



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

International Hotel Management Level 6



Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

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BMIH6001 Contemporary Themes in the Hotel and Hospitality sector

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Before we start.....

- ✓ 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



What's in the news this week??



Aims For Today

- To conclude a deeper, delve into the theme options.
- Confirm theme choices for research papers.





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Assignment One

Submission date Thursday 30th
October

Research paper 2500 words +/- 10%

This week's focus:

➤ Choice of Theme



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Choice of themes

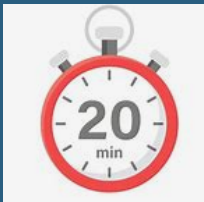
- Artificial Intelligence and human collaboration
- Sustainability in terms of Food waste and its efficacy
- **Shift in Hotel Strategies Post-COVID with Reduced Business Commuting**
- **The deepening mental health crisis in the Hospitality industry**
- **The mounting financial pressures faced by the hospitality industry**



Shift in Hotel Strategies Post-COVID with Reduced Business Commuting

With less business commuting post COVID, hotels have pivoted strategies focusing more on leisure travelers, extended stays, and local experiences. Many now offer flexible workspaces, enhanced wellness amenities, and digital services. Emphasis has shifted to personalised guest experiences and attracting remote workers rather than traditional business clientele.





Research Task

In groups research how the reduction in business travel and commuting post-COVID has impacted the hotel industry.

- Find at least three different types of sources (e.g., news articles, hotel press releases or blogs, social media posts, industry reports that you can share with the class)
- Make sure your sources are recent (from 2021 onward).

Explore one of the following:

- Shift from business to leisure travellers: How are hotels changing their marketing and services?
- Extended stay and local experiences: What new packages or amenities are being offered?
- Flexible workspaces: How are hotels accommodating remote workers and digital nomads?
- Personalized guest experiences: What technology or service innovations have emerged?
- Wellness and safety: How have health, wellness, and safety offerings evolved?

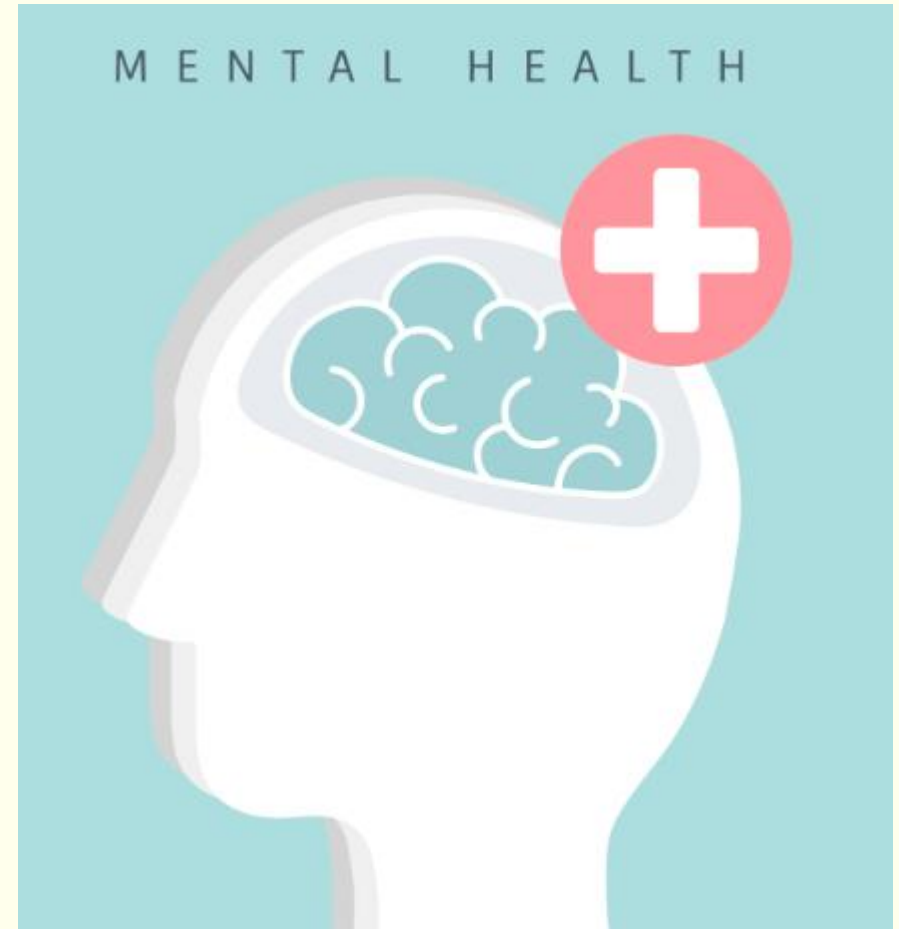
Let's discuss your findings....

- Shift from business to leisure travellers: How are hotels changing their marketing and services?
- Extended stay and local experiences: What new packages or amenities are being offered?
- Flexible workspaces: How are hotels accommodating remote workers and digital nomads?
- Personalized guest experiences: What technology or service innovations have emerged?
- Wellness and safety: How have health, wellness, and safety offerings evolved?



The deepening mental health crisis in the Hospitality industry

Mental health remains a pressing issue in the hospitality industry, where long hours, high stress, and emotional demands are common. Despite growing awareness, stigma persists many workers feel unable to speak openly or seek support. This silence contributes to burnout and turnover, and it isn't just about individual stress, it's a structural issue that demands industry-wide reform.



The Burnt Chef Project

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Working Hours
Monday - Thursday 8.30am - 5.00pm
Friday 8.30pm - 4.30pm

Emails will be responded to within 48 hours*
*of the working week

HOSPITALITY
AND
TOURISM
MANAGEMENT

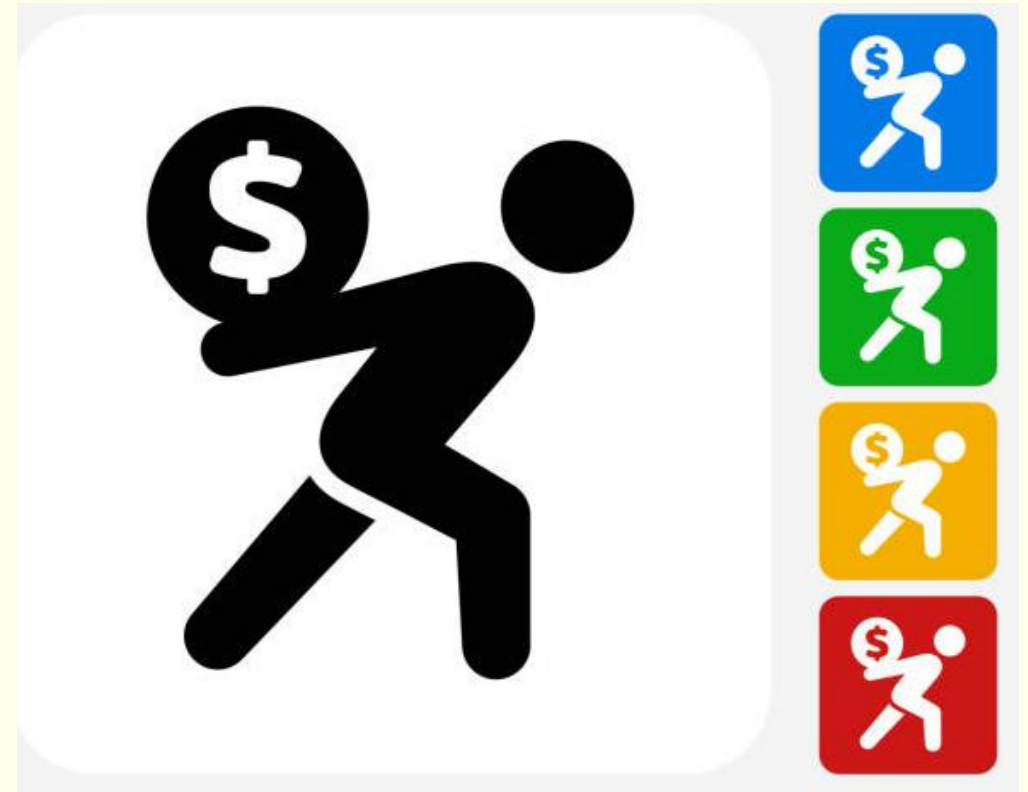
Man Genl Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



➤ Guest lecturer: Jemma Smith

The mounting financial pressures faced by the hospitality industry

The hospitality and hotel industry faces mounting financial pressure from rising operational costs, labor shortages, reduced consumer spending, and tightening credit conditions. Despite pockets of resilience, economic uncertainty, regulatory shifts, and cautious investment climates continue to challenge profitability and long-term stability for the hospitality industry.



Mounting financial pressures



Today we are launching our campaign for the changes we need at this year's Budget.

The country needs jobs. Hospitality creates them. But we are being **#TaxedOut**.

Even before last year's Budget we were already the most highly taxed sector in the economy. Then we saw another £3.4bn of costs added to our bill.

In the months since, hospitality lost 69,000 jobs. In the same months the year before we had created 18,000.

Now:

- 1 in 3 businesses are cutting opening hours
- 4 in 10 are slashing investment
- 6 in 10 have reduced staff hours

We want to continue to create places where people want to live, work and invest, so we are calling on Government to act in the Budget:

- ✓ Lower business rates to revive high streets
- ✓ Fix NICs to boost jobs
- ✓ Cut VAT to drive investment



https://www.linkedin.com/posts/ukhospitality_taxedout-taxedout-activity-7347970205823737856-kVha?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAjYhXUBA5tE_L2lvXYnF-Nc9yQl4hgMV7E

Mounting financial pressures

A cross-party of eleven MPs from the conservative party, Labour party and Scottish National party know as the Business and Trade committee met with representatives from the UK Hospitality industry to discuss specific issues affecting the industry



Business and Trade Committee Tuesday 16th September 2025

<https://parliamentlive.tv/Download/Index/c6e8debf-2f64-464a-98d5-ff79e23752f8>

Group Discussion

- What other financial pressures are also affecting the industry?





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What's your choice of theme?



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Any questions?



Next Week!

- Theme Impact Analysis
- Analysis tools
- Conference allocations



Thank you for joining

➤ **See you next week!**

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