



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

Hospitality & Hotel Management Level 6



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BMIH6009 Contemporary Themes in the Hotel and Hospitality sector

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What's in the news this week??



Aims For Today

- Focus on 2 out of the 5 themes:
 - Sustainability in terms of Food waste and its efficacy
 - Shift in Hotel Strategies Post-COVID with Reduced Business Commuting





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Assignment One

Submission date 12th December 2025

Research paper 2000 words +/- 10%

This week's focus:

➤ Overview of the literature



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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



Sustainability

- The hotel industry depend heavily on energy resources and natural supplies, which may cause environmental problems throughout times.
- Need for sustainable practices to decrease environmental effects and increase success, while pleasing guests.
- There are many eco-friendly guests who patronise hotels with sustainability practices



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.



Sustainability

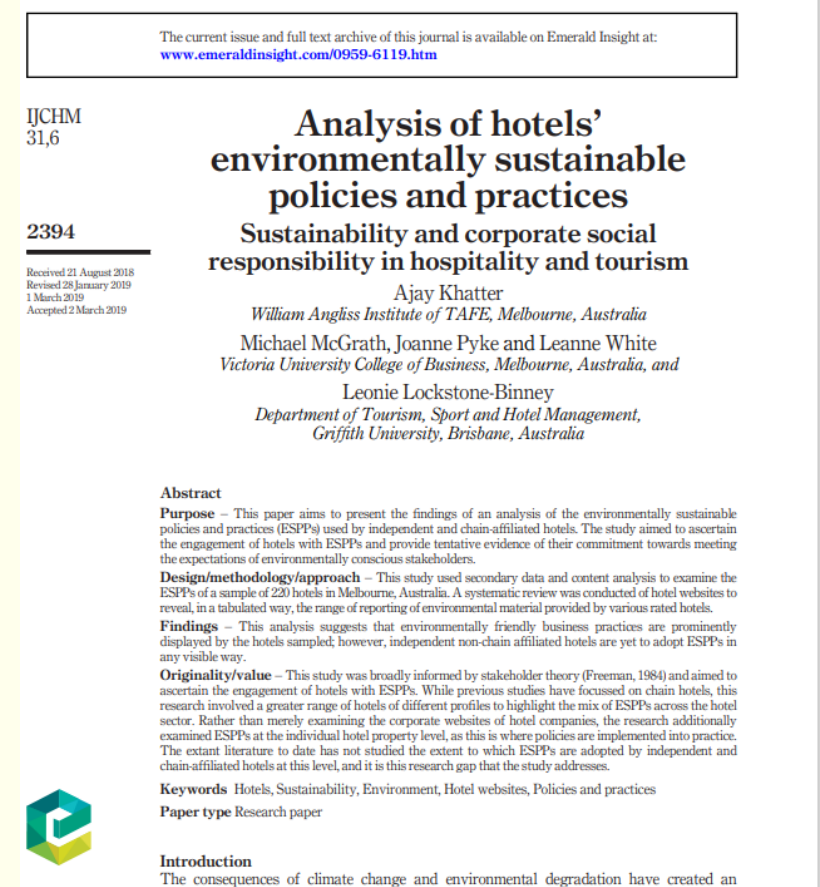
1. What are the environmental challenges faced by the hospitality industry are discussed?
2. What strategies are proposed for the hospitality industry to achieve environmental sustainability?
3. What suggestions are made for the hospitality industry to enhance guest service while also promoting environmental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



Available Further Reading

Content Library in Moodle

- Analysis of hotels' environmentally sustainable policies and practices Sustainability and corporate social responsibility in hospitality and tourism
- The role of customer familiarity in evaluating green servicescape: an investigation in the coffee shop context



Reflexion

- Could you choose this theme? And Why?



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?

Available Further Reading

Content Library in Moodle

- Covid-19's impact on the tourism and hospitality industry

Covid-19's impact on the tourism and hospitality industry



Asia Pacific Insights

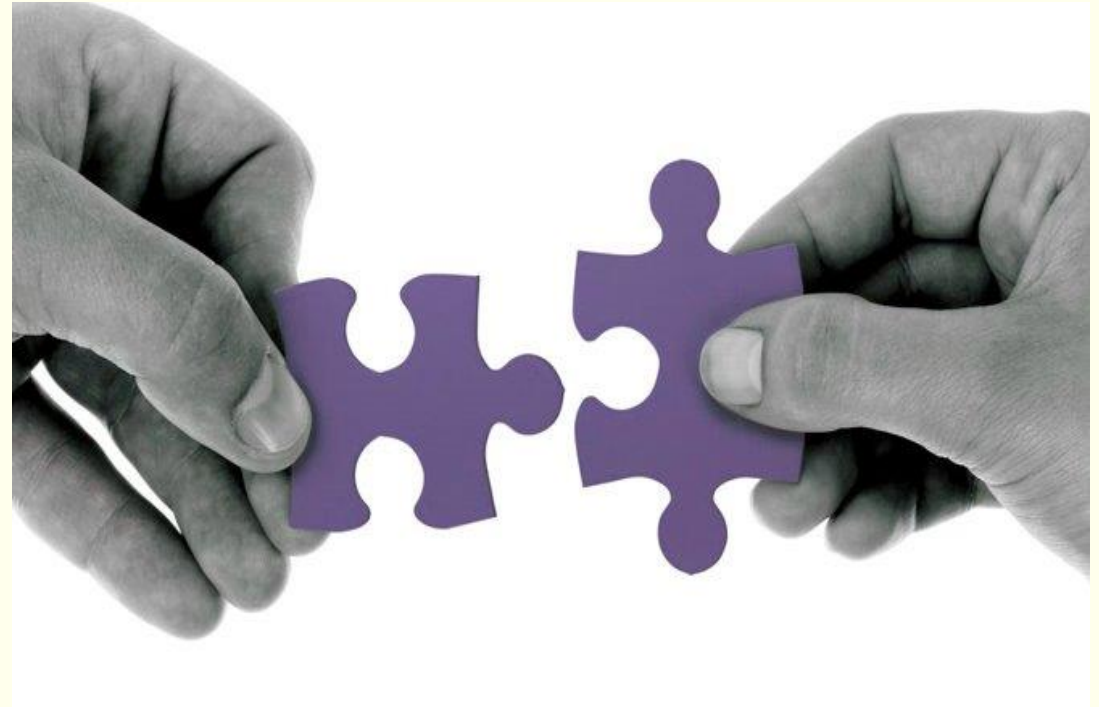
November 22, 2024

🕒 Read Time - 7 minutes

COVID-19 disrupted the global tourism and hospitality sectors, causing severe economic setbacks. The article discusses its immediate and long-term effects on consumer behaviour, government support measures, and the industry's path to recovery through innovation and digital transformation.

Recap

- What's happening in the news this week
- Focus on 2 out of the 5 themes:
 - Sustainability in terms of Food waste and its efficacy
 - Shift in Hotel Strategies Post-COVID with Reduced Business Commuting



Any questions?



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Next Week!

- The deepening mental health crisis in the Hospitality industry
- The mounting financial pressures faced by the hospitality industry



Thank you for joining

➤ See you next week!

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

