

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

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.



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
2	Overview of Themes and Research
3	PESTEL Analysis and Policy and Practice Across the Hotel Sector
4	Writing Academic Conference Papers
5	Assignment One(1) Support and Introduction to Conference Presentation
6	Conference Planning and Management and Conference practice
7	Conference Practice
8	Conference Week and Module Feedback

Recap-What did we learn last week?

Recap-What did we learn last week?

- Module Overview
- Assignment introduction
- The concept of Contemporary Themes
- How Contemporary Themes impact our industry
- Examples of Contemporary Themes
- How to use Generative AI in Assessment

Quiz

- Contemporary themes are the negative issues or trends? True/False
- Why should hospitality student be concerned with contemporary themes?
- Why should hotel and hospitality industry be concerned with contemporary themes?

Today's Objectives

1. Overview of assessment one (1)
2. How to write introduction and literature review
3. Overview of required research
4. Looking into more depth of each of the identified themes



Assessment One

Submission: Thursday 31st October
23:59

Introduction

Overview of the literature



Introduction

Outline the chosen contemporary theme 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 is prevalent within the industry. (200 words)

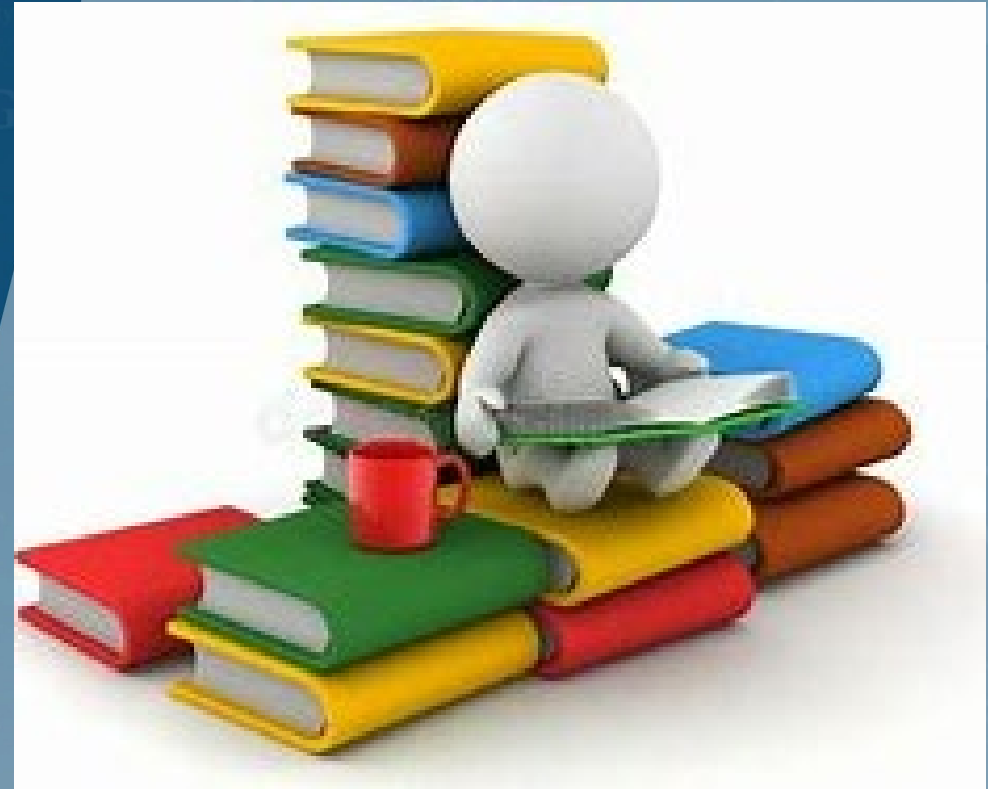


Overview of the literature

Identify a specific area within the chosen theme to focus your study on and examine the real impacts of the contemporary theme according to current literature. Draw on the latest findings from current journal articles and credible sources to get the best marks for this section. (800 words)



Research



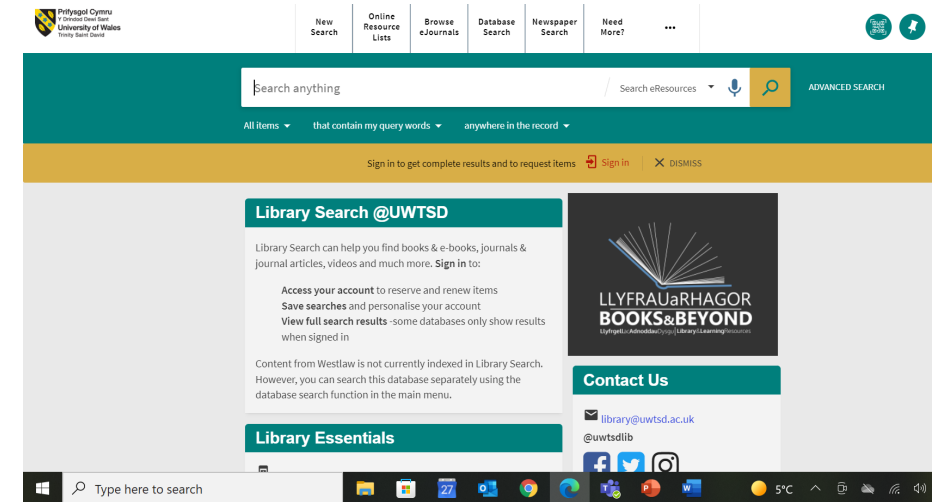
Journal articles

- Up-to-date and indicate new developments in your subject area.
- Specific, detailed analysis of a specific area of research.
- Authoritative
- 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/>



Google Scholar

☒ Articles ☐ Case law

Stand on the shoulders of giants

Themes



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Themes...

- Digital transformation in hospitality and tourism
- Sustainability
- Safety and Crisis Management
- Staff shortages and labor challenges



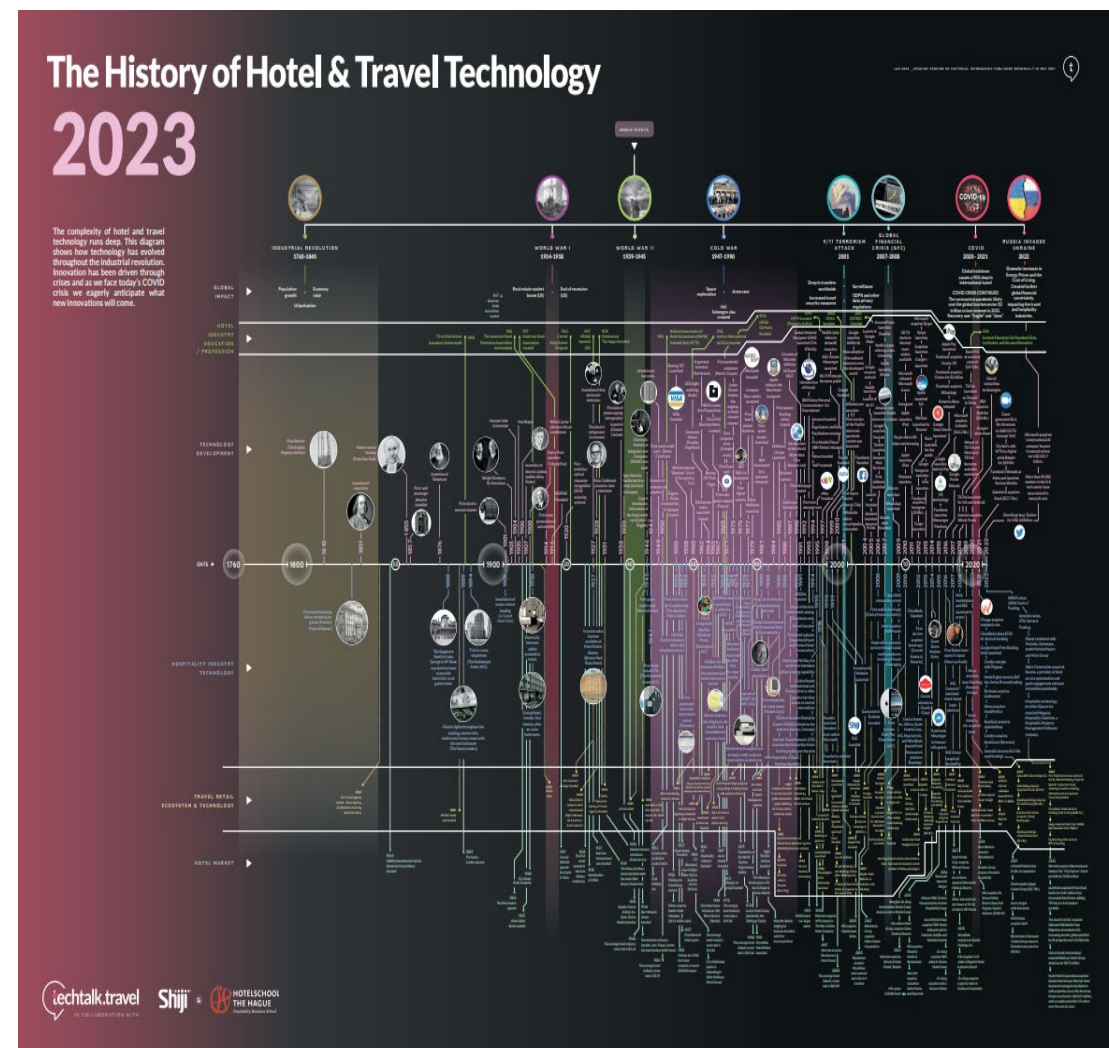
Digital transformation in hospitality and tourism

The hotel and hospitality industry is actively embracing advanced technology such as Artificial Intelligence (AI), Internet of Things (IoT), and automation to enhance guest experiences and streamline operations. This shift, which includes features like customer service robots, contactless check-in/check-out, and digital concierge services, is a clear indication of the industry's commitment to providing the best possible guest experiences.



Digital transformation in hospitality and tourism

Have a look at the timeline and find one piece of information of interest to share with the group.



techtalk.travel (2023)

Artificial Intelligence (AI) in hotel and hospitality

STRENGTH

- Labor decrease
- Waiting line reduction
- Fast access to service
- Hygiene and cleanliness
- Always – on customer support
- Improve privacy and security

WEAKNESSES

- Lack of human interaction
- AI unfamiliarity
- Fixing error difficulties
- Financial capacity
- Misunderstanding between AI and customers/employees

OPPORTUNITIES

- Future human helpers
- Reduce language / cultural barriers
- Improve safety and security
- Better world for introverts and the anti-social
- Sustainable development
- Solution for mass tourism

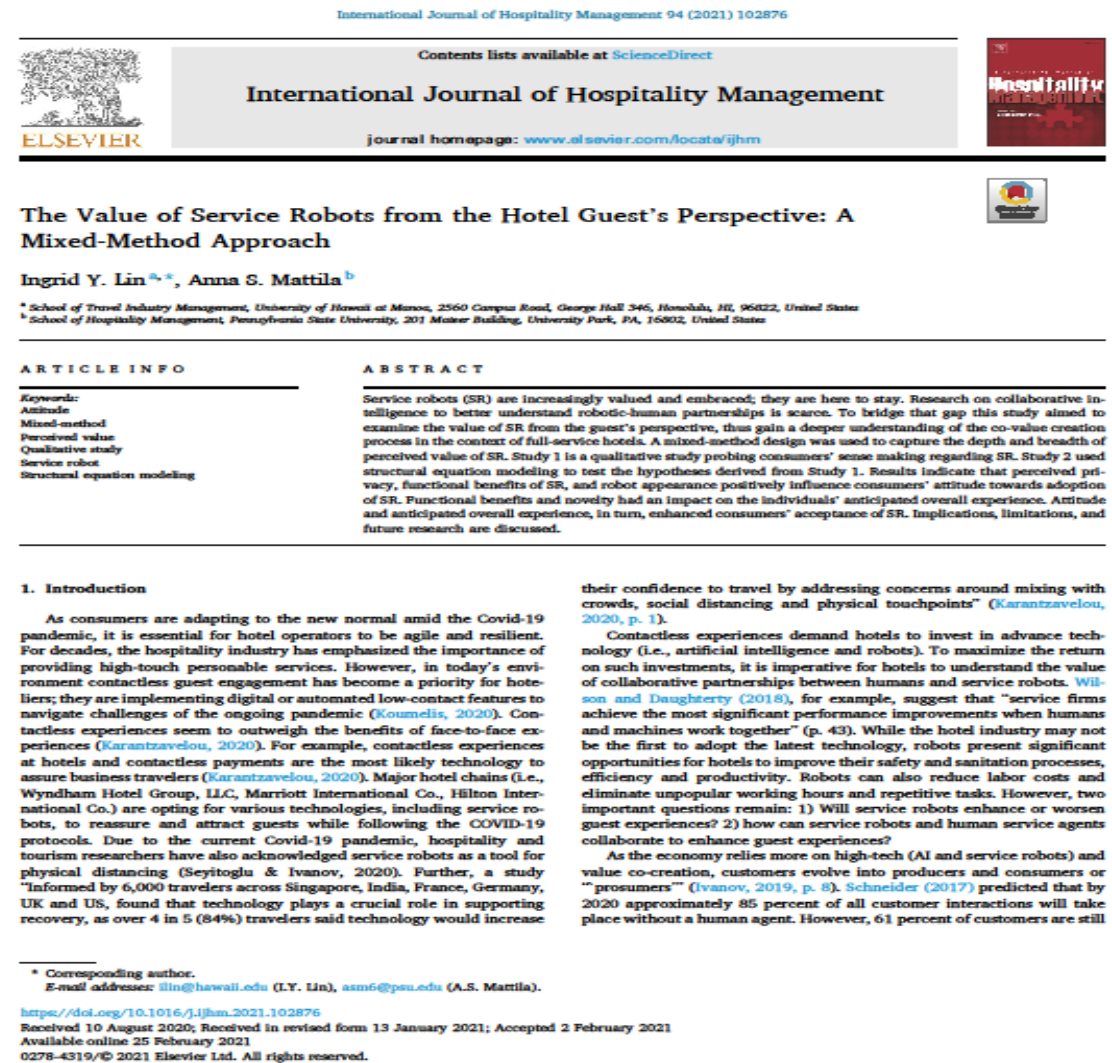
THREATS

- Lack of job opportunities for people
- High energy resources
- Customer data security
- Environmental impact
- AI against humanity

SWOT analysis

Artificial Intelligence (AI) in Hospitality and tourism

Read through the article: **The value of service robots from the hotel guest's perspective** and in your groups discuss the key findings and recommendations



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Digital transformation in hospitality and tourism

1. How has the slow adoption of technology in the hospitality industry impacted productivity, and the guest experience, and what changes are being made to adapt to the increasing digital transformation and tech-savviness of guests?

2. What is the expected future of Artificial Intelligence (AI) in the hospitality industry, particularly in terms of boosting productivity, data analysis and forecasting, and guest experience?



Martin Soler
Partner at Soler & Associates

Technology in
Hospitality, evolution,
innovation and guests.

November 2020

WWW.TECHTALK.TRAVEL

1

Sustainability

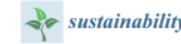
There is growing emphasis on sustainability and eco-friendly practices within the hotel and hospitality sector.



Sustainability



Read through the article: **Challenges and solutions for environmental sustainability in the hospitality sector** and in your groups discuss an answer to your allocated question to share with the group.



Review

Challenges and Solutions for Environmental Sustainability in the Hospitality Sector

Ajay Khatter 

William Angliss Institute, Melbourne 3000, Australia; ajay.khatter@angliss.edu.au

Abstract: This study aims to investigate the process by which hospitality organisations can initiate their pursuit of environmental sustainability, utilising a literature review as the primary research method. This study explores the notion of environmental sustainability within the context of the hospitality industry and its diverse range of stakeholders. This study aims to identify the challenges encountered by the industry in attaining sustainability goals and proposes potential strategies for fostering a sustainable future. In recent decades, there has been a notable increase in industrial activity, including within the hospitality industry, which has occurred without consideration for environmental consequences, consequently leading to environmental degradation. The issue of environmental sustainability is a matter of concern for stakeholders in the hospitality industry, and a comprehensive understanding of its long-term implications needs to be improved. The significance of environmental sustainability is growing in tandem with the expansion of the global population, industrial activity, and the observed phenomena of global warming, environmental degradation, and climate change. In recent years, there has been a notable endeavour by hospitality enterprises to minimise the ecological consequences of their operations on the surrounding environment. This research will investigate the obstacles to the hospitality sector achieving environmental sustainability. It will also propose novel strategies to enhance guest service and contentment, bolster the organisation's reputation, and foster fresh revenue streams and competitive advantage. The implications of the study's findings extend to various stakeholders within the hospitality industry, including businesses, guests, and other relevant parties, as well as the broader environmental context.

Keywords: environment; sustainability; hospitality industry; stakeholders; policy



Citation: Khatter, A. Challenges and Solutions for Environmental Sustainability in the Hospitality Sector. *Sustainability* **2023**, *15*, 11491. <https://doi.org/10.3390/su151511491>

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1. Introduction

The hospitality industry has significantly influenced the global environment. The hospitality industry is characterised by its significant consumption of energy and natural resources to cater to the needs of its clientele [1]. The hospitality industry is confronted with two significant challenges, namely the impacts of global warming and the subsequent reduction in biodiversity [2]. Due to the inherent unpredictability of future events and the dynamic nature of the climate, evaluating the potential hazards, feasibility, and financial implications associated with operating a hospitality enterprise poses considerable challenges [3]. Business entities possess a comprehensive understanding of the environmental consequences of delivering their goods and services, and they acknowledge their obligation to contribute to mitigating this phenomenon. This assertion applies to enterprises across various sectors, including the hospitality industry [4].

Over the last decade, there has been much emphasis on “going greener”. Many of these practices are now ingrained in the collective psyche. It is becoming increasingly common for hospitality businesses to use low- or non-toxic cleaning and pest control products and reduce the enormous waste generated daily in their establishments [5]. These tactics have repeatedly demonstrated their ability to increase profits for operators who apply them correctly. Many changes are taking place in today's businesses because of the fast pace of the hospitality industry. The demand for high-quality, consistent products in a

Sustainability **2023**, *15*, 11491. <https://doi.org/10.3390/su151511491>

<https://www.mdpi.com/journal/sustainability>

Sustainability

1. What are the environmental challenges faced by the hospitality industry are discussed?
2. What strategies are proposed for the hospitality industry to achieve environmental sustainability?
3. What suggestions are made for the hospitality industry to enhance guest service while also promoting environmental sustainability?
4. What role do stakeholders play in promoting environmental sustainability in the hospitality industry according to this paper?





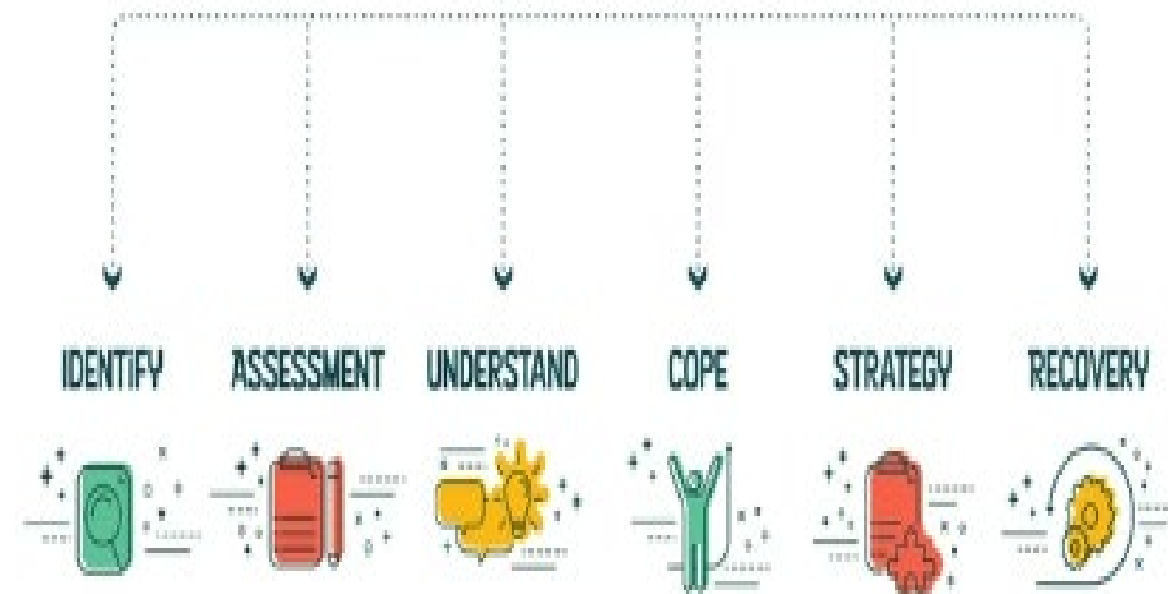
Safety and Crisis Management

The hotel and hospitality sector have been exposed to many crisis. A crisis can be a low probability, high impact event that threatens the viability of the hotel and is characterised by ambiguity of cause, effects and means of resolution.



Safety and Crisis Management

Common crises in hospitality and tourism include natural crises like earthquakes and floods, environmental crises like oil leakages, geopolitical crises like terrorism attacks, political disturbances or wars, social crimes or road accidents and epidemic diseases.



Safety and Crisis Management

Read through the article: **Crisis management practices during the COVID-19 pandemic** and in your groups discuss the key findings and recommendations



Crisis-driven innovation in hospitality: How do international hotel chains innovate to recover from a global crisis?

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ARTICLE INFO

Keywords:
COVID-19
Crisis and innovation
Hotel innovation
Strategic management
Crisis management
Stakeholder theory
Recovery strategies

ABSTRACT

The COVID-19 pandemic has presented significant challenges to the hospitality industry, yet there remains a limited understanding of the response strategies by international hotel chains (IHCs) during this crisis. This study fills a knowledge gap by investigating crisis-driven innovation activities of the top IHCs during the COVID-19 pandemic. Additionally, it explores the relationship between crisis-driven innovation and the subsequent recovery. A robust qualitative methodology is employed, involving content analysis of the annual reports and websites of 15 IHCs. Through this analysis, 106 codes are identified and categorized into three themes: innovation enablers, innovative activities, and innovation outcomes. The findings highlight the IHCs' focus on stakeholder-oriented innovation during crises. The study's main contribution lies in integrating the findings into a guiding framework and providing theoretical insights into the connections between a global crisis, innovation, and recovery.

1. Introduction

Crises have been deemed as a trigger for innovation and change in different service businesses, including hospitality (Sharma et al., 2021). To ensure their survival and sustain customer trust, hospitality organizations have been forced to rethink and redesign their operational models, guest experiences, and health and safety protocols (Srivastava and Kumar, 2021; Sharma et al., 2021). Innovations and adaptations of hotel operations, specifically, have captured the interest of the academic community given their importance to the industry (El-Said et al., 2023). However, little is known about the innovative solutions developed by international hotel chains (IHCs) to respond to the COVID-19 crisis (Breier et al., 2021).

The COVID-19 crisis has posed global threats to the survival of the hospitality and tourism industries due to travel restrictions and heightened public anxiety about the virus (UNWTO, 2020). Perceptions about the pandemic's severity harmed hotel bookings (Ju and Jang, 2023) and significantly changed the way consumers made accommodation selection decisions. Consumers suddenly became preoccupied with the sanitary and precautionary measures implemented by hotels as well as their health and safety facilities (Kim and Han, 2022). As these attributes became central to customers, brands and destinations

competed with one another to become the safest or the most sanitary (Vappas and Glyptou, 2021). Furthermore, new government regulations to control the spread of the virus affected the way customers and employees interacted with each other, reducing the attractiveness of both staying and working in hotels (Xiang et al., 2022). As a result, up to 120 million direct tourism jobs and up to 2.8% of the global gross domestic product were at risk, according to a policy brief published by the United Nations (UN) in August 2020 (UN, 2020).

Some previous research has explored the role of innovation in businesses during the pandemic. However, much of this research has focused on a broad range of industries and businesses (e.g., Lichenthaler, 2021; Sharma et al., 2022a, 2022b). While their findings are undoubtedly valuable, there is limited research specifically addressing the hospitality industry. The unique nature of this industry, characterized by the intangibility of products and inseparability from providers, warrants dedicated investigation. Among existing studies on the hospitality industry, many have targeted specific contexts such as small tourism and hospitality enterprises in emerging destinations (e.g., Bhaskara et al., 2023) or concepts such as the business model innovation (e.g., Breier et al., 2021), and there remains a gap in examinations of the industry as a whole.

Hence, researchers are calling for investigations into how the

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Staff shortages and labour challenges

The hotel and hospitality sector face significant challenges in recruiting and retaining skilled staff



Staff shortages and labour challenges



Read through the article: **Staffing issues among small hospitality businesses** and in your groups discuss an answer to your allocated question to share with the group.



Staffing issues among small hospitality businesses: A college town case

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ARTICLE INFO

Keywords:
Small hospitality businesses
Operators
College town
Challenges

ABSTRACT

Many studies have reported on the operational challenges that hospitality businesses face, including shortage of skilled labor and high turnover. To date, however, little attention has been paid to whether these challenges differ for small hospitality enterprises (SHEs). In particular, little is known about SHEs located in college towns, where plentiful labor supply of job-ready applicants is available on a constant basis. The present study explores labor issues with 21 small and medium hospitality owners and managers. The findings not only demonstrate that attracting labor is a daunting undertaking among participating businesses, but also that both turnover and other staffing related problems are on top of their list of challenges. These problems are of such nature that other issues, including getting the word out about their businesses or facing competition appear to be rather minor in comparison. Furthermore, only the least participants seem to understand the value of keeping staff for as long as possible; accordingly, these few operators have developed basic yet critical initiatives to promote employee retention. The importance of retaining valuable employees becomes paramount as it may reflect on several areas of the operation, including consistency and quality of service. However, despite its importance, the employee retention component appears to be missing.

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1. Introduction

In college towns across the United States, large numbers of students come and go on a continuous basis creating a sense of seasonality that hospitality businesses (restaurants, bars, cafes) may use to their advantage, both to cater to and employ students. These situations also provide local restaurateurs with opportunities to rejuvenate and re-flourish amidst the potential arrival of new talent. At the other end, seasonality and constant student transience may also create openings that may otherwise remain unfilled and lead to negative impacts, including lack of a consistent service culture, or even in terms of quality food/beverage provision.

Contemporary hospitality research has extensively addressed many of the problems hospitality businesses face, including food providers such as restaurants that live in a constant state of uncertainty due to labor costs (Nelson, 2001), low profit margins (Standard and Poors, 1998, in Nelson, 2001), competition, rising food costs and economic downturn. To add to their woes, restaurateurs also have to deal with the problem of high turnover

(Sunley, 2006), due to a failure by operators to recognize the importance of investing in their most valued employees (Enz, 2004).

While there is an extensive body of literature pertaining to the many problems hospitality businesses face, very few studies have addressed these issues among small hospitality operations in college towns and in particular among owner operated restaurants. Against this background, this paper seeks to answer the following questions:

- To what extent, if any, is shortage of labor an issue?
- To what extent, if any, is employee turnover an issue?
- What are additional challenges small restaurant operators face in a college town?

The limited extant literature surrounding these questions has implications not only for the research community, but also the hospitality industry itself and its many stakeholders; not least owner-operators. For example, while a number of challenges

Staff shortages and labour challenges



1. After reading the article, can you identify and discuss the unique labour challenges faced by small hospitality businesses in college towns?
2. How does the article suggest that high turnover rates in the hospitality sector affect service quality and overall business operations?
3. Based on the article, what strategies or initiatives could be implemented by these businesses to improve employee retention and mitigate labour challenges?

Any Questions?



Recap

Today we have discussed:

- Assessment one (1)
- How to write introduction and literature review
- Required research
- Comprehensive discussion of each of the identified themes

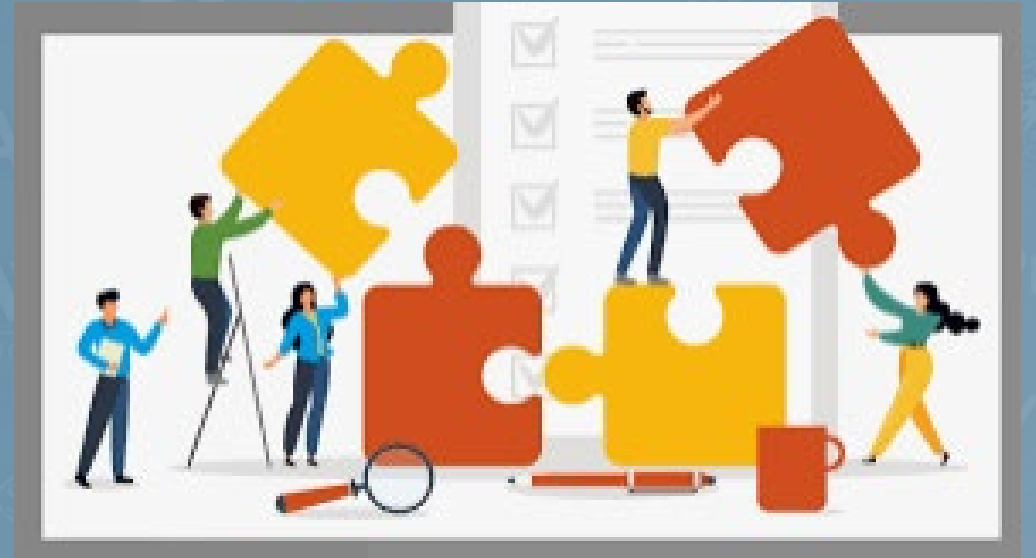
Assignment 1 Deadline – Thursday 31st October 2024

Next Week!

PESTEL Analysis Policy vs Practice

Things to do by next week..

Choose and confirm your theme!



Reference List

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Thank You For Joining

See you next week!

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