



LEVEL 4 – Student Journal (750 words)

You are required to complete a journal entry to capture the learning experience and knowledge you have acquiring during a particular lecture. You may choose from the following topics:

- Sustainability within the hotel industry.
- Health & Wellbeing – the emerging trend within hotels.

Consider the appropriate lectures. What was the topic and what have you learnt? Provide a **brief summary**. What **new skills / knowledge have you acquired**? How will you **apply your knowledge in the future**? What are your **personal reflections** on the subject? Why is this **topic important within the industry**? Provide **evidence of further reading**. Include a minimum of 5 references.

Student Name: NATALIE BERRYMAN	Module: Health & Wellbeing – the emerging trend within hotels.
Student Number: 2019172	LECTER LYNSEY HOOPER

Topic of choice: Health & Wellbeing	Date Completed: 27.05.27
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After the COVID-19 pandemic, health concerns in the hospitality industry increased. Hotels and guest houses that fulfil the expectation of the clients in terms of maintaining hygiene and wellbeing were getting more bookings. They were more likely to attract customers (Guillet & Chu, 2021). The pandemic has undoubtedly disrupted the hospitality industry and various other industries (Dogra, 2020). But, with change comes different opportunities to revise the processes that would help the sector emerge from the crisis and become more resilient. The pandemic has increased the focus of people on health and wellbeing. People now expect and value wellness-focused hotels and spaces that promote their health and wellbeing.

The demand for wellness-related spots and places has increased. The pandemic can be considered the primary catalyst for change in human behaviour as people's interests and markets shift to wellness hotels, destinations, and activities. The changing demand in the hospitality sector makes the industry change its business process and focus on training and development of the staff for better implementation of health and wellbeing practices (Wendt, 2020).

Various products and services promote the health and well-being of an individual. But the hospitality industry has not adopted health and well-being activities. With the different health issues arising during the COVID-19 pandemic, many new hotels operating in other countries have begun offering wellness and well-being activities, destinations, and the environment. According to research done by McKinsey Company, around 79% of the consumers said that health well-being is essential to them (Callaghan et al., 2021).

It is the duty of the hotel management or the hospitality sector to consider and put the wellness, well-being, and health of individuals at the heart of their offering. The hospitality industry responds to the increasing awareness of the public about the hotels' fitness and well-being by focusing on fulfilling the customer's needs and health and wellness concerns at first. The wellness-related activities increase customer engagement, and they are more likely to repurchase the hotel services (Ashton & Klinhom, 2020).

The hotels are using different techniques and programs to promote the health and well-being of customers (Kyricos, 2019). Some of the hotels offer exercise rooms or facilities so that people can do



exercise and take care of their health and well-being. Some hotels think outside the box and take systematic approaches to develop and promote health and wellness amenities across the board. Hotels further add the tools and other resources required in doing exercises into the customer's rooms like fitness equipment, including mats, exercise balls, and even treadmills which allows the customers and the residents in the hotels to work out privately.

Some of the hotels updated their health and wellness facilities. They provided new classes, equipment, and amenities to the customer to better manage their health and well-being while still living in the hotel. They manage also emphasize group activities or exercises. Some of the hotel settings provide accessories to exercise and work out, such as free sneakers, gym clothing, and free access to music for a smooth workout experience. Regarding healthy eating and diet intake, hotels also incorporate more nutritious diets and food options into their menu and promote gluten-free diets (Yoon et al., 2020).

The overall experience was good. I learned about different techniques and processes that the hotel and the hospitality industry use to promote the health and well-being of the customer. I learned from several kinds of literature that industry trends have emerged, and people started to prefer health and well-being practices and activities implemented in the hotel. The hotels and the hospitality industry fulfil the demands and needs of individuals, make plans, and implement strategies that promote health and well-being. I also learned about the different well-being programs that other hotels have started to encourage their employees' well-being and health. The more satisfied the employees are, the more they will help the customers or the residents. I acquired critical analysis skills through the course by solving different problems. I also learned about the Natasha law that can be used in the hotel industry or in the restaurant industry to protect the customer from food that contains the allergen. As some people are allergic to some food items, the hotels should use different checklists and regulations to ensure that no individual is being harmed in the hotel. This knowledge would help me understand how the hotel promotes health and well-being in the future. By acquiring these skills and knowledge, I would be able to implement regulations that promote wellness and well-being successfully. The topic is essential to learn as the various changes in the hospitality industry and emerging trends in the health and well-being in the hospitality sector make it essential for the newcomers to have enough knowledge about the regulations, policies, and processes.



REFERENCE LIST (not included in word count)

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