

BA International Hotel Management

*Module
BMIH6001*

Contemporary Themes

Week Three

Lola Villard-Coles BA, (Hons)

**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**

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

Non-Academic Misconduct

Covers:

- Actions which cause actual or potential distress or harm to others;
- Actions which cause actual or potential damage to property of others;
- Actions which may prevent or disrupt the normal functioning of the University;
- Actions which may cause reputational damage to the University as a result of the misconduct of the alleged perpetrator;
- Actions which impede or interfere with the pursuance of work/ study of University members, or impact on normal operations of the University;
- Breaches of the University's Student Code of Conduct.

Harassment

Bullying

Victimisation

Hate Crimes

Sexual
Misconduct

Antisocial
Behaviour

Damage to
Property

<https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/student-experience/UWTSD-Student-Code-of-conduct-2021.pdf>

UWTSD STUDENT CODE OF CONDUCT

This document sets out the standards of conduct that are expected of students at UWTSD.

UWTSD expects its students to conduct themselves in a manner that does not bring the reputation of the University into disrepute. Where a student's conduct does not meet the expectations outlined in the Student Code of Conduct, the University **Non-Academic Misconduct Policy may be applied**. Examples of conduct that may breach this code of conduct can be found in the Non-Academic Misconduct Policy.

The University seeks to provide a safe and inclusive environment for all students, and therefore it takes breaches of this code of conduct seriously. If you are experiencing behaviour that contradicts this code of conduct, (e.g. harassment, sexual misconduct, bullying through social media), please report the allegations to the University as outlined in the Non-Academic Misconduct Policy. The University will look to provide support to you as appropriate through its procedures (this may include offers of mental health support and/or referral to external support).

Professionalism

- It is expected that you act in an honest way and that you will abide by the law.
- You should familiarise yourself with and adhere to approved University policies and regulations.
- Attend and engage with your programme of study and proactively seek support when needed as outlined in the **Student Charter**.
- Where applicable, adhere to relevant professional standards relating to personal and professional conduct. See also the University **Fitness to Practise Policy**.
- Where applicable, adhere to relevant professional, statutory, regulatory body expectations and requirements to protect present and future patients, service users or clients at all time. See also the University **Fitness to Practise Policy**.

Caring for each other

- You should recognise everyone is an equal member of the community whether teacher, student, administrator, cleaner or security worker. Everyone should be extended the same respect and support.
- It is expected that you should not be judgemental about others – not blame or stigmatise groups or individuals, for example, if they should become unwell with Covid-19 or are not able to follow all protective behaviours due to reasons of disability or medical exemption.
- You are expected to help your fellow students whether on campus, online or in halls, without posing a risk to yourself, especially if they are in difficulties or don't understand procedures. For example, you can offer help by directing your fellow student to the appropriate support service (e.g. the **Hwb** or **Student Services**).

Representing the University

- You are an ambassador for the University at all times. The University expects that you will act responsibly and respectfully both within the local community and when away from the local environment (for example, whilst on study abroad, field trips or placements, or when representing the University in sporting events).
- You should show good sportsmanship whilst representing the University in sporting events.
- When visiting off-campus locations for events, you should treat the facilities at the location you are visiting, as well as any transport that has been arranged to get you to your location, appropriately and with due consideration for others.
- You should behave in a manner which upholds the good reputation of the University, including whilst off-campus for sporting or social events associated with the University.

Respect for the University Environment

- You should treat University buildings, property and facilities with respect and refrain from conduct which may damage the University environment.
- You should ensure that any UWTSD equipment or facilities are used appropriately and with due consideration for others (e.g. shared computers or equipment, **IT Acceptable Use Policy**).
- You should show respect for the campus environment (for example by disposing of litter appropriately).
- You should make yourself aware of the health and safety arrangements at the University (for example, the **University Smoking Policy**).
- It is expected that you have your student ID card with while you are on campus and access University facilities.

Respect for Others

- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but not limited to email, social media, instant messaging and texting) so that they do not feel as though they are being harassed or bullied.
- You should conduct yourself in a manner that does not harm or does not have the potential to harm others. This includes refraining from:
 - Abusive or unreasonable conduct e.g. acts of bullying or harassment; including harassment related to the protected characteristics
 - Physical misconduct e.g. punching, kicking, slapping, biting, pushing or shoving;
 - Sexual misconduct (see **Non-Academic Misconduct Policy**);
 - Threats of injury or violence upon others;
 - Activities which may constitute a hate crime;
 - Activities related to the incitement of, or participation in, acts of terrorism;
 - Activities that wilfully and deliberately spread misinformation;
 - Activities which foster blame narratives (i.e. apportioning blame without factual basis).
- Respecting the right of others to hold opinions that are different to your own. The University encourages respectful discourse and discussion. Where there are disagreements or debate, it is expected that students use appropriate language at all times including respecting protected characteristics.

Respect for the community

- It is expected that you consult and follow current government guidance and University advice, guidance and regulations relating to Covid-19 including the need to quarantine, self-isolate, social distancing requirements or reporting for contact tracing.
- It is expected that you will follow all health and safety practices required or recommended by health professionals such as frequent hand-washing and hand sanitisation.
- It is expected that you adhere to University policies relating to the wearing of face masks.
- It is expected that you behave responsibly within the wider community in which the University operates and follow any local guidelines.

Aims For Today



Activity – present your theme

Overview of assignment 1 –
research paper

Critically analyze contemporary
themes from journal articles and
identify the key points.

Activity



Think of a contemporary theme (it can be the one you will develop for your assignments)

You have 20 minutes to prepare a PowerPoint slide and you will share with your colleagues introducing your conference theme.

We will discuss this as a group and give meaningful feedback to help you develop your ideas.

ASSIGNMENT ALERT!!!



Assignment 1:

Research paper – Report Format 2500 words

Submission Deadline: Friday 27th of
October 2023, 23:59

Your research paper should contain the following sections.

Presentation Page

Table of content

1. Introduction:
2. Overview of literature:
3. Application to the hotel and hospitality sector:
4. Evaluate future policy and management options for dealing with this issue
5. List of References

This report should be compiled into one MS Word document and presented professionally.

1- Introduction:

Submission Deadline: Friday 27th of
October 2023, 23:59

Outline the contemporary theme (Sustainability) and explore why it is of importance and relevance for the hotel and hospitality sector. Provide any background detail about the sector and / or company case study that will be central to this paper.

2- Overview of literature:

Submission Deadline: Friday 27th of
October 2023, 23:59

Provide a brief overview of some key theory and concepts, that you will be applying in this paper - eg; PESTEL. Students must be able to analyse and establish through theory, how the *contemporary 'Sustainable' theme* impacts on the hospitality industry.

Draw on the latest findings from current journal articles to get the best marks for this section.

Submission Deadline: Friday 27th of
October 2023, 23:59

3- Application to the hotel and hospitality sector:

Select and introduce a specific area of the hotel industry to focus your study on and examine the real impacts of the *contemporary 'Sustainable' theme*. From previously gained industry knowledge, students are to provide examples of management responses to contemporary issues, critically reflecting on their levels of impact – strengths and limitations.

4- Evaluate future policy and management options for dealing with this issue.

Submission Deadline: Friday 27th of October 2023, 23:59

With respect to earlier reflection and evaluation of the *contemporary 'Sustainable' theme*, students are to forward recommendations for the hospitality industry.

5- List of References

Submission Deadline: Friday 27th of
October 2023, 23:59

You must use credible sources for your research from academic journals, online industry sources and textbooks. This is a 2,500 word paper and so you need to include 25 sources as a minimum. These must also be correctly referenced as in text citations where appropriate. (not included in the word count).

Break Time

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30 minutes

Reading together – In the Moodle Week 3.

Iranmanesh et al (2022)

Applications of disruptive digital technologies in hotel industry: A systematic review

Huang & Liu (2022)

Are consumers more attracted to restaurants featuring humanoid or non-humanoid service robots?

Discussion Questions:

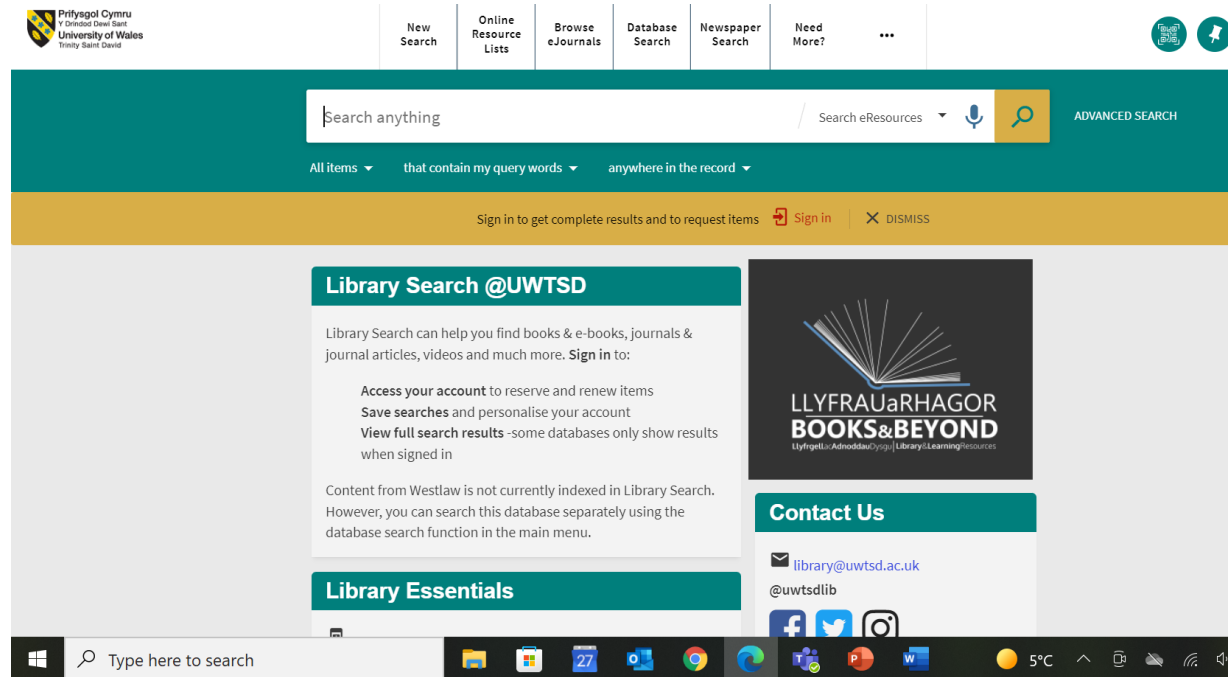
What are your thoughts surrounding disruptive digital technologies in the hotel industry?

Do you think that digital technologies are competitive and sustainable?

What are the main concerns associated with technology within the hotel industry?

30 minutes

Using the University Library to identify a key article for your own theme



Provide us with the reference and an overview of your chosen publication.

Why have you chosen this one?

[Library and Learning Resources | University of Wales Trinity Saint David \(uwtsd.ac.uk\)](http://uwtsd.ac.uk)

Next Week!

Explore the terms 'policy'
and 'practice'

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I look forward to seeing you next week.

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

l.villard@uwtsd.ac.uk