



Conference Presentation

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- BA International Hotel Management
- Module: Contemporary Themes in the Hotel and Hospitality Sector
 - Module code: BMIH6001
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Introduction

- The research focuses on various contemporary themes in the hotel and hospitality industry, which is currently an emerging sector(Sharpley,2020).
- The study addresses issues affecting environmental sustainability within the tourism and hospitality industries.
- Emphasizes the importance of promoting sustainable tourism and hospitality practices that positively impact the environment, society, and governance.
- Identifies Key challenges in the tourism industry, including political, social, economic, environmental, legal and technological issues.
- Discusses the meaning and implications of sustainable tourism.
- Explores various theories impacting the hotel and tourism industry, such as sociological, political, economic, ethical, and cultural theories(Abram et al.,2021).



Literature Review

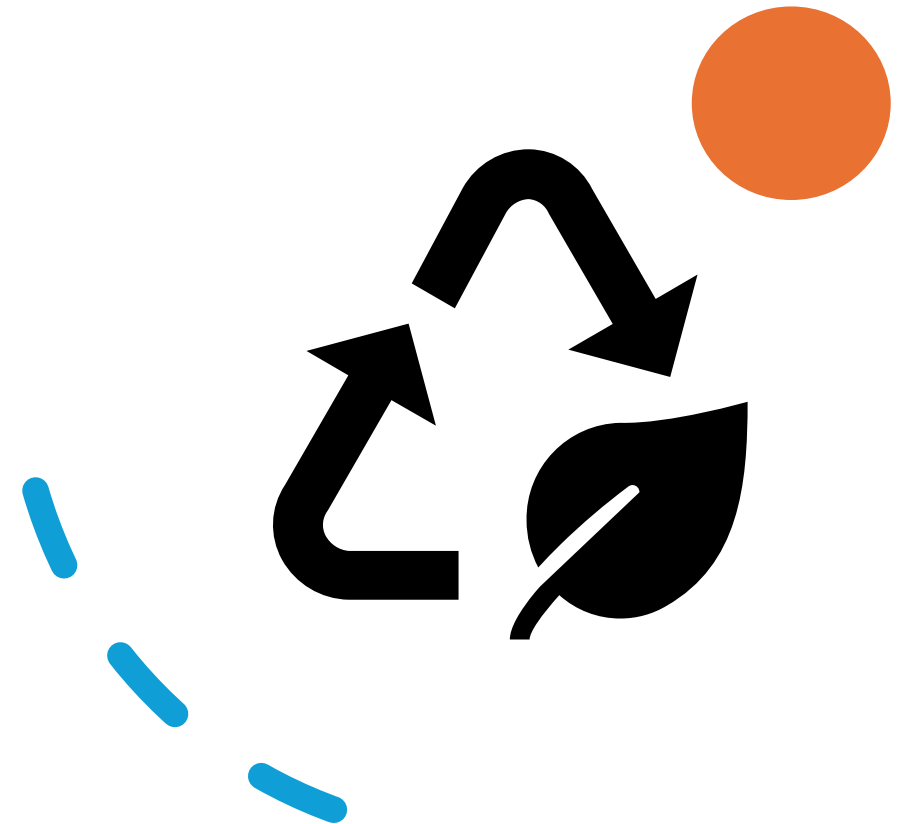
Key Theories and Concepts:

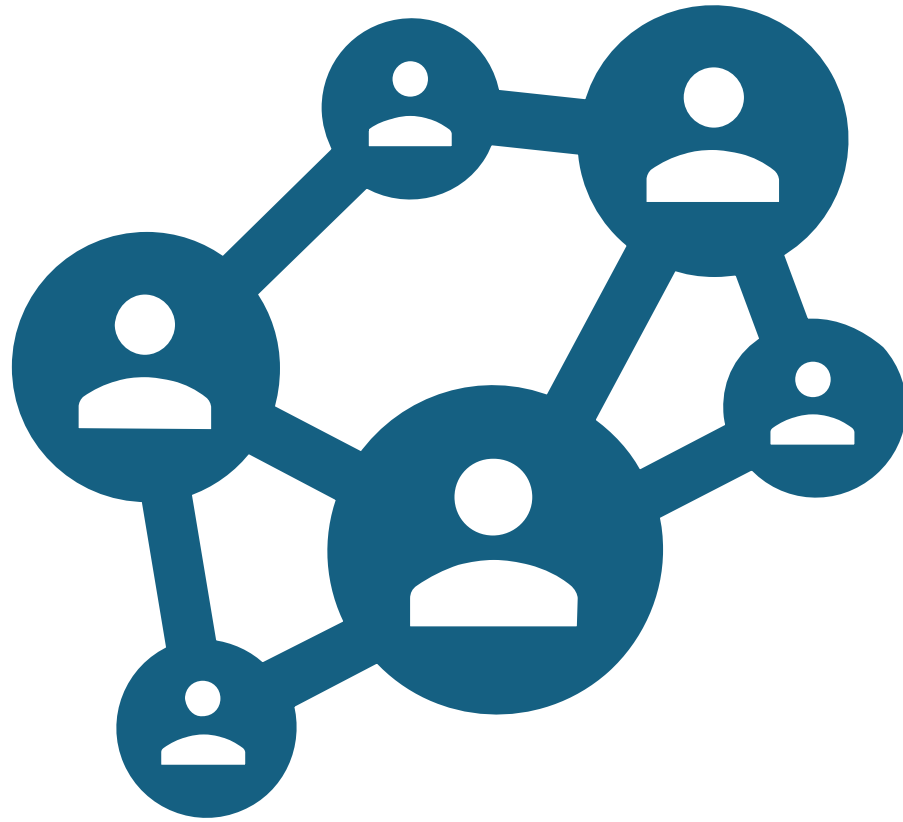
Sustainable Tourism:

- ❖ Eco-friendly practices & positive brand impact.
- ❖ Reduce environmental impact.
- ❖ Appeals to eco-conscious travellers.

Online Reputation:

- ❖ Positive reviews& engagement.
- ❖ Shapes consumer decisions.
- ❖ Boosts occupancy and satisfaction.





Personalization:

- ❖ Tailored experiences & loyalty.
- ❖ Enhances guest satisfaction.
- ❖ Builds memorable stays.

Technological Advancements:

- ❖ Efficiency Gains through AI and automation.
- ❖ Enhanced guest experience with chatbots and mobile apps.
- ❖ Cost Reduction for tech-savvy travellers.

Sociocultural Theory:

- ❖ Cultural sensitivity in tourism.
- ❖ Community engagement promotes positive impacts.
- ❖ Addressing environmental impact to reduce degradation.

Application to the Hotel and Hospitality Sector PESTLE Analysis



Political Issues:

- ❖ Government Policies: Encouragement for tourism investment.
- ❖ Challenges: Complex regulations may hinder tourism.
- ❖ Political Stability: Stability boosts tourism.

Economic Issues:

- ❖ Cost of Living & Crises: Economic downturns affect travel.
- ❖ Seasonal Jobs: Seasonality impacts employment stability.
- ❖ COVID-19 Impact: Pandemic reduced tourism globally.



Social Issues:

- ❖ Cultural Sensitivity: Cultural differences impact guest experience and local relationships(Peeters et al.,2024).
- ❖ Health Concerns: Post-Covid-19 health risks, especially in areas with limited healthcare(Costa&COSTA,2022).

Technological Issues:

- ❖ Technological Integration: AI, VR, and chatbots enhance guest experience but may cause inconvenience if issues arise(Talwar et al.,2023).
 - ❖ Reliability of Technology: Over-reliance on tech(e.g., booking platforms), can impact service reliability.
 - ❖ Example: AI-driven chatbots in hotels can improve inquiry handling but risk disruptions due to technical failures(Talwar et al.,2023).
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Legal Issues:

- ❖ Regulatory Compliance: Strict visa, ID, and data privacy laws add complexity to tourism operations(Costa& Costa,2022).
- ❖ Safety Protocols: Mandatory guest identity verification is vital for security but may cause delays.
- ❖ Example: Major hotel chains enforce these measures, impacting guest experience(Costa& Costa,2022).

Environmental Issues:

- ❖ Resource Depletion: High tourism demands on water and energy destination sustainability(Scott,2021).
- ❖ Pollution: Tourist activities increase pollution, harming air quality and ecosystems.
- ❖ Example: Sustainable practices in the Alps aim to reduce environmental impact(Scott,2021).

Evaluate Future Policy and Management Options

Resource
Conservation and
Renewable
Energy

Waste Reduction
and Circular
Economy
Initiatives

Promoting of
Electric and Low-
Emission
Vehicles

Sustainable
Employment and
Community
Engagement

Global Industry
Collaboration and
Development

Key
Recommendation
for Sustainability
in Tourism:

Attract Tourists
with Eco-
Conscious
Branding

Enhance Local
Economies

Promote Industry
Growth

Drive Innovation
in Transportation
and Hospitality





Conclusion

The research highlights modern themes impacting the tourism industry globally, such as sociological, environmental, ethical, cultural, and economic theories.

Tourism activities bring challenges identified by the PESTLE model, covering Political, Economic, Social, Technological, Environmental, and Legal factors that affect the tourism and hospitality sectors.

Emphasizes the role of sustainability in tourism, showcasing how it balances environmental conservation with industry growth for future generations.

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THANK YOU!



- Any Questions?