

Hospitality & Hotel Management

Level 6

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives



BMIH6009 Contemporary Themes in the Hotel and Hospitality sector

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Register



Aims For Today

- To provide an overview of the module
- Discuss the concept of contemporary themes
- Introduce the assignments and provide submission dates
- Introduce the key themes that will be explored throughout the module



Aim of the modules

To investigate in depth the contemporary issues affecting the global hospitality industry in practice with a focus on sustainability issues. The module will, through theoretical study and practical research investigation, consider in detail practical applications of hotel and hospitality management activities within a dimension which should underpin the theoretical concepts highlighted within the programmes.

What does contemporary mean to you??



Group discussion

What do
contemporary
Themes mean to
our industry?

Group discussion

What are the biggest
and current challenges
faced by the
Hospitality industry?



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Your Assignments



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Assignment One

Research paper - 10th December by 23:59

Assignment Two

Presentation slides submission:
14th January 2027 23:59

15 minutes Presentation:
w/c 18th January 2027



Research Paper: 2000 words

Conference Research Paper Structure:

- Title/topic
- Abstract
- Introduction
- Literature review
- Method
- Theme impact analysis
- Conclusion
- Recommendations
- Reference List



Presentation 15 Minutes

- Each student will be allocated a 15-minute time slot to present the findings of their research paper.

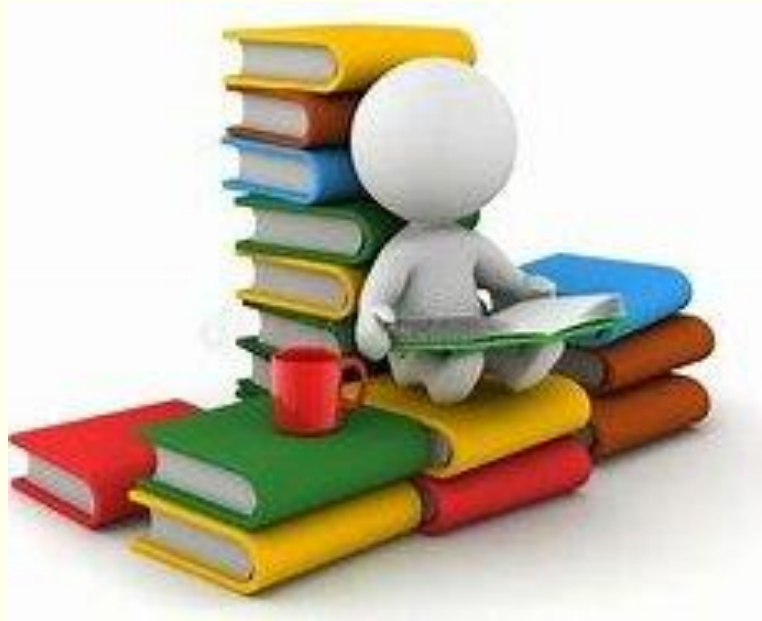


Choice of themes

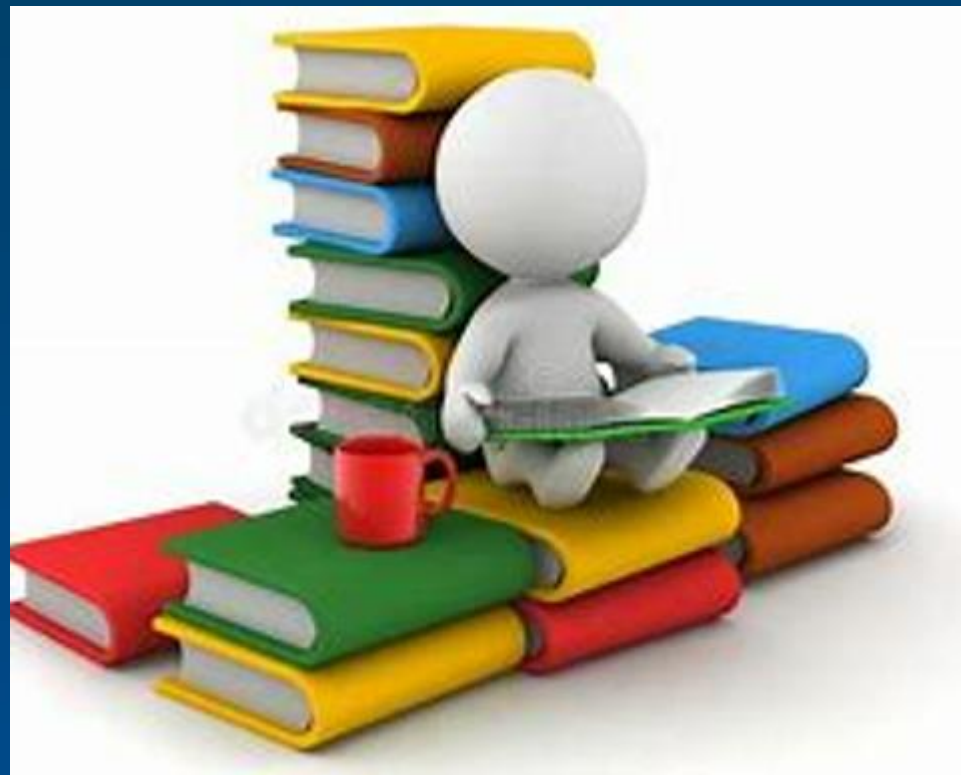
- Option one: Artificial Intelligence and human collaboration.
- Option Two: Sustainability in terms of Food waste and its efficacy
- Option Three: Shift in Hotel Strategies Post-COVID with Reduced Business Commuting
- Option Four: The deepening mental health crisis in the Hospitality industry
- Option Five: The mounting financial pressures faced by the hospitality industry
- Either from the above five options or one of your own choices, relevant to the hotel and hospitality sector.



Moodle and Module handbook



Research



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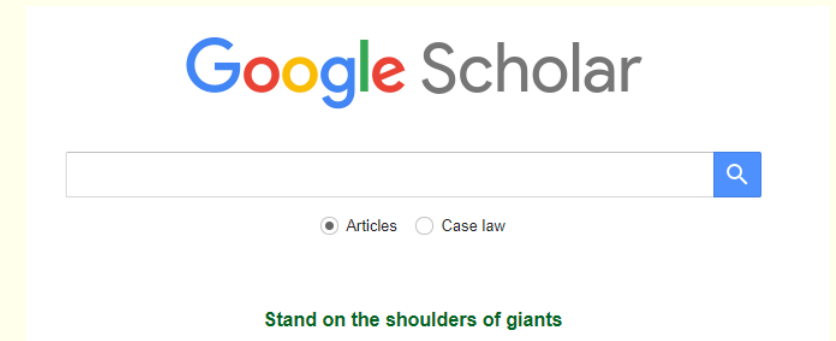
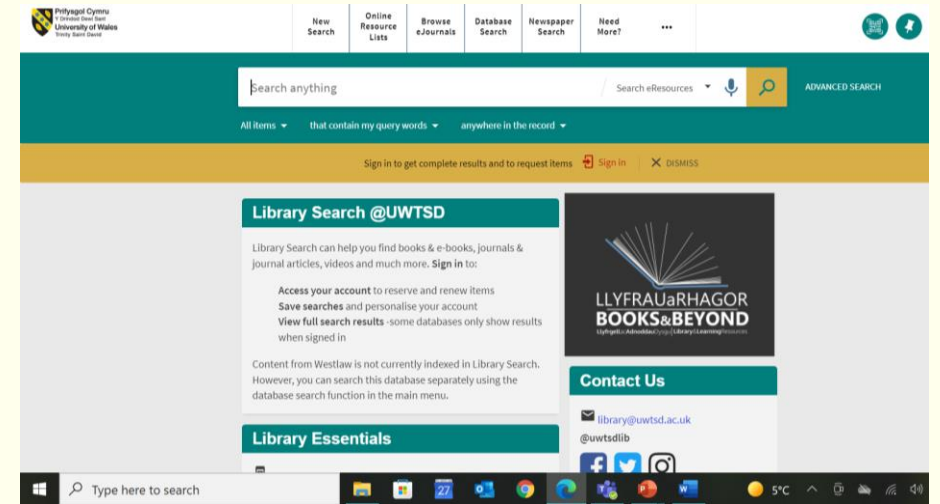
Journal Articles

- Up-to-date and indicate new developments in your subject area.
- Specific, detailed analysis of a specific area of research.
- Generally, peer reviewed (when published in academic journals)



Sources

- <https://www.hoteliermagazine.com/category/magazine/>
- [The Institute of Hospitality is the global professional body for hospitality](#)
- [The Caterer](#)
- <https://www.socialtables.com/blog/hospitality/best-technology-publications/>



Abstract vs Executive Summary

Abstract

- **Purpose:** Summarises the *content* of a research paper, article, or academic report.
- **Audience:** Academic readers and researchers.
- **Content:** Brief overview of aims, methods, results, and conclusions.
- **Length:** Usually short (150–300 words).
- **Tone:** Objective, factual, concise.
- **Placement:** At the start of academic papers.

Executive Summary

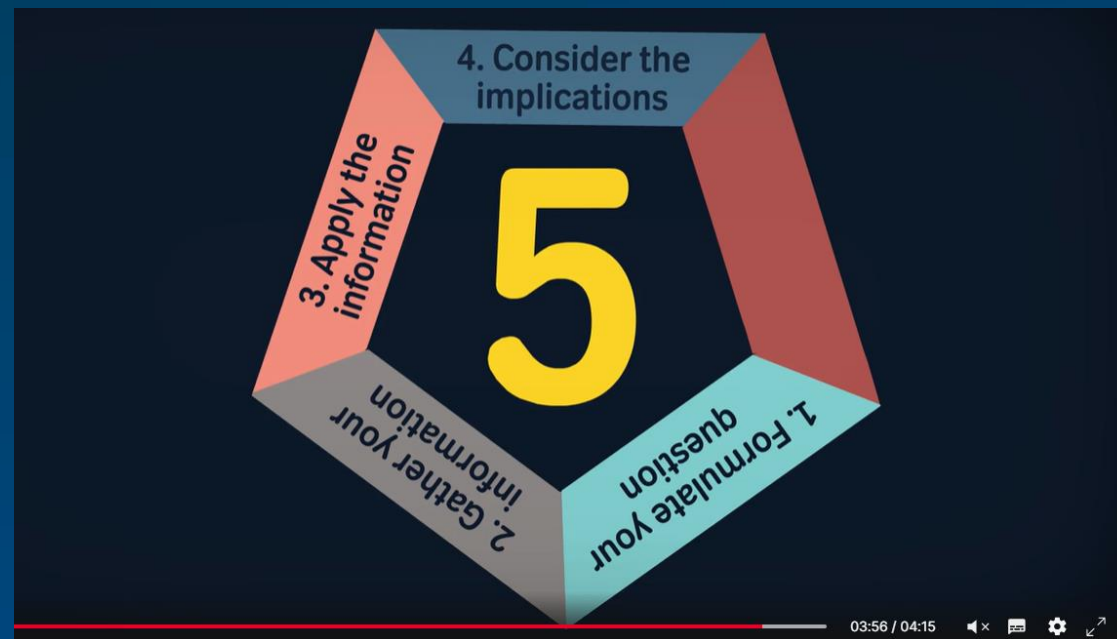
- **Purpose:** Summarises the *key points* of a business report or proposal for decision-making.
- **Audience:** Managers, stakeholders, or non-specialist readers.
- **Content:** Outlines purpose, key findings, recommendations, and implications.
- **Length:** Longer than an abstract (1–2 pages typical).
- **Tone:** Persuasive, action-oriented.
- **Placement:** At the start of business/management reports.

Introduction

- Outline the chosen contemporary theme / topic and briefly outline its purpose, and significance to the hotel and hospitality industry.
- Provide background context about the sector and discuss the factors contributing to the prominence of this contemporary theme within the industry (200 words)



Critical Thinking



https://www.ted.com/talks/samantha_agoos_5_tips_to_improve_your_critical_thinking

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**We can all use
a little more**

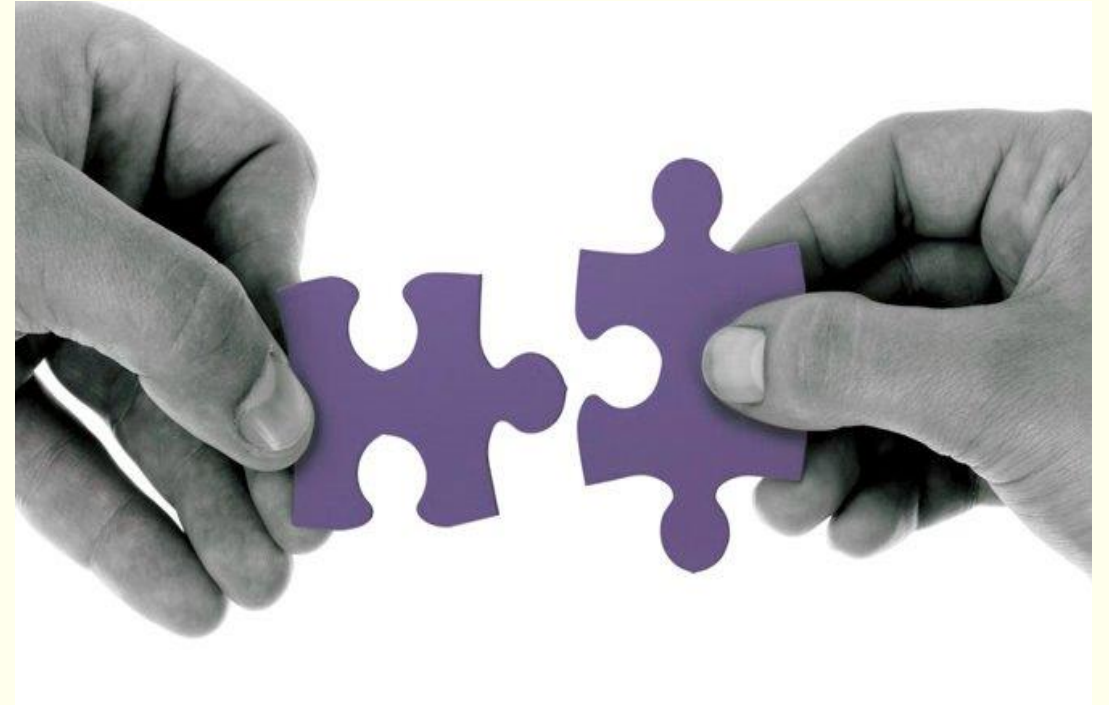
**critical
thinking**

TEDx



Recap

- Introduction to the module
- Contemporary defined
- Set scene for key contemporary themes exploration
- How they impact hospitality
- Assignment information



Any questions?



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Ready for next week....

In preparation for next week:

- **Read through the module handbook and themes in more detail to discuss**
- **Have a look what is in the news this week for the hospitality industry ready to share!**



Thank you for joining

➤ See you next week!

➤ Lola Villard-Coles: L.Villard-coles@uwtsd.ac.uk

