Outline for Factors Affecting Hospitality Industry

Topic; Social, Multi-Cultural, and Environmental Issues Affecting Hospitality Industry

Question One

COVID-19 has affected the performance of most industries because of the lockdowns and restrictions kept in place by most governments to curtail the spread of the virus. The hospitality and tourism industry has been severely affected as a result of the virus. The hospitality industry has experienced substantial financial losses and a decline in the growth of its industry.

Question Two

The hospitality industry faces the challenges of employing competent and skilled employees and those who have no skills. Thus, the industry has a lower turnover and attracts employment opportunities to employees. The employment of immigrants solves the employment issue faced in the hospitality industry.

Question Three

a). One's cultural beliefs shape unconscious bias about certain aspects concerning people and life in general. People develop stereotypes about specific issues and behaviours through cultural ideas and systems that unintentionally bias those (Maslakci & Sesen, 2019). Unconscious biases often lead to misunderstanding because people become misjudged.

b). The training structure will create modules to help the employees understand and learn effectively. Understanding the customers' cultures served by the hotel will be a topic I would like to address during the training process. The employees need to understand the customers' cultures to meet their needs and respect their views and opinions.

Question Four

a). Technology has shaped how the hotel industries render its services to its customers. Hotels are adopting new changes in technology to meet their customers' expectations and needs. Social media is used widely by hotels to market their business and increase the number of customers.

b). Technology plays a crucial role in helping businesses to enhance customization and personalization. Through technology, businesses are trying to make their services have a personal effect on the customers to increase their marketing strategies.

c). Hotels are embracing new technological advancements to increase their customer's expectations. Facial recognition is being used by hotels such as Marriot to grant customers access to their rooms. The use of facial recognition reduces the check-in time for customers making the hotel services more effective.