

Welcome to Contemporary Themes!

I will begin the Lecture at **9:30am**, so use this as an opportunity to grab a hot drink and to familiarise yourself with the Moodle page.

When I start the lecture, can you please have your mic muted as there is a number of us in the meeting so it could cause a disturbance.

Any questions, just let me know.

BA International Hotel Management

*Module
BMIH6001*

Contemporary Themes

Week Two
Scott James

**HOSPITALITY
AND
TOURISM
MANAGEMENT**

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*



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

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.

Aims For Today



- For you to start thinking about Technology as a Contemporary Theme utilising a SWOT analysis.
- Consider what does contemporary mean- in the World now.
- For you to start coming up with ideas regarding the Technological theme you are going to opt for.

Key skills



What are the key skills to work within hospitality?

Shout them out!

Scanning the environment of the manager



- To be a successful manager at whatever level we need to appreciate what is going on around us, but also what is happening internally.
- Within the organisation, the community the country and the wider world.
- To get you thinking about the theme of 'Technology' from a positive and negative viewpoint, we are going to be using a SWOT analysis. This will help you think about the 'Internal' and 'External' factors.

Technology as a Contemporary Theme

- Digital transformation and the leverage of technology play an important role in today's hospitality industry, especially in the post-pandemic era.
- Facing the challenges of labour shortage, the rising cost of operation, and the changes in consumer needs and behaviours, hospitality businesses need to pivot their services and products with the latest technology in order to keep their competitive edge.
- Whether it's restaurants, hotels, tourism, or senior living services, staying informed of the industry trend and innovating with the help of technology are necessary to thrive.

What is Hospitality Technology and why is it important?

- Hospitality technology is the application of information technology, such as robotics, big data, cloud computing, and virtual reality, with the goal to solve business problems for organisations in the hospitality field.
- Latest technologies include;
 - Robotics
 - Artificial Intelligence
 - Video Analytics and Virtual Reality
 - Mobile Ordering and Point of Sale System

SWOT Introduced (Video)



Corporate Finance
institute (2022)

Strengths

QUESTION: What could the 'strengths' be for using Technology within the Hotel & Hospitality industry?

Suggestions include;

- Improved customer experience
- Enhanced operational efficiency
- Increased revenue?
- Personalisation
- Marketing and distribution



Weaknesses

QUESTION: What could be the 'weaknesses' of utilising technology within the Hotel & Hospitality Industry?



Suggestions include:

- Impersonal service.
- System failure
- Technological limitations
- High implementation costs

QUESTION: What are the 'Opportunities' of that technology can bring to the Hotel & Hospitality Industry?



For example;

- What has the use of contactless payments brought to the industry?
- When it comes to security, Face Recognition has been crucial.
- Voice control has proved powerful for those that have issues visually.
- Cybersecurity has proved important to protect internal information.

Threats

QUESTION: What could be the 'Threats' of utilising technology within the Hotel & Hospitality Industry?

Examples include:

- Cybersecurity attacks
- New competition
- Online reviews
- Attitude changes?



ACTIVITY

- Working in small groups, produce a SWOT analysis of the theme of Technology within the Hotel & Hospitality industry.
- Collate your findings into a Word Document or PowerPoint (what is best for you as a group). Your findings will be presented to the rest of the class.
- Remember, Technology is such a vast theme, but this is a chance for you all to enhance your knowledge and understanding of some of the benefits and also drawbacks of utilising technology within the industry.



Reading together – In the Moodle Introduction section and the file academic articles you will find an article entitled...

Please take 20 minutes to read whatever sections you'd like.

[The hospitality sector's response to a new market segment.pdf](#)

Make some notes and be ready to discuss what you think that article is telling us, about the World right now?

INDIVIDUAL TASK



- Think of a contemporary theme (Ideally one that you will develop for your assignments)
- For the next 30 minutes, prepare some notes regarding the technological theme you will opt for.
- Once you have come up with your idea and have generated some information, please email it to your tutor for confirmation.

The Conference



Remember this is a group event

Even if you aren't selected to present at the online conference you will still have a role on that day.

And remember you will have your chance to share your theme with our students and lecturers.

The Selection Process!



No pressure here at all, but we want you to be comfortable with presenting.

Also, that this conference showcases you and the university as best it can

Next Week!

- Review of articles surrounding a particular theme
- Present further findings via PowerPoint presentations
- Discuss assignment topics

I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

scott.james@uwtsd.ac.uk

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