

# THE CHRONICLE

## #SHTMatSurrey

*The Monthly Newsletter of  
School of Hospitality and Tourism Management*



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## THIS MONTH IN SHTM

Our first year **International Hospitality Management** students are back on campus this week for in-person seminars/tutorials and practicals at **Lakeside**. We look forward to welcoming the rest of SHTM students when Government regulations allow.

SHTM is ranked #11 in the world and #1 in the UK on the **QS World University Rankings** for Hospitality and Leisure Management in 2021, demonstrating that SHTM is amongst the best in the world for our subject. The QS World University Rankings are based upon academic reputation, employer reputation, and research impact.

**Prof Caroline Scarles** (SHTM), **Prof Gang Li** (SHTM), and Dr Husna Zainal-Abidin (Wakayama University, Japan), in partnership with **Smartify**, have been awarded an ESRC IAA fund to engage with organisations in the arts and heritage sector to increase knowledge transfer of the benefits of adopting technology-based solutions for visitor engagement in arts and heritage.





# A NOD FROM THE HEAD

Prof Iis Tussyadiah

In celebration of **International Women's Day**, I would like to highlight our initiatives to bring equality, diversity, and inclusion (EDI) to centre stage in SHTM.

- In collaboration with **Women in Travel CIC BAME Programme**, and led by **Dr Sumeetra Ramakrishnan**, we organised *The Allyship Curate* roundtable discussion to learn more about how academic institutions can actively support and advocate for EDI in the industry.
- Led by **The Food & Wine Society**, SHTM students welcomed **Kara Monteiro**, General Manager of Hilton Gatwick, who discussed her career journey in celebration of Women Empowerment Week.
- We are publishing inspirational messages from women across the industry throughout the week on our social channels (**Twitter**, **Facebook**, **Instagram**) and highlight a few of these inspirational women in this issue of **the Chronicle**. I thank **Sylvia Ganbert** and **Dr Yoo Ri Kim** for their diligent work in collating and sharing these powerful messages.

I salute all women in SHTM for being a source of inspiration to many. Happy **#IWD2021!**

## Mentoring Circles

SHTM has introduced the *Mentoring Circles* scheme to support, influence, and foster the career aspirations of all members of the SHTM team, allow the sharing of excellence and best-practices more widely, and enhance a more supportive and collaborative atmosphere in the School.

Various forms of mentoring circles are encouraged, including circles with senior mentors and a group of mentees, and circles where peers empower each other to solve problems and serve as resources and sounding boards for one another (also known as *peer mentoring circles*).

The scheme is developed to achieve the SHTM agenda around equality, diversity & inclusion, leadership development, career progression, and onboarding new colleagues. We hope that through mentoring circles we will inspire each other, connect and learn from one another, and progress together.





## Our Research Impact

### IMPROVING LABOUR MANAGEMENT PRACTICES IN TOURISM & HOSPITALITY

Prof Allan Williams

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Improving productivity unlocks enhanced competitiveness, profits, wages, and consumer benefits, but this has been a persistent challenge in low productivity sectors such as hospitality. Research on labour flexibility, led by **Professor Allan Williams**, has increased understanding of the determinants of labour productivity in the hospitality sector, leading to productivity-raising human resource management changes in three important arenas: a) the employment practices of 3 hotel groups accounting for 9,000 rooms; b) the consultancy services provided by Eproductive Ltd to 39 client hotel groups; and c) the success of VisitBritain in negotiating and implementing the 2019 Tourism Sector Deal, as part of the Government Industrial Strategy.

Watch the video: [youtu.be/76r25B15poY](https://youtu.be/76r25B15poY)

### SUPPORTING THE EMOTIONAL WELLBEING OF HYPERMOBILE TRAVELLERS

Prof Scott Cohen

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**Professor Scott Cohen**'s research on the physiological, psychological, emotional and social consequences of frequent or excessive travel has led to an improvement in the emotional wellbeing of hypermobile travellers. Media coverage of Cohen's research moved the risks of hypermobility up the agenda of employers, who came to view this as a business risk concern. International SOS, the world's largest medical and travel security services firm, used Cohen's research as a basis from which to construct and launch the world's first emotional support service for the mobile workforce. Used by 1,000 organisations, the service provides rapid-response psychological counselling, and has safeguarded the emotional wellbeing of mobile workers across 96 countries, with take-up of the service doubling year-on-year since its inception.

Watch the video: [youtu.be/qlrn6xMITGI](https://youtu.be/qlrn6xMITGI)

# INSPIRATIONAL WOMEN

**#SHTMatSurrey Celebrates International Women's Day 2021**

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## **DR SUMEETRA RAMAKRISHNAN**

*Senior Teaching Fellow, SHTM*

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For this year's International Women's Day, as we **#choosetochallenge**, I believe that we are at a critical point to make the industry truly diverse and inclusive.

It has been amazing to see the industry come together through the pandemic with many inspirational hospitality women leaders influencing policy changes that support the sector's weak and vulnerable.

**As an SHTM academic, it makes me absolutely proud to be part of a team which is at the forefront of real change, getting involved with great initiatives on EDI through research, challenging traditional norms and playing my role in creating truly inclusive hospitality leaders of tomorrow.**

“

**I am blessed to work in an industry I love, I have the honour of creating and delivering exceptional experiences for our guests which leave lifelong memories.**

In Hospitality we can welcome anyone who has a passion for delivering the highest standards of service and develop a long-term career, one of the most enjoyable parts of my role is being able to support and develop our team members into leaders of the future.

My advice to all the amazing women out there in our industry is to always be yourself, be authentic and use all the unique and wonderful attributes we have as women, it's what makes us so fantastic.

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## **KARA MONTEIRO**

*General Manager, Hilton*





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## KWAN YU FEI CHERYL

Capella Culturist (SHTM Graduate)

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I have always been a people person and enjoyed interacting with people from all walks of life. My interest in events management has also grown deeper in my final year of University.

As a Capella Culturist, I have practically achieved the *best of both worlds*! Culturists play a major role in a guest's journey with the hotel, from pre-arrival till post-stay. Customer-Relationship Management is exceptionally important in our role. We are responsible to facilitate and run the Resort Programmes that have been curated specifically for our guests. We would also organise occasional pop-up workshops provided by external vendors. Being able to get first-hand feedback through guest engagement, Culturists are also encouraged to propose activities.

**Ultimately, three to five years down the road, I aspire to become an operations manager specialising in events management.**

“

I have been in the industry now for 27 wonderful years, where I have had the honour and joy to work for some amazing hotels all over the world. I have worked in various departments such as Front office, Group Sales & operations, Conference & Events, Reservations and Revenue Management. All this time, my passion and love for the industry has never dimmed, especially now when I am helping the younger generation of hoteliers enter this wonderful world

**My advice to younger women coming in to the industry is very simple. Do what gives you butterflies! It simply means, do not let fear stop you or make you hesitate. Push through any doubts and you will fly.**

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## SYLVIA GANBERT

Senior Teaching Fellow, SHTM



# INSPIRATIONAL WOMEN

**#SHTMatSurrey Celebrates International Women's Day 2021**



## WHITNEY ESTANITA (VERNES) SMITH

*PhD Researcher & Associate Tutor, SHTM*

I am currently working towards my PhD at the University of Surrey focusing on the construction and representation of gender in aviation. I am immensely grateful for the opportunities and support SHTM provides me in fulfilling this goal.

I hope to contribute to achieving gender parity by challenging stereotypical views of gender and promoting an alternative, diverse and inclusive narrative that values and inspires women and other marginalised groups. While meaningful progress has been made, we all play a role in building a more equitable future.

**I give thanks to the many familial, personal and professional female role models that have been instrumental in my academic journey so far. I aim to 'pay it forward' by inspiring others to realise and achieve their full potential.**

It's not an exaggeration to say I've been in the hospitality industry my whole life – my Nana ran hotels and pubs and, as a child, I loved helping. Last year, I was awarded an internal promotion to UK Sales Director with Aramark, which involves leading a team and growing our business across all sectors, from the NHS to leisure, education, business and industry.

My advice for young women coming into the industry: Speak up, your voice counts! Young women often come into the workplace thinking their boss always knows better, but it's not true. Don't be scared to speak up in meetings and share your views. They are invaluable to organisations looking to change and adapt, to ensure their products and services meet the needs of new generations.

The opportunities for women in our industry are superb. If you have a desire to learn and grow across different disciplines, this is a great industry to be in and one where you can become successful very quickly, with the right attitude.

**Be confident in your abilities and be hungry for success - you will find it!**

## AMANDA CIRAULO

*UK Sales Director, Aramark Limited*





# INSPIRATIONAL WOMEN

**#SHTMatSurrey Celebrates International Women's Day 2021**

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## **MAXINE HEASMAN**

*School Administrator & Assistant to Head of School, SHTM*

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I joined SHTM in October 2014, having previously spent over 12 years working for Surrey Police in various support roles. It is said that a good way to be successful in a job interview is to mimic the body language of those on the interview panel, and when I walked away from the University of Surrey campus on that fateful day my face was aching from smiling so much. What a great first experience with SHTM!

During my time with Surrey Police my focus was very much on the local area, whereas my role within SHTM has given me a truly global perspective. I am blessed to work alongside colleagues, students and stakeholders from all over the world.

“

Throughout my time with SHTM I have never ceased to be amazed by the commitment, hard work and dedication shown by the team who care passionately about giving our students the best possible experience. Always at the cutting edge of the hospitality, tourism and events industries, and consistently finding innovative ways to pass on that knowledge and give students the brightest of futures.

As the School Administrator my role is to be the glue that holds it all together, the oil that keeps the engine turning, and to be the ‘central hub’ and friendly face of SHTM. It’s a very busy and demanding role which often puts my decades of administrative experience to the test, but I love it and wouldn’t want to change a thing.

My ethos in life is to smile often and find the humour in any situation, to find the positive in any negative, and to be helpful and supportive to others. I live a vegan lifestyle and am passionate about showing kindness and respect to all living creatures.

**At SHTM I am surrounded by a myriad of great minds and so many kind and lovely people. I am proud to be a member of an exceptional team in an exceptional school, and I look forward to all the opportunities the future will bring as we emerge from the current pandemic constraints.**

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## **SOFY KAMENOVA**

*Chairwoman of the Food & Wine Society & Student, SHTM*

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It is inspiring to know that every time I walk into a lecture, I am surrounded by the future leaders of the industry. The last year has been extremely difficult for all of us, both professionally and academically.

**If you managed to stay true to yourself and pushed through all challenges, then you are already succeeding!**

“

SHTM was my dream place when I first studied MICE in 2005. In 2017 my dream came true—I cannot feel luckier joining SHTM.

**Today, SHTM is still my dream place, and my aspiration here is to become part of the making of SHTM the dream place to many, many more.**

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## **DR YANNING LI**

*Lecturer, SHTM*





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## LAUREN HAFFENDEN

*Assistant Manager & Development Lead,  
Lakeside Restaurant & Coffee Shop*

Working in Hospitality Education, I am able to combine my two greatest passions – People and Sustainability. My belief is that any hospitality operation is only as good as the people it employs, the role of Learning & Development has therefore never been more important as we pick ourselves up post-COVID.

**For me, the most rewarding part of my role is sharing my passion and knowledge with our bright students, so that they can be the next generation of sustainably conscious hospitality professionals. People whom our industry so needs.**

“

I wish to further develop my skills and knowledge as a consultant to help shape the future of the Hospitality and Tourism industry.

As a sustainability strategy consultant, I have the opportunity to get in touch with all the stakeholders of the value chain and help them to establish sustainable strategy for both the private and public sector.

**I want to further develop in this field by inspiring leaders of the industry to become more sustainable.**

## CLOTILDE LAUG

*Junior Sustainability Strategy Consultant &  
Student, SHTM*





## SHTM Events

Don't forget to sign up for the **SHTM Alumni Webinar** on Friday, 12 March, at noon. Here's **the link** to register.

Join the **SHTM Easter Egg Design Competition** during our *virtual coffee club* on 17th and 24th March, led by **Dr Yoo Ri Kim**. Family and friends are welcome.

## Awards

SHTM PhD student, **Lori Hoy**, successfully pitched her animal welfare focused business idea in front of judges and received The University's Student Enterprise Propeller Fund to allow Lori to do research and further develop her business idea. The award is funded by Santander Universities UK (**click for info**).



LET'S SOCIALISE



**SURREY.AC.UK/SHTM**  
**@SHTMatSurrey | #SHTMatSurrey**

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