



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

BA International Hotel Management Level 6



Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk



BMIH6001 Contemporary Themes in the Hotel and Hospitality sector

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk

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



What's in the news this week??



Aims For Today

- How to write an overview of the literature
- Focus on 3 out of the 5 themes:
 - Artificial Intelligence and human collaboration
 - Sustainability in terms of Food waste and its efficacy
 - Shift in Hotel Strategies Post-COVID with Reduced Business Commuting



Reminder:

Assignment One
Submission date Thursday 12th
February 2026

Research paper 2500 words +/- 10%



Overview of the Literature

Let's discuss...

➤ **Overview of the literature**

See next slide



Overview of the Literature

Identify a specific area within the chosen theme to focus your study on and examine the real impacts of the contemporary theme according to current literature. Draw on the latest findings from current journal articles and credible sources to get the best marks for this section.

(500 words)



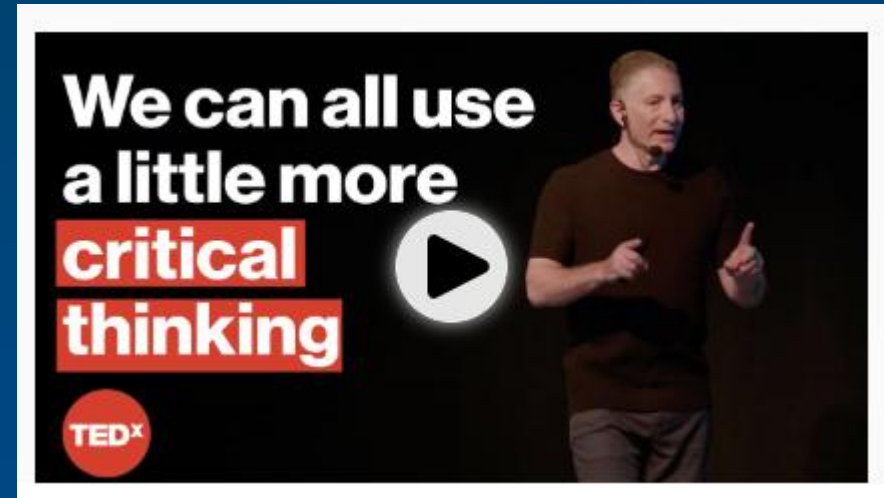
Overview of the Literature

- The literature review involves systematic synthesis and critical evaluation of existing work relevant to your research area / theme.
- The primary purpose is to provide a comprehensive overview of current knowledge, identify gaps in the literature and establish theoretical foundations.
- Remember your research findings need to be contemporary relevant!



Critical thinking:

4 tips for developing critical thinking skills |
Steve Pearlman, Ph.D. | TEDxCapeMay -
YouTube



Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk

Choice of themes

- **Artificial Intelligence and human collaboration**
- **Sustainability in terms of Food waste and its efficacy**
- **Shift in Hotel Strategies Post-COVID with Reduced Business Commuting**
- The deepening mental health crisis in the Hospitality industry
- The mounting financial pressures faced by the hospitality industry



Artificial Intelligence and human collaboration

The hotel and hospitality industry are actively embracing advancing technology to enhance guest experiences, to streamline operations, as well as efficiency but, where does the balance between human touch and technology lie in terms of customer expectations?



Hotel Technology

- The hotel and hospitality industry is actively embracing advanced technology such as Artificial Intelligence (AI), Internet of Things (IoT), and automation to enhance guest experiences and streamline operations.
- Features like customer service robots, contactless check-in/check-out, and digital concierge services, is a clear indication of the industry's commitment to providing the best possible guest experiences (Yi et al., 2025).



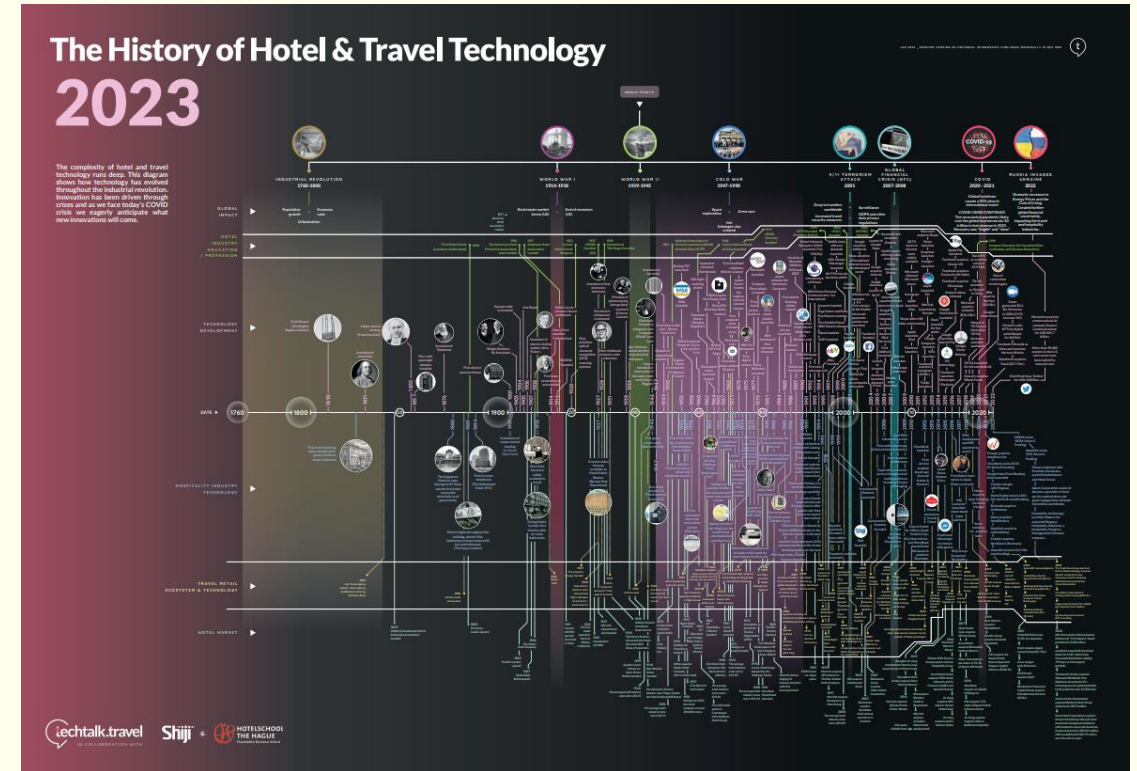
Hotel Technology

- As technology reshapes the guest experience and day-to-day operations, AI is fast becoming a game-changer in the hospitality industry.
- And at a time when hospitality operators are financially stretched more than ever, we need to look at all the tools available to drive efficiencies.



Hotel Technology

- Have a look at the timeline and find one piece of information of interest to share with the group.



techtalk.travel (2023)

Case Study Task

Article | How Singapore Is Redefining Hotel Technology And Jobs



Read more 👉 <https://lnkd.in/eyaCTq8V>

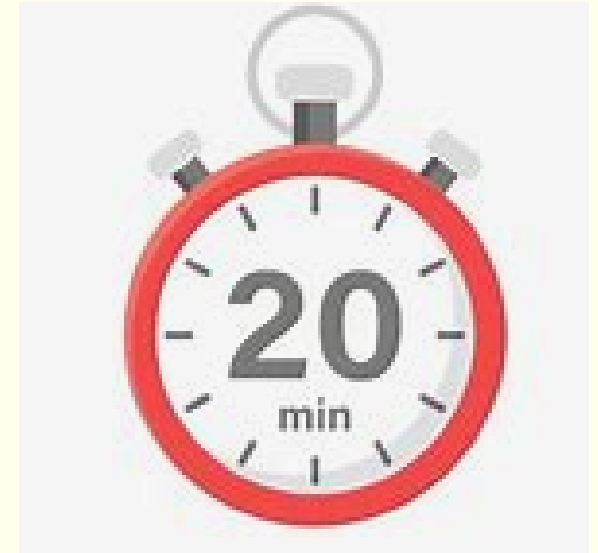
Techtalk.travel (2025)

Case Study Questions

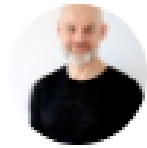
Read through the article individually and make notes

considering the following questions

- Critically assess the practicality of adopting Singapore's approach in the UK hotel market.
- Evaluate the long-term impact this integration might have on hotel operations, profitability, and brand reputation.
- Critically analyse the advantages and potential limitations of this balanced approach.



Let's discuss...



André Baljeu • Following

Hospitality Tech | Editor, Writer, Videographer, Moderator & Interviewer | Co-...

3w • Edited •



sg Singapore demonstrates what happens when government and hotels collaborate on innovation.

Funding, workforce upskilling, and clear policy are helping hotels adopt tech faster and redefine hospitality jobs in the process.

Is this a model other countries should follow?

Available Further Reading ...

Content Library in Moodle

- Navigating the human-artificial intelligence collaboration landscape: Impact on quality of work life and work engagement.
- The value of Service Robots from the Hotel Guest's Perspective: A Mixed-Method Approach
- Are consumers more attracted to restaurants featuring humanoid or non-humanoid service robots?
- Applications of disruptive digital technologies in hotel industry: A systematic review





Sustainability in terms of Food waste and its efficacy

Sustainability in hospitality demands reducing food waste through smart inventory, composting, and local sourcing. While net zero goals drive innovation, they also impose financial strain on hotels, especially smaller ones. Balancing eco-efficiency with profitability remains complex, yet essential, as guests increasingly expect responsible, transparent practices aligned with environmental stewardship.



Sustainability

- The hospitality industry is facing increasing environmental and consumer pressure to meet credible climate and sustainability goals. Climate change is a key concern for Millennial and Gen Z consumers, who demand authentic action and are highly critical of superficial 'greenwashing'.
- Many organisations have signed the Glasgow Declaration for Climate Action in Tourism, which aims to achieve net-zero emissions across the sector by 2040.
- Major hotel chains, such as Accor, Marriott, Radisson, Hilton, and Hyatt are demonstrating their commitment to net-zero targets for 2030 to 2050, aligned with the Paris Agreement.



Food Waste and it's Efficacy

- Food waste refers to edible food that is discarded, lost, or uneaten at various stages in the provision of food occurring during food preparation, storage, service (e.g., buffet leftovers), and even at the guest's table and is a significant challenge.
- The World Resources Institute estimates that hotels waste up to 25% of the food they purchase.
- Globally, the hospitality sector is responsible for millions of tons of food waste annually, contributing to economic losses and environmental harm.
- Efficacy = measuring success



Discussion

- How can hotels and hospitality establishments reduce their food wastage?
- How can we assess the efficacy of food waste reduction measures in hospitality?



Sustainability

- The hotel industry depend heavily on energy resources and natural supplies, which may cause environmental problems throughout times.
- Need for sustainable practices to decrease environmental effects and increase success, while pleasing guests.
- There are many eco-friendly guests who patronise hotels with sustainability practices



Sustainability

- Read through the article: **Challenges and solutions for environmental sustainability in the hospitality sector** and in your groups discuss an answer to your allocated question to share with the group.



Sustainability

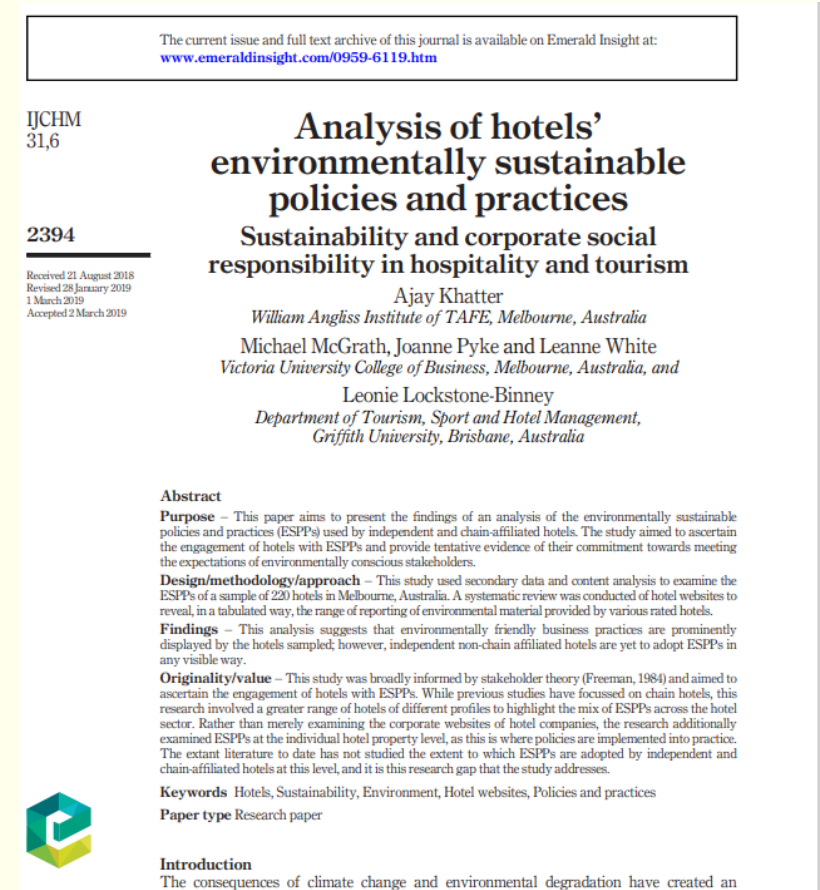
1. What are the environmental challenges faced by the hospitality industry are discussed?
2. What strategies are proposed for the hospitality industry to achieve environmental sustainability?
3. What suggestions are made for the hospitality industry to enhance guest service while also promoting environmental sustainability?
4. What role do stakeholders play in promoting environmental sustainability in the hospitality industry according to this paper?



Available Further Reading ...

Content Library in Moodle

- Analysis of hotels' environmentally sustainable policies and practices Sustainability and corporate social responsibility in hospitality and tourism
- The role of customer familiarity in evaluating green servicescape: an investigation in the coffee shop context

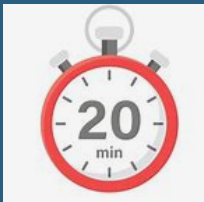




Shift in Hotel Strategies Post-COVID with Reduced Business Commuting

With less business commuting post COVID, hotels have pivoted strategies focusing more on leisure travelers, extended stays, and local experiences. Many now offer flexible workspaces, enhanced wellness amenities, and digital services. Emphasis has shifted to personalised guest experiences and attracting remote workers rather than traditional business clientele.





Research Task

In groups research how the reduction in business travel and commuting post-COVID has impacted the hotel industry.

- Find at least three different types of sources (e.g., news articles, hotel press releases or blogs, social media posts, industry reports that you can share with the class)
- Make sure your sources are recent (from 2021 onward).

Explore one of the following:

- Shift from business to leisure travellers: How are hotels changing their marketing and services?
- Extended stay and local experiences: What new packages or amenities are being offered?
- Flexible workspaces: How are hotels accommodating remote workers and digital nomads?
- Personalized guest experiences: What technology or service innovations have emerged?
- Wellness and safety: How have health, wellness, and safety offerings evolved?

Let's discuss your findings...

- Shift from business to leisure travellers: How are hotels changing their marketing and services?
- Extended stay and local experiences: What new packages or amenities are being offered?
- Flexible workspaces: How are hotels accommodating remote workers and digital nomads?
- Personalized guest experiences: What technology or service innovations have emerged?
- Wellness and safety: How have health, wellness, and safety offerings evolved?

Recap

- What's happening in the news this week
- How to write an overview of the literature
- Focus on 3 out of the 5 themes:
 - Artificial Intelligence and human collaboration
 - Sustainability in terms of Food waste and its efficacy
 - Shift in Hotel Strategies Post-COVID with Reduced Business Commuting



Any questions?



Next Week!

- The deepening mental health crisis in the Hospitality industry
- The mounting financial pressures faced by the hospitality industry



Addysg Uwch yng Nghymru
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: e.wavei@uwtsd.ac.uk

➤ Natalie Brailsford: n.brailsford@uwtsd.ac.uk

➤ Jessica Newport: j.newport@uwtsd.ac.uk

