

**Topic Proposal**

**Student Name**

**Student ID**

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## **Topic 1: Evaluating the challenges and opportunities of adapting Sustainability practices in the Hospitality Industry**

Sustainability is one of the fastest-spreading notions across the world. It has attained global attention because of the consequences of climate change in the form of fires, floods, lower agricultural production, and many others (Mzembe *et al.*, 2020). Governments worldwide are paying serious attention to this area, evident through the United Nations Sustainable Development goals set for 2030 (de Visser-Amundson, 2022). To comply with the UN guidelines, all industries and related companies are diverting their attention towards sustainability practices which enable them to conserve natural resources and minimize their carbon footprints on the environment (Jones & Comfort, 2020).

The importance of sustainability has recently increased massively in the hospitality industry. For instance, Malheiro *et al.* (2020) findings inform that 81% of global travellers are interested in staying at hotels and taking regular actions to minimize their wastage and consumption of natural resources. Jones & Comfort (2020) denote similar results in a survey on Booking.com in 2020, revealing that 53% of tourists shall pay attention to sustainability in their future travels. Despite the increasing significance of sustainability in the hospitality industry, de Visser-Amundson (2022) argue that its interest and positive attitude towards sustainability are lesser among hotel companies. This study is interested in evaluating hotel companies' potential challenges in adapting and implementing sustainable practices within their business processes and procedures.

The related study objectives include

- To determine the potential challenges for hospitality companies to adopt sustainable practices within their processes.

- To evaluate the key opportunities created for hospitality companies with the implementation of sustainable practices in their process.
- To propose effective strategies or mechanisms by which the hospitality companies could improve their contribution to sustainability.

## References

de Visser-Amundson, A. (2022). A multi-stakeholder partnership to fight food waste in the hospitality industry: A contribution to the United Nations Sustainable Development Goals 12 and 17. *Journal of Sustainable Tourism*, 30(10), 2448-2475.

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## **Topic 2: Exploring the key prospects of Big Data for strategic decision-making in the hospitality Companies**

The competition level within the hospitality industry has increased to the maximum extent in recent times. The reason for this is the high saturation existing in the targeted market. For instance, more than 130,122 hotels are only operating in the United States of America (Lee *et al.*, 2020). Most of these players are financially strong and bring regular new actions to remain competitive. Hotel companies cannot survive effectively without creating and sustaining a competitive edge (Stylos, Zwiigelaar, & Buhalis, 2021).

For this reason, Yallop & Seraphin (2020) recommend using an effective or rational decision-making process for hospitality companies to proceed in the right direction. However, the availability and utilization of accurate data are highly important for companies. For this reason, the key purpose of this study is to evaluate the key prospects of Big Data for strategic decision-making in hospitality Companies (Stylos, Zwiigelaar, & Buhalis, 2021). It shall support the hospitality companies in deciding on adapting or rejecting the adaption of Big Data technology within their business processes. The related study objectives include

- To explore the potential challenges existing for the hospitality companies' decision-making with the adaption of Big Data technology.
- To determine the key benefits created by Big Data technology for improving the decision-making in hospitality companies.
- To identify how hospitality companies could adapt Big Data technology to improve their competitiveness via effective strategic decision-making.

## **References**

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Yallop, A., & Seraphin, H. (2020). Big data and analytics in tourism and hospitality: opportunities and risks. *Journal of Tourism Futures*.

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