



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

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BMIH6001 Contemporary Themes in the Hotel and Hospitality sector

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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



Aims For Today

To explore the following:

- Policy and practice
- Method
- Conclusions and recommendations
- Assignment support





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Assignment One

Submission date Thursday 30th
October

Research paper 2500 words +/- 10%

This week's focus:

- Method
- Conclusions and recommendations

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What is Policy?

“A set of ideas or plan of what to do in particular situations that has been agreed to officially by a group of people, a business organisation, a government or political party” (Cambridge Dictionary)



Key Elements of Policy

- **Purpose:** why the policy exists, and its aims
- **Scope:** who or what the policy applies to
- **Principles:** specific guidelines or standards of behavior
- **Procedures:** steps or methods of implementation



What is Practice in Policy

- **Implementation:** The actions
- **Behaviors and decisions:** The choice people make based on the policy
- **Adaptation:** How the policy is interpreted or adjusted
- **Procedures:** steps or method of implementation.

Policy may sound great on theory but if poorly implemented, misunderstood or underfunded its impact is gratefully reduced.



Let's play Practice vs Policy



Policy Verse Practice Answers

1. **Policy:** All employees must adhere to strict grooming standards. **Practice:** Some employees are occasionally seen not following the grooming standards, such as not wearing the required uniform or not maintaining personal hygiene.
2. **Policy:** Rooms should be thoroughly cleaned and inspected before guest check-in. **Practice:** Due to time constraints, some rooms may receive a quick clean without proper inspection, leading to overlooked cleanliness issues.
3. **Policy:** Guests should always receive a warm and friendly welcome upon arrival. *Practice:* Occasionally, front desk staff may appear disinterested or fail to provide a warm welcome, leading to a negative first impression.
4. **Policy:** Reservation cancellations must be processed within 24 hours. **Practice:** In some cases, reservation cancellations may not be processed promptly, resulting in inconvenience for guests and potential charges.
5. **Policy:** All staff should receive regular training on safety procedures and emergency protocols. **Practice:** Training sessions may be infrequent or not comprehensive enough, leading to potential gaps in staff knowledge and preparedness.
6. **Policy:** Food and beverage items should be prepared and served according to established quality standards. **Practice:** Occasionally, items may be served that do not meet the expected quality standards, such as meals being overcooked or drinks being improperly mixed.
7. **Policy:** Housekeeping should promptly respond to guest requests for extra amenities or room service. **Practice:** Guests may experience delays in receiving requested amenities or room service due to understaffing or poor communication.
8. **Policy:** All guest complaints should be addressed and resolved in a timely manner. **Practice:** Some guest complaints may be overlooked or not given the appropriate attention, leading to dissatisfaction and potential negative reviews.
9. **Policy:** Front desk staff should provide accurate and up-to-date information about hotel amenities and services. **Practice:** In some cases, front desk staff may not have the necessary knowledge or may provide incorrect information, leading to confusion and frustration for guests.
10. **Policy:** All staff should adhere to ethical guidelines when dealing with guests and colleagues. **Practice:** Instances of unprofessional behaviour or unethical conduct may occur, tarnishing the reputation of the establishment and creating a negative work environment.



Method

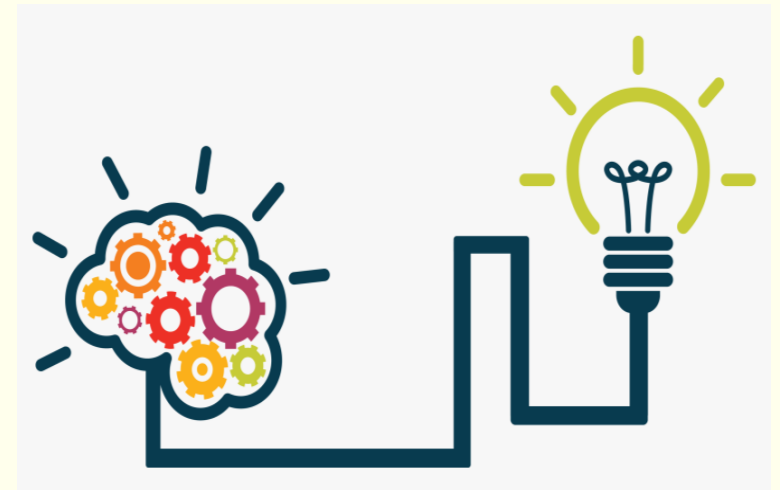
Clearly describe the research
data collection procedures,
analytical techniques, and any
tools or frameworks used
(200 words).



Conclusions

Summarise the key points: Ensure that the conclusion is concise and avoids unnecessary repetition.

Use clear and straightforward language to convey your key points and recommendations effectively. (100 words)



Recommendations

**Building on the evaluation of the
chosen theme make future
recommendations for the hotel and
hospitality industry. (400 words)**



Recap

You should now be in a position

- To write your method section
- To write your conclusions and make your recommendations
- To ask for clarification of any concerns with your research paper



Any questions?



Assignment One



Next Week!

- Introduction to conference presentation: from research paper to conference delivery.



Thank you for joining

➤ See you next week!

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