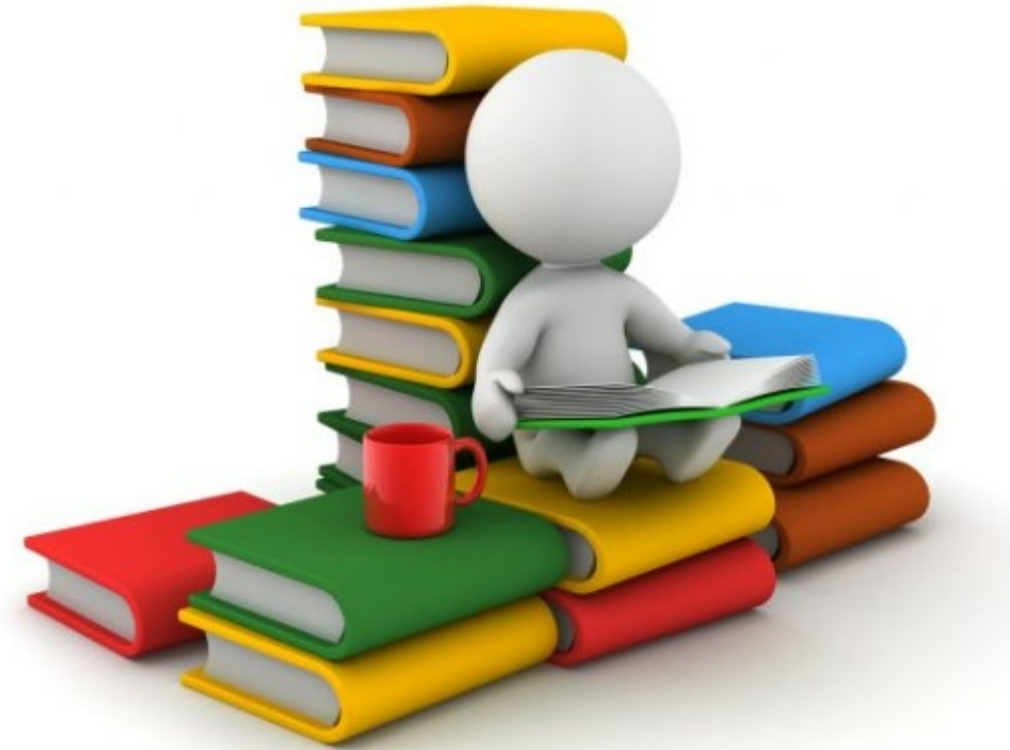
Conclusion

- Summarise the key points
- Be concise
- No new information



References

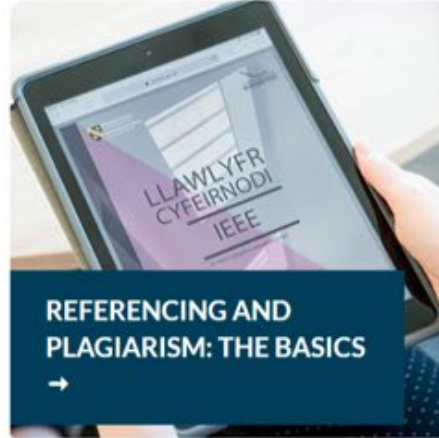
- Credible sources
- Academic journals
- Online industry sources
- Textbooks must be used
- 25 References as a minimum
- Harvard Referencing



Academic Assistance

InfoSkills

Book now infoskills@uwtsd.ac.uk



Study Skills

Book now studyskillsdistance@uwtsd.ac.uk

A study skills session can assist you with academic writing, avoiding plagiarism, critical thinking, planning and organisation, presentation skills, referencing and researching.

Assignment Two

Conference Slides (Microsoft PowerPoint)

Approximately 6 to 10 slides

**Submission by Thursday 7th
November
by 23:59**

Assignment Two

Conference Presentation

15 Minutes +/- 10%

Week commencing Monday 11th
November

**Conference group,
date and timings will
be posted on your
teams' channel by
5pm on Thursday 24th
October**



Recap

- Writing Academic Conference Paper
- Assessment support

Any Questions?

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

Next Week!

Assignment one drop in session

Conference Presentation



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

Thank You For Joining

See you next week!

Dr Ernest Balutie Wavei

Email: e.wavei@uwtsd.ac.uk