

Industry: Hospitality

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Section 1 – Introduction

The report is covering all the major aspects of the hospitality industry of the United Kingdom.

This also includes the key technologies and innovation aspects that are related to this industry. Apart from all three lenses, the future will be the focal point as the future of consumption, the future of enterprise and most importantly the future of work. Based on that I can also reflect on my own experience regarding this industry and this is going to impact my future and career related to this industry.

In the modern period, several industries are booming around the world. In this regard, the Hospitality industry is also one of the prominent industries that is having a great market share and have a good involvement in economic development. The industry of hospitality primarily deals with food and accommodation services (Filimonau and Mika, 2019). This includes restaurants, pubs, cafes, bars, hotels, catering, campsites etc. All of them are based on accommodation that falls in hospitality. The hospitality industry is wide and covers a large area including tourism and travelling.

It is stated that in 2018, tourism and hospitality combined contributed almost 72 billion pounds to the overall economy of the United Kingdom. This is also considered as the

seventh biggest employment sector that provides different jobs. As per the reports, there are

3.2 billion people who are involved in this sector of the United Kingdom (Dube, Nhamo and Chikodzi, 2021). The employment trend in this regard keeps changing. In 2015, the employment number in this sector was 2.9 million people. In a very short period, it increased the demand for new people and as a result, they achieved their target. It has covered almost 19% of the workforce of the United Kingdom (Li, Yao and Chen, 2021). In this regard, London is considered as the most appropriate place for Job availability as they are one of the most favourite destinations for tourists. Based on that it is also focused that 1.5 million employees are engaged in restaurants while 0.5 million employees are serving people in hotels.

In the current time, bringing together major events venues around the small hotels has increased the demand for innovation. Apart from the innovation, several challenges are part of this industry and want great attention in terms of getting resolved by the industry majors. One of the great challenges in this regard is based on the global pandemic (Sonawane, 2021). The VOICE19 has negatively impacted this industry. Before that people around the world were engaged in this sector but due to the increased demand for social distancing, the industry profits went down due to decreased massive demand. In the end, there were several companies in this manner that went to shut down. Some of them survived the lockdown and now they are leading in the global market.

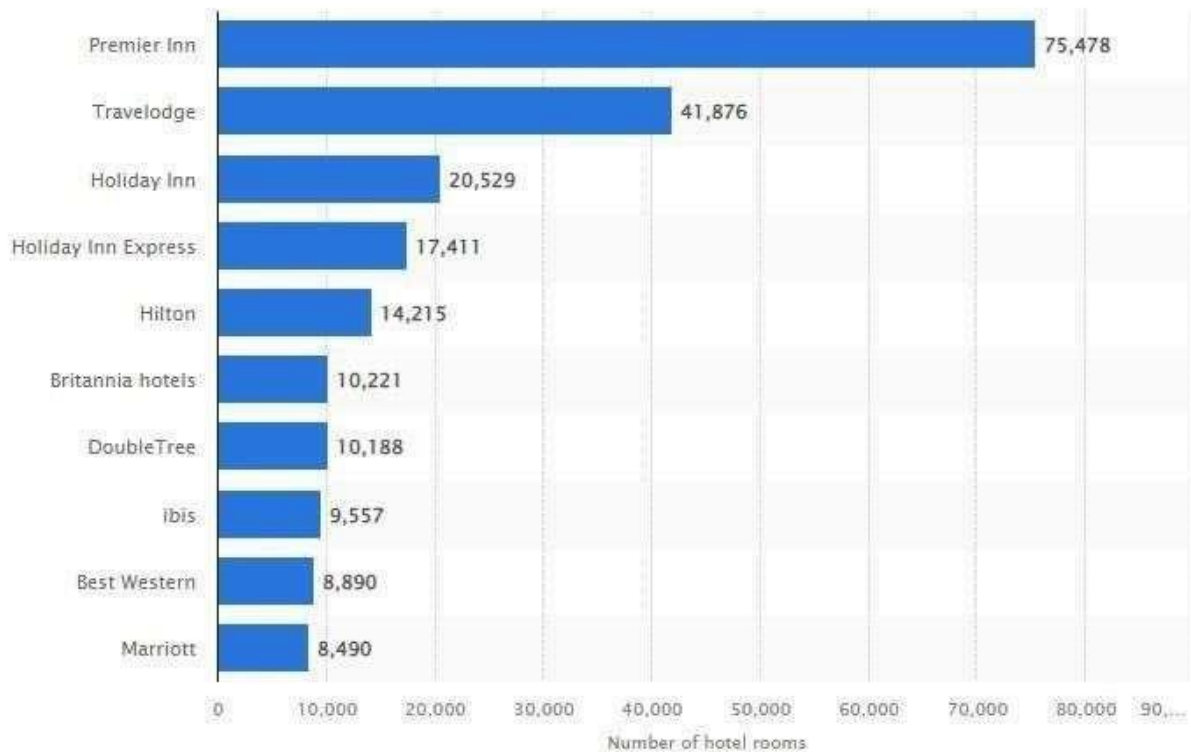


Figure 01: Leading hotel chain brands in United Kingdom (UK)

These are some of the pioneers who are serving hotels industry of the United Kingdom. Right now, there are almost 207,000 eating Venus located in England along 25% of these are working as fast food outlets. Based on that the British beer and pub association claimed that almost 8.5 billion pints of beer were sold last year. Whereas 7.4 billion 175ml glasses of wine have also been recorded in this regard (JOBS, 2021). All these financial contributions are developing the economy of the United Kingdom.

Another aspect of this industry is that they are paying a good quantity of tax to the government.

The British Hospitality Association has claimed that the industry of hospitalism has paid almost 41 billion pounds as tax to the government in 2015 whereas the tax amount in 2014 was 7 billion pounds (Li, Yao and Chen, 2021). The tourism industry of the United Kingdom is considered the 8th largest destination for tourism all over the world. As per the trend, almost 50 million people visit the United Kingdom every year.

Section 2 - Technology enablers and innovations for major issues in the industry

Technology and innovation are considered the most basic and important aspects of the hospitality industry of hospitality. But this can not be achieved until the proper consideration of major aspects in the industry. The technology involved is based on several issues that this industry is suffering from. Based on that following some of the major key issues that are considered as major parts of the United Kingdom hospitality industry.

Key issues

- **Staffing Issues**

This is one of the major issues that United Kingdom hospitality is suffering from. Although there is a great scope of employment in the current situation, there is a wide and massive need for this involvement. The hospitality sector of the United Kingdom is facing a shortage of staff. This is happening due to the pandemic restriction that is mainly uplifting the demand and returns. EU nations who are leaving this industry by following Brexit and other employees who switched their jobs and careers due to the current COVID-19 and pandemic situation is considered as one of the major reasons behind this shortage (BBC, 2021). Several hospitality companies such as Red Carnation Hotels incurred additional costs for retaining their existing employees and hiring new ones. Although this pressure seems like a temporary push to this industry. **Booking system**

The next common issue faced by this sector is the booking system. The booking schedule of people and visitors has been distributed in pandemic situations. The booking allowed people to make their tour but later the governmental policies applied restrictions. There was no such management of the booking of the rooms and other services that are quite common while considering the hospitality (Pantano and Stylidis, 2021). Other than room booking of all the other services have been kept as a major issue that needed special consideration. This increased the doubts about the delivery of services to the customers who are coming to the United Kingdom as tourists.

- **Technology Implementation**

Over the last few years, the aspect of technology has ramped up in the hospitality industry of the hospitality. This is based on contactless services, self-check-ins, online ordering and payments. All of them because a new room for people involved in this industry. Therefore, providing customers with good experience became a challenge for the industry. There is a great demand for a mix of human and tech-based interactions

(Fernand, 2021). Therefore, if technology measures cannot apply, this will cause a stop in the production of this sector. In this regard, an organization cannot survive in the highly competitive market of the hospitality industry.

- Environmental friendly practices

Environmental friendly activities are considered as the pressure point for today's hospitality industry. This is happening for the last 10 years. The increased awareness of people is causing organizations to invest in this measure. Sustainability activities are making special companies stand out from others. But the implementation of sustainability is not much easier as compared to the regular practices. Now customer seeks business and do purchase from a business that is following environmental practices (Hutton and Foley, 2021). The new generations as millennials and Z'ers generation are interested in paying more for products that do not harm the environment and affect wildlife. It is expected that following suitable measures is quite expensive and is not a long-lasting solution. Small steps towards sustainability could be a better solution for achieving the target of sustainability in the business environment, especially in the hospitality industry. Personalize experience of customer Today customers have increased their importance and are expected to be recognized and treated as individuals. They are considering themselves as an individual demand in society rather than a steam lined operating system. In terms of reaching a great level of personalization, all businesses are struggling to translate their needs into actions (Spiegel, 2021). In this regard, companies need information about their customers related to their buying patterns in the Hospitality industry. The industry continuously needs new and special ways that could personalize the experience of customers to grow in this industry.

Innovative solutions

Innovation is the key solution to bring great benefit to the economy. In this regard, different key players play their roles as technology enablers. All these personalities are aiming to bring something new and exciting to the industry that could serve customers in different ways (Rose, 2021). The hospitality industry can easily get engaged in innovation measures through different mediums.

- Involvement of Artificial Intelligence

Artificial intelligence and machine learning are set in terms of having a good customer experience. This is going to take the hospitality industry to the next level in the upcoming years.

Therefore, the hospitality industry and related sectors are based on using machine learning and the impact of Artificial intelligence in terms of considering customer demand and evaluation of their experience in a practical manner. For instance, Bourne Leisure Ltd is using different artificial intelligence tools for reaching their customers. Such as using artificial intelligence for helping in managing the brand image using reviews and customer feedback as a benchmark for business activities. This allows them to manage channels in real-time, scanning all the negative reviews etc. (JOBS, 2021). Also, Connect Catering is utilizing artificial intelligence for stepping forwards to meet customer demands through chat boxes. Also, hotels check-in and check out are all part of the artificial intelligence that has been used effectively.

- Augmented and virtual reality in hospitality

Virtual reality and Augmented reality are the different sets that are enhancing the experience of travelling. It also includes hotel management and other related sectors that are serving people under hospitality. The companies in that regard are emerging with these technologies for mass consumption of their products and services. Customers are experiencing personalization impact through using VR and AR technologies.

- 5G Internet service

Most people travel all over the world for memories. Better experiences in this regard are leading to better memories. At the planning stage, customers remember their experience and this could be done through wireless memories of these individuals. The 5th generation of wireless communication is considered a milestone for the hospitality industry (Glowa, 2021). Therefore, superfast mobile devices and websites along with related videos and pictures are enriching the booking aspect and experience of individuals. Therefore 5G opened a new room for a better experience in this field. Brooklands Operations Ltd provides 5G services to their customers. This is increasing their customer experience and allowing them to be more innovative in terms of serving their customers.

- Sustainable activities

The modern innovative solution in the business sector is providing a great opportunity for bringing sustainability in their operations. Although this is not an easy approach to apply. Not this approach is cheaper for implementation. Still, to be innovative and smart in the environment, one needs to adopt such technology. There are several key players in the hospitality industry of the United Kingdom who are serving their customers with this need. They are adopting different mediums of smart technology that are sustainable in

their operation, for instance, sustainable energy (Spiegel, 2021). This is considered as the basic demand of the various sectors in the hospitality industry. First of all, they are using renewable energy sources. Some major hotels in the United Kingdom as Brooklands Operations Ltd are using solar panels for serving their basic need of electricity. Although energy generated from solar panels is unable to meet the actual electricity demand.

Section 3 – Industry Analyses

The hospitality industry of the United Kingdom is highly influenced by consumer demand. This includes advanced technologies that are making global hoteliers develop new business plans for serving people. In this regard, hotels are providing a great experience to serve the market. In this regard, the future lenses are serving to forecast the near future based on the trends for future consumption, enterprises and work.

Future of Consumption

One-way hotels can easily attract their customers is by allowing them to be innovative in their home-sharing facility. Last year, Marriott International took initiative for the first venue in the home-sharing experience. The hotel partners with another Hostmaker for making it pilot in London. It was found that guests are more comfortable staying twice the typical staying length of a hotel (Hutton and Foley, 2021). They usually spend more time in hotels in this regard for staying with their living experience in this regard.

Therefore, to achieve this target, hotels are already turned their lobbies open and socializing workplaces are now becoming one step near to entering in future of the business environment. More than a lobby, they are offering an open space based on practical amenities such as printers, office supplies and coffee. In this regard, the startup of WeWork set a great example of success in future consumption. Also, the space Mize is much likeable by the customers that can create an alternative working environment and brand them to be more productive than working from home (Spiegel, 2021). This is allowing great advantage to different sectors in the hospitality industry. The hotels' sectors, restaurants and other related fields are adopting the new methods of serving customers. The consumption-based on these services are enhancing customer experience and they are likely to get involved in this regard.

Other than that the future of consumption in this sector I allowing eco-hotels to boom in this industry. Such as Mauritius hotel as SALT is ensuring that their booking major includes the plans that can connect modern explorers with a meaningful experience of

travels. The staff member of the hotels is inviting families to the events. Hotels in the hospitality industry of the United Kingdom has realized that their guests are wanting something more than just a bed of place to sleep in. these are the new trends that are emerging in the wide scope of the hotel industry (JOBS, 2021). In this regard, there is a potential threat in form of Brexit. This could impact business and mostly leisure travels in the upcoming future. This will create a new environment for the industry of hospitality. In this regard, the hotel sector should remain ready to adopt new trends.

Future of Enterprise

The whole hospitality industry of the United Kingdom is depending on the latest trend of Brexit. The hospitality industry of the United Kingdom is the key contributor to the overall economy of the United Kingdom. In 2019, the hospitality sector finally contributed 59.4 billion pounds, which is almost 3% of the total economic output of the United Kingdom. The hospitality sector in the United Kingdom will be the one that will most impact the industries (Li, Yao and Chen, 2021). This is going to happen due to the regulation market participants level which is the major subject in this regard. In this regard, a passport is considered one of the major concerns. The current arrangement of the passport has restricted the United Kingdom hospitality companies to operate their services in the European Union that may reach to end. As an outcome of these operations in the hospitality industry, The United Kingdom has finally shifted a great number of employees that created a shortage of employment bodies in the United Kingdom. The most common example in this regard is Brooklands Operations Ltd, in terms of dealing with Brexit, they shifted 234 billion pounds in form of assets to China from the United Kingdom. Whereas Connect Catering has planned to take some extra employees who will serve people in this regard

(Sonawane, 2021). Connect Catering is setting up its services to claim itself as a licensed European company. This is happening to transfer all the Non-national customers of the United Kingdom after Brexit. Apart from this, the upcoming threat of Brexit in the United Kingdom hospitality industry is taking a lot of skilled workers to switch their positions. In terms of working in the hub of hospitality as London, they required different facilities such as work permits, visas that will enable these individuals to follow this career. It is reflecting that the attractiveness to work in London is not necessarily applicable in this case because they are finding that a great number of employees are switching from this industry.

Future of Work

The hospitality industry of the United Kingdom is following the advancement measures that will impact the overall industry. As per Carter (2021) the upcoming robotic technologies is about to eliminate more than three hundred thousand jobs in the hospitality industry in the next 10 years. Cutting the whole sector in this regard is causing a 10% job loss of people in hospitality and this will lead to the breakdown of the great era of hospitality. Although the increasing trend of robotic engagement in hospitality might perform complex tasks that are not feasible for humans to perform (Glowa, 2021). This mainly includes the entertainment sector that can attract customers and provide them great satisfaction in terms of their experience. On the other hand, this trend is going to increase their internal capacity to serve people with the high value generated services. This is because a normal machine can do almost 37% of the work in the hospitality industry. All the hotel management are already involved in generating effective and smart value in terms of advancement in this industry. Innovative and technical skills in the hospitality industry of the United Kingdom are more valuable. As per a survey in the international market, it has been observed that 63% of the hotels in the hospitality industry are lacking technical and innovative skills that are necessary for growth prospects. It is claimed that the related skill gaps are the lack of hotel management. They are unable to serve their customers in a way that is appealing to them (Dube, Nhamo and Chikodzi, 2021). Therefore, the availability of innovative and technical skills became an utmost important need of this sector for serving customers with a great experience.

Apart from this, serving people with great quality is one of the most challenging aspects of the hospitality industry. This is because it includes diverse people that needed to get served in different manners. Managing this aspect will increase the perception of people who are coming to the United Kingdom (Sonawane, 2021). Their management required different skills that could serve these different people. Based on that the working environment of the hospitality industry will be quite challenging for people who are utilizing services and products in this industry.

Section 4 – Reflection

As per the latest trend of the hospitality industry, it has been found that people around the world are much involved in this regard. This is one of the great aspects that increased the importance and chances of a booming career in this industry. Based on the future lenses

observed in this scenario, it is observed that the hospitality industry is having great scope for future expansion.

Employment in Accommodation and Food service sector				
March 2020 and September 2020				
	March 2020		September 2020	
	Jobs (thousands)	Industry percentage (%)	Jobs (thousands)	Industry percentage (%)
East	213.9	6.6%	189.0	6.0%
East Midlands	150.0	6.2%	152.8	6.4%
London	459.1	7.5%	415.5	7.1%
North East	95.0	7.9%	93.4	7.9%
North West	254.6	6.7%	252.0	6.8%
Northern Ireland	53.9	5.9%	53.5	6.0%
Scotland	218.9	7.8%	200.6	7.4%
South East	338.0	6.9%	320.4	6.7%
South West	261.1	8.7%	245.5	8.4%
Wales	123.2	8.4%	124.1	8.5%
West Midlands	195.0	6.6%	179.7	6.4%
Yorks & the Humber	168.7	6.1%	157.0	5.7%
United Kingdom	2,531.5	7.1%	2,383.6	6.9%

The employment trend of this industry is showing that there is a great scope of hospitality in the United Kingdom. Based on that, there is a great scope of employees in this field as well. The hospitality industry of the United Kingdom is having a current trend of serving people in innovative ways. This is making it more attractive. Companies who are working in this regard are leading in the market. As I am pursuing my career in this field, it is expected that there will be a great scope of my field in the market. The hospitality industry is booming based on the involvement of the latest technology. Such technology operations are also becoming an essential part. I am having some special and technical skills that could allow me to achieve my targets in this regard. Therefore, bringing advancement in such regard will be beneficial for me to achieve the best result. The most challenging aspect in this regard will be increased unemployment that is a great barrier in this regard. Robotic intelligence is the major cause. But, creative minds are still needed to perform well in the market with the latest technology., Considering such aspects, I can serve people in this industry with my skills. Apart from this, there are some of the major

skills that I needed to develop, for instance, effective communication, leadership etc. All these skills are serving as icing on the cake. Based on this, I am planning to develop these skills as part of my personality to manage my operations and make me valuable in this field.

Section 5 – Conclusion

The hospitality industry of the United Kingdom is having great scope in the national and internal market. People around the world are much involved in visiting these places that are the basic and most critical aspect of this industry. This industry is contributing a great share in the United

Kingdom's economy. Based on that it also involves several employment opportunities.

There are a lot of people who are affiliated with this industry. The current pandemic raised some major issues for the industry. But now everything is coming to its normal pace and companies under such a scenario are booming. The involvement of the latest technology in this regard is having a great impact on the overall success of the business.

Artificial intelligence is also having a great contribution to the industry. The innovation in this regard is considered a milestone and companies who are bringing such innovation have great market share. Based on the fact that the industry of hospitality is having great worth, still, some little gaps are there that need to be filled by technical skills. Companies in this sector should pay a little attention and must achieve their final goals of leading in the market

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