

BA International Hotel Management

*Module
BMIH6001*

Contemporary Themes

Week Two

Lola Villard-Coles, (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

Why is this important?

- 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.

Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

Aims For Today



For you to be able to present your ideas as part of a group discussion about the articles you have read.

Consider what does contemporary mean- in the World now.

Including the external threats and your role as a manager.

Key skills



What are the key skills to work within hospitality?

Shout them out!

Choosing your Theme



By next week you will have chosen your conference topic.

Scanning the environment of the manager

P	E	S	T	E	L
- Government policy - Political stability - Corruption - Foreign trade policy - Tax policy - Labour law - Trade restrictions	- Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income - Unemployment rates	- Population growth rate - Age distribution - Career attitudes - Safety emphasis - Health consciousness - Lifestyle attitudes - Cultural barriers	- Technology incentives - Level of innovation - Automation - R&D activity - Technological change - Technological awareness	- Weather - Climate - Environmental policies - Climate change - Pressures from NGO's	- Discrimination laws - Antitrust laws - Employment laws - Consumer protection laws - Copyright and patent laws - Health and safety laws

To be a successful manager at whatever level we need to appreciate what is going on around us.

Within the organisation, the community the country and the wider world

PESTEL Introduced (video)



Corporate Finance
institute (2022)

Politics



Whatever our chosen politics, we are not just affected by our choice, but more so by those who govern the country.



Now thinking of UK Domestic Government actions and decisions that are affecting Hospitality, list some ideas and opinions you may have...did they work, did they fail?

Economics

There's a saying... money makes the world go round?

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- Economic growth
- Exchange rates
- Interest rates
- Inflation rates
- Disposable income
- Unemployment rates



Consider your workplace or placement Hotel and then choose an example where, you have been affected by the exchange rate, inflation, unemployment.... And how has this affected the business that you work within. Please provide 'real' examples so that we can discuss.

Sociology



- Population growth rate
- Age distribution
- Career attitudes
- Safety emphasis
- Health consciousness
- Lifestyle attitudes
- Cultural barriers

Since the start of the Pandemic, the World has seen great changes to its population, the way that society has reacted, and the way in which career attitudes have adapted.



Provide some ideas on how society may adapt post pandemic, especially within hospitality what attitudinal changes may we see?

Technology

Within the 20 and 21st centuries technology has developed rapidly... we see advances every day, and last week we discussed AI



Thinking of new technology such as AI in hospitality what do you think it could be used for? ... be imaginative, lets also consider the threats and reluctance of humans as well.

Environment

Some have noted that during the pandemic we have seriously reduced our carbon footprints, if this is true, would that make travellers now more 'green aware'?



How is the hospitality industry affected by current attitudes to the environment? Consider sustainability, what changes could be made... is it achievable, think of all departments e.g. the affect of detergent on the environment, using food sourced globally etc.

Legal

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- Discrimination laws
- Antitrust laws
- Employment laws
- Consumer protection laws
- Copyright and patent laws
- Health and safety laws

Let's be controversial... as a manager you need to be able to influence and inform your team, however large or small. But what happens if you don't agree with the law? Or you don't want to carry it out?



Consider a part of law that you have trouble accepting, this could range from parking fines, to equality in the workplace... but all these things affect our organisation either in a direct or indirect way. Think about this carefully, be prepared to discuss. It is unlikely that you agree with every law!

Reading together – In the Moodle Introduction section and the file academic articles you will find an article entitled...

Please take 20 minutes to read whatever sections you'd like.

[The hospitality sector's response to a new market segment.pdf](#)

Make some notes and be ready to discuss what you think that article is telling us, about the World right now?

Activity



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

You have 30 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.

The conference



Remember this is a group event

Even if you aren't selected to present at the online conference you will still have a role on that day.

And remember you will have your chance to share your theme with our students and lecturers.

The Selection Process!



No pressure here at all, but we want you to be comfortable with presenting.

Also, that this conference showcases you and the university as best it can

Next Week!

Review of articles surrounding a particular theme

Present further findings via PowerPoint presentations

Discuss assignment topics

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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