

BMIH6001 Contemporary Themes in the Hotel and Hospitality Sector

Level 6

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

Register



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BMIH6001 Contemporary Themes in the Hotel and Hospitality Sector

Level 6

Where Are We Now?

Module:	Contemporary Themes for the Hotel and Hospitality Sector
Week	Lecture Topic
1	Introduction to the Module and Overview of sample Themes, Structure
2	Overview of sample Themes and Conducting Research
3	Writing Method, Theme Impact Analysis, Conclusion and Recommendations
4	Assignment One Support
5	Assignment One(1) Support and Introduction to Conference Presentation
6	Conference practice
7	Conference Practice and Module Feedback
8	Conference Week

Recap-What did we learn last week?

Recap-What did we learn last week?

- Overview of assessment one (1)
- How to write introduction and literature review
- Overview of required research
- Detail discussion of the sample themes

Today's Objectives

1. Method
2. Theme Impact Analysis
3. Conclusion and recommendations
4. Assessment one support



Assessment One Structure

Cover page (Module name and code; Student name and ID; Lecturer name; and AI acknowledgement/declaration)

Theme topic/title

Abstract

Introduction

Literature Review

Method

Theme Impact analysis

Conclusion and Recommendations

References

Method

Clearly describe the research design, data collection procedures, analytical techniques, and any tools or frameworks used, ensuring transparency and replicability of the study. (200 words)



Theme Impact Analysis

www.uwtsd.ac.uk

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Analyse and establish through theory, how the chosen contemporary theme impacts on the hospitality and hotel industry.

From previously gained industry knowledge, academic learning and research, provide examples of industry responses to the chosen contemporary issue, critically reflecting on their levels of impact – strengths and limitations.

Here, you need to support your discussion by conducting PEST/PESTEL analysis. (800 words)



P

Political

Political and
government
stability

Political
orientation

Local and
National
elections

Taxation (current
& future)

Trade Unions

Wars (both home
and international)

Pandemic
policies

Grants, and other
funding

Pressure groups



E

Economical

National debt

Consumer spending

Government Spending (current & future)

Inflation

Unemployment levels

Taxation

Exchange rate

Supply chain volatility

Overall economic situation



S

Social

Demographics

Customer attitudes and buying patterns

Media

Influencers and role models

Brand image

Ethical issues

Consumer spend

Post pandemic lifestyle changes

Cultural shifts



T

Technological

Technology demand

Technology development (current & future)

Levels of research and development funding

Intellectual property rights & copyright

Lifecycle of a product

Government investment in technology

Internet connectivity





Assessment One: Conclusion and Recommendations (500 words)

Conclusion

Summarise the main findings, emphasise their significance, and provide a closing thought or call to action that ties back to the conference research paper's aim or objective.

Recommendation

To better understand how to write recommendations, lets briefly explore the concepts of Policy and Practice.

Let's play policy vs 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)

What is practice?

Practice = Action rather than thought or ideas



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.

Individual Task

Choose any company and look at its website, find a policy statement that relates to your chosen theme and make notes to help you with your research paper...

- 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?



Recommendations

- Based on your findings, provide actionable suggestions for practitioners, policymakers, or industry professionals.
- Highlight how the findings can be implemented to solve real-world problems
- Avoid vague or overly broad statements. Offer clear and practical steps
- Ensure the recommendations are achievable

Assessment one support

Any questions?

Recap

- How to write Method
- Theme Impact Analysis
- Conclusion and Recommendations
- Assessment one support

Any Questions?

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Next Week!

Assignment one support

Things to do by next week...

Book a 1:1 for assignment support and guidance



Thank You For Joining

See you next week!

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