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# INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

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## BAME WOMEN IN TRAVEL

As we look to celebrate **Race Equality Week** (1st-7th February 2021), a UK-wide initiative to bring employers and employees together and contemplate on issues of equality and diversity, **SHTM** is proud to team up with **BAME Women in Travel CIC** in their efforts to bring diversity and inclusion centre stage within the hospitality, tourism and travel sector.

Have a great weekend!

## SHTM BECOMES CORPORATE MEMBER OF BAME WOMEN IN TRAVEL CIC AHEAD OF RACE EQUALITY WEEK

**DR SUMEETRA RAMAKRISHNAN**

The initiative brings together forward-thinking organisations to address shared challenges around racial equity in the travel industry, ranging from allyship in the workplace to diversifying travel marketing.

**SHTM** aims to work closely with **Women in Travel** in their efforts to set tangible targets to increase BAME representation within hospitality, tourism and travel in establishing best practice guidelines. The association aims to take advantage of the cutting-edge **research expertise of SHTM** in hospitality, travel and tourism, whilst benefitting from the resources, networks and opportunities of CIC Women in Travel for students and staff.

The **Corporate Membership scheme** forms part of BAME Women in Travel's Vision 2023 plan, seeking to ensure that BAME employees and entrepreneurs within the industry have fair and equal opportunities to be hired, retained, and promoted.

The three-year plan is spearheaded by Women in Travel's Executive Director, BAME, **Jamie-Lee Abtar**, with **Dr Sumeetra Ramakrishnan** acting as the **SHTM** link.



"DIVERSITY IS ABOUT ALL OF US, AND ABOUT US HAVING TO FIGURE OUT HOW TO WALK THROUGH THIS WORLD TOGETHER"

**JACQUELINE WOODSON**

Professor **Iis Tussyadiah**, Acting Head of the **School of Hospitality & Tourism Management** shared: "The School of Hospitality & Tourism Management is dedicated to addressing racial inequality as a societal, moral, and business issue, and we're proud to announce our Membership with **Women in Travel**." Whilst Professor **Nigel Morgan** explained: "With this Membership, we hope to encourage our students – the future generations of industry leaders and professionals - to address and tackle racial disparities in the travel sector head on."