

Memorandum

Student's Name:

University's Affiliation:

Memorandum

To:

From:

Date:

Subject: Trends in Hospitality Industry

Hospitality is a crucial aspect of the hotel industry. However, hospitality operates in diversities in the hotel industry because it tackles matters related to hotels, accommodation, restaurants, bars, tour operators, and travel agents. The diversification of the hospitality industry makes it competitive. Therefore, businesses ensure they keep track of the current trends so that they can remain in the competitive circle. Also, the hotel owners have to maintain a high level of services in all the areas of hospitality to ensure the pleasant customer experience. This way, customers will prefer getting services from that particular hotel company. This paper discusses three current trends in the hospitality industry.

First, the hospitality industry witnesses the perfect work of robots, which perform complex tasks. The machines can operate either autonomously or semi-autonomously. The devices can function with high accuracy because they possess artificial intelligence (Qiu et al., 2019). Thus, they operate correctly in terms of speed, efficiency, and cost. Some hotels install robots that can process human speech and respond to questions. Besides, there are travel agencies which use a robot to access the quality of their customers before they even speak to agents. Lastly, the robots have entirely replaced the human workforce and are said to be a robot-staffed.

Secondly, there is an emergence of “bleisure” travels, a new trend which is popular with the millennial generation. “Bleisure” is a term used to refer to the combination of business and

Commented [JH1]: State these three trends explicitly. Your introductory paragraph must do the following: Ideally:

Your first paragraph should basically be a preview of the main topic or topics you will cover in the body of the paper. In reading an introduction, the reader should have a clear idea of what will follow. In addition, your introduction is where you should place the thesis or your ‘statement of purpose’ or ‘the thesis’ for this writing.

Often, the most appropriate place for your statement of purpose is toward the end of the introductory paragraph. If your thesis includes three points, you need to discuss those three points in the body in the same order you have indicated in the introduction.

For more:

<http://www.umuc.edu/current-students/learning-resources/writing-center/writing-resources/parts-of-an-essay/introductions.cfm>

Commented [JH2]: Here, in your first paragraph in the body, you have correctly addressed the first of the three parts of your statement of intent or your ‘thesis statement’ presented in your introductory paragraph. Following, your 2nd and 3rd paragraphs also are correctly presented.

More tips for future use?

After composing your introductory paragraph above, you must now fully support your thesis and the purpose of your paper here in the BODY of your paper:

No portion of your thesis statement or statement of purpose should go unsupported; by the end of the document or presentation, you should have explained or argued each element of the thesis/statement of purpose. If you presented three parts in your theses in the introduction, then you need to make sure you cover those reasons (and only those reasons) in your essay/body. If you discover as you’re writing that you have a fourth reason, make sure to go back and include it in your thesis statement. LINK:

<http://facweb.furman.edu/~moakes/Powerwrite/body.htm>

You must compose paragraph(s) for *each item in your thesis statement*; here are some tips to guide you: ... [1]

Commented [JH3]: In the body of your APA-formatted papers: ‘et al’ can only be used when there are six (6) or more authors for the *in-text citation*. Write out the names of all authors here and in all places in your paper where this rule is not met.

LINK:

<https://owl.english.purdue.edu/owl/resource/560/03/>

There are several below to be corrected.

leisure activities (“Hospitality Trends: The Latest Trends in The Hospitality Industry, 2019”). Some business persons will attend conferences and decide to stay longer in the given hotel for leisure. Therefore, “bleisure” denotes to the doing of business and embracing of entertainment afterward. The trend demands that people in the hospitality industry respond faster and appropriately to business travelers because they may request sufficient information and communication and spontaneous services. Currently, the hospitality industry is coming up with quick booking services and mobile phone apps, which help to give services to the “bleisure” travelers.

Lastly, virtual reality technology is a new trend in which the hospitality industry uses to advertise their services. The technology proves useful in the altering of people’s surroundings and is the current approach used in the hotel industry (Israel et al., 2019). There are several ways in which businesses can use virtual reality technology in their hospitality department. First, the VR technology can apply to the booking exercise, therefore, providing the customers with prior experience with the hotel rooms displayed in the digital version (Israel et al., 2019). Thus, the hotel industry uses technology to sell its services through virtual tours.

In conclusion, the hotel industry should ensure that they adopt all the emerging trades in the field of hospitality. These ways, businesses will be able to secure right competitor positions in the hotel industry. Robots will help humans to perfect their services, whereas the “bleisure travel” and virtual technology services will facilitate the pleasant customer experience. Although the hospitality industry is diverse, the discussed trends touch on the significant aspects of the hospitality industry. Therefore, hotel management should ensure they operate within the demands of the current global market to give the best to their customers.

Commented [JH4]: When there is no author for a web page (example of the in-text and references page format) :

Example for the in-text citation:
 (“Chile Miners,” 2010).

Note: Use the full title of the web page for the in-text citation (if it is short).

You may want to use a shortened title here in the body since the full title is very long and you correctly have the full title on the references page.... (your choice, but the shortened one is advised).

Commented [JH5]:

Just FYI:

However:

On the references page of your APA-formatted papers: for **More Than Seven Authors** (the phrase “et al” cannot be used on the references page and this is how to cite works with more than 7 authors): The 6th edition of the *Publication Manual* recognizes this with the new rule regarding citing sources with more than seven authors in the reference list (section 6.27). The first six authors are listed; all subsequent authors except the last are omitted and replaced with an ellipsis; and then the name of the last author is listed.

Here’s an example of the new reference list style, for [a study with 87 authors](#)

References

Hospitality Trends: The Latest Trends in The Hospitality Industry (2019) retrieved on 4 Sept, 2019 from: <https://www.revfine.com/hospitality-trends/>

Israel, K., Tscheulin, D. K., & Zerres, C. (2019). Virtual reality in the hotel industry: assessing the acceptance of immersive hotel presentation. *European Journal of Tourism Research*, 21, 5-22. Retrieved from: https://books.google.co.ke/books?hl=en&lr=&id=RqWLDwAAQBAJ&oi=fnd&pg=PA5&dq=virtual+reality+technology+in+the+hospitality+industry&ots=cE264uNmsW&sig=pituD2y2IV9rkJp6JnrptSrKSfk&redir_esc=y#v=onepage&q=virtual%20reality%20technology%20in%20the%20hospitality%20industry&f=false

Qiu, H., Li, M., Shu, B., & Bai, B. (2019). Enhancing hospitality experience with service robots: the mediating role of rapport building. *Journal of Hospitality Marketing & Management*, 1-22. Retrieved from: <https://www.tandfonline.com/doi/abs/10.1080/19368623.2019.1645073>

Rules of capitalization and italicization on For Periodicals (Magazines, newspaper)

Author, A. A., Author, B. B. & Author, C. C. (YYYY). Title of pp-pp. (DOI: XXXXXX, if present).

Buell, C. (2001, August). Enhancing content literacy in physical education. *Physical Education, Recreation & Dance*, 72(6), 32-37.

Obasi, E. M., & Leong, F. T. L. (2009). Psychological distress and health-seeking attitudes among people of African descent: A preliminary investigation. *Journal of Counseling & Development*, 87, 238. Doi: 10.1037/a001465.

Check the formatting of each source you have cited here and apply Capitalization and/or Italicization as necessary.

For the titles of books & chapters in books and journals on the refer the first word, the first word of a subtitle and the first word following a colon (etc.). Proper nouns are always capitalized. Do not capitalize the first letter of a compound word, e.g.: Off-campus, State-of-the-art, etc.

Apply the above capitalization and italicization rules your References page.

Commented [JH6]:

Review the two periodicals highlighted in green and apply the same rules.

Commented [JH7]: See if you can fix these two grey areas. Close up the extra spaces.

Here, in your first paragraph in the body, you have correctly addressed the first of the three parts of your statement of intent or your 'thesis statement' presented in your introductory paragraph. Following, your 2nd and 3rd paragraphs also are correctly presented.

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<http://facweb.furman.edu/~moakes/Powerwrite/body.htm>

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