

Welcome to Contemporary Themes!

I will begin the Lecture at **9:30am**, so use this as an opportunity to grab a hot drink.

When I start the lecture, can you please have your mic muted as there is a number of us in the meeting so it could cause a disturbance.

Any questions, just let me know 😊

BA International Hotel Management

*Module
BMIH6001*

Contemporary Themes

**Week Three
Scott James**

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

- Activity – Technological Themes (Groups)
- Overview of assignment 1 – research paper
- Critically analyze contemporary themes from journal articles and identify the key points.



Activity



- In your groups, think of a technological trend that you will discuss.
- Spend time in your groups to prepare a PowerPoint, which you will present with the rest of the group.
- In your PowerPoint, provide the following;
 - What the technological trend is, and why has it been chosen.
 - What is the significance of it within the industry.
 - What are the benefits of the technology.
 - What are the negatives.

Break Time

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

ASSIGNMENT ALERT!!!



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).

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?

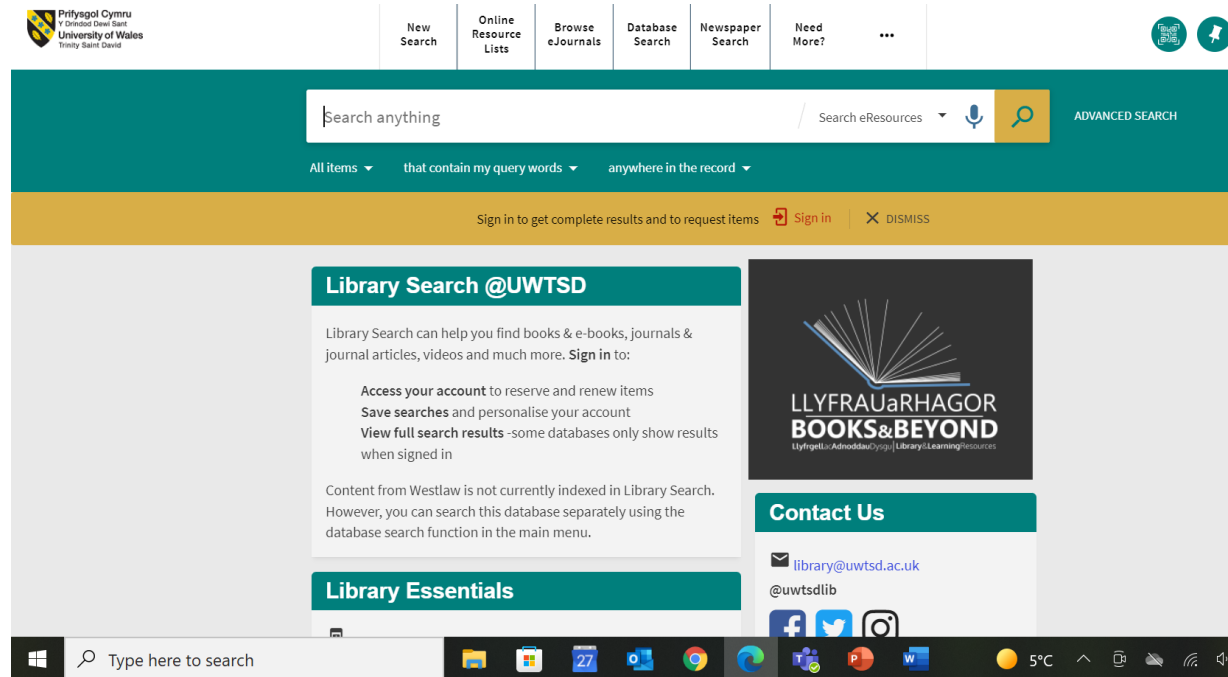
30
Minutes

In your groups, discuss the following Questions:

1. What are your thoughts surrounding disruptive digital technologies in the hotel industry?
2. Do you think that digital technologies are competitive and sustainable?
3. What are the main concerns associated with technology within the hotel industry?

20 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?

Next Week!

Explore the terms
'policy' and 'practice'

HOSPITALITY
AND
TOURISM
MANAGEMENT

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Where Higher Education Began in Wales



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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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