

BA International Hotel Management

*Module
BMIH6001*

Contemporary Themes

*Week Four
Scott James*

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

Aims For Today



- Explore the terms ‘policy’ and ‘practice’
- Examine the purpose of policy and demonstrate how policies influence companies

What is policy? What is practice?

What is Policy?

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

QUESTION: What is policy in the Hotel & Hospitality Industry?

Practice = Action rather than thought or ideas

Employees and managers can be held **ACCOUNTABLE** for following policies (but **NOT** for practice)

Examples of policy vs practice

- “We try to look at our email every day and respond as soon as we can”
- “Our policy is that all employees will monitor their email account on a daily basis and respond within 48hours during working periods, or provide alternative forms of communication”.

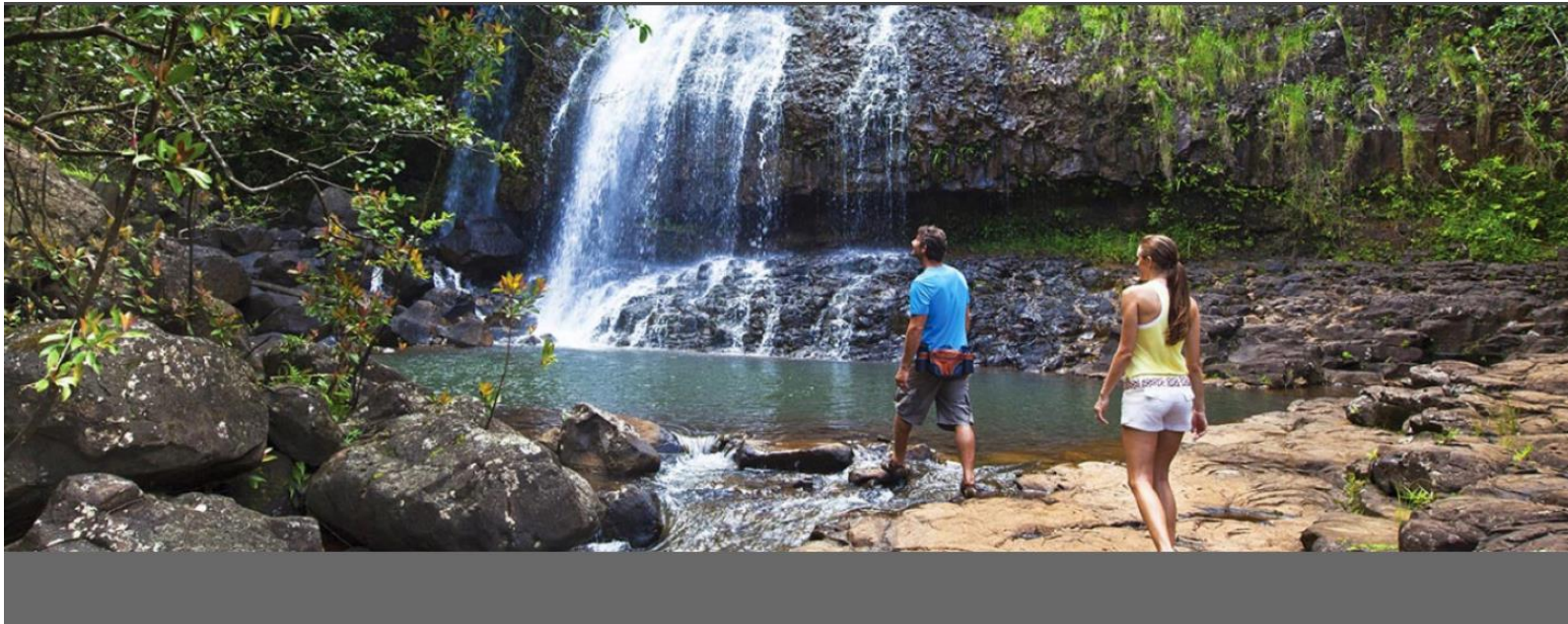
How is organisational policy made?

1. Think the issue through
2. Seek legal advice where needed
3. Make a specific, written statement about how the issue should be dealt with
4. Communicate that policy clearly to all staff
5. Ensure it is acted upon

How can we investigate practice?

- Personal, direct observation.
- Testimony, witnesses, reviews.
- Glassdoor, Tripadvisor
- Journalism, TV or newspaper accounts.
- Social media accounts
- Trade magazine articles, independent websites.

Marriott Hotel Policies



Policies and Position Statements

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Task- Choose any company and look at its website, find a policy statement and examine...

- On what kind of issues do companies publish their written policies?
- What does this policy mean for employees and managers?
- What impact might it have on customers?



BREAK TIME

(20 minutes)

Want to do some light reading?

1. *Underemployment and the lived experiences of migrant workers in the hotel industry: policy and industry implications*
2. *Analysis of hotels' environmentally sustainable policies and practices: Sustainability and corporate social responsibility in hospitality and tourism*

Your Assessments: RECAP



Assignment 1:

Research paper – Report Format 2500 words

Submission Deadline: Friday 9th of
February 2024, 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.

Introduction:

Submission Deadline: Friday 9th of
February 2024, 23:59

Outline the contemporary theme (Technology) and explore why it is of importance and relevance for the hotel and hospitality sector. Provide any background detail about the sector and why the contemporary theme of Technology is prevalent within the industry (With a focus of incorporation your chosen technological trend).

Overview of literature:

Submission Deadline: Friday 9th of
February 2024, 23:59

Using a SWOT analysis, students must be able to analyse and establish through theory, how the contemporary 'Technology' theme impacts on the hospitality industry. Draw on the latest findings from current journal articles to get the best marks for this section.

Application to the hotel and hospitality sector:

Submission Deadline: Friday 9th of
February 2024, 23:59

Select and introduce a specific area of the hotel industry to focus your study on and examine the real impacts of the contemporary 'Technology' 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.

Evaluate future policy and management options for dealing with this issue

Submission Deadline: Friday 9th of February 2024, 23:59

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

Submission Deadline: Friday 9th of
February 2024, 23:59

List of References

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).

Next Week!

Assessment One Drop-Ins

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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

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