

THE CHRONICLE

#SHTMatSurrey

The Monthly Newsletter of
School of Hospitality and Tourism Management



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THIS MONTH IN SHTM

We very much welcome the Government announcement yesterday confirming that all students will be able to return to campus from 17th May. We look forward to seeing our remaining students in person again, joining 1st year IHM students who have been back on campus since April.

This week, 1st year IHM students continue serving takeaway lunches as part of the Restaurant Management module, led by **Karen Kelly**, and staff at **Lakeside Restaurant and Coffee Shop**. The project theme is "Around the World in 8 Lunch Breaks." Lunches can be ordered using the **Round** app (today's menu is "Culture Shock").

We are recruiting new members of staff to further develop our strengths and to achieve our ambitions in education and research. We welcome excellent and motivated scholars to apply for **Reader in Events** or **Professor in Events**, and **Senior Lecturer or Reader in Hospitality Innovation**. Deadline for applications is 23rd May. Please contact Acting Head of School and relevant Heads of Department for an informal discussion regarding the vacancies.



A NOD FROM THE HEAD

Prof Iis Tussyadiah

At SHTM we value collaboration and partnerships that make a difference to our academic and student bodies, the industry, and society. With their extensive industry experience and professional network, our Industry Partnership Leads coordinate SHTM's industry engagement and strategic alliances.

SHTM Director of Employability, **Dr Leon van Achterbergh**, leads the coordination of Professional Training placements and the development of the employability skills of SHTM students.

SHTM Director of Business Relations, **Sylvia Ganbert**, coordinates SHTM business engagement initiatives, such as the Executive-in-Residence programme, and leads the development of executive education programmes. Sylvia's industry experience has encompassed various roles across the world: USA, UK, Australia and UAE.

SHTM Director of Industry Research Partnership, **Marco Ciraulo**, leads the coordination of SHTM overall industry research and knowledge exchange activities. Prior to joining Surrey, Marco has held senior management and leadership positions with Four Seasons Hotel, Claridge's, SAGA Cruises, and others.

PARTNERSHIP LEADS



Dr Leon van Achterbergh
 Director of Employability



Sylvia Ganbert
 Director of Business Relations



Marco Ciraulo
 Director of Industry Research
 Partnership



Gender, Entrepreneurship and Social Policy Institute (GESPI)

Dr Albert Kimbu

SHTM has recently launched a new research group, the Gender, Entrepreneurship and Social Policy Institute (**GESPI**), nested between the Centre for Sustainability and Wellbeing in the Visitor Economy (**SWELL**) and the Centre for Competiveness of the Visitor Economy (**COVE**). GESPI aims to influence policy and social change for inclusive development through entrepreneurship in the tourism, hospitality and service-related sectors by creating networks and pathways for knowledge creation and exchange between stakeholders. In so doing, it will consolidate existing, and drive new, interdisciplinary research on the critical linkages between three central pillars: (1) gender, (2) entrepreneurship, and (3) social policy, comparing different specialist industries and localities in

developing countries and beyond while enabling the fluid exchange of knowledge and capabilities between networks in an inclusive development-oriented environment.

GESPI is a joint initiative between researchers at the University of Surrey **SHTM** and the Open University Business School and the work of its research cuts across hospitality, tourism and service-related sectors on themes such as women's entrepreneurship, gender and environmental entrepreneurship, entrepreneurship education, public policies and cross-sector collaborations.

Contact **Dr Albert Kimbu** for more details regarding the research focus and how to take part in GESPI

“Be the change you wish to see in the world.”

MAHATMA GANDHI



COVE Organised Two Forecasting Webinars

Prof Gang Li

The Centre for Competitiveness of the Visitor Economy (COVE) co-organised two webinars recently, both focusing on visitor forecasting.

The first webinar was co-organised with **the International Association for Tourism Economics** on 30th April. The aim was to disseminate the results of a recent global tourism forecasting competition, co-led by **Prof Gang Li**, Director of COVE. Three international teams participated in the competition to forecast visit arrivals in 20 selected destinations before and during the Covid pandemic. The Asia & Pacific team won the first-stage (before Covid) competition, followed by the Europe team, led by **Dr Anyu Liu**, a member of COVE. The second-stage competition outcome will be announced early next year.

The second webinar took place on 5th May, focusing on tourism and hospitality forecasting in turbulent times. Three academic speakers, including COVE's **Dr Anyu Liu**, and two industry speakers shared their insights and experiences of tourism and hospitality forecasting amid the present pandemic and previous political turbulent times. The webinar was co-organised with COVE's partner, the Tourism and Hospitality Section of the **International Institute of Forecasting (IIF-THS)**. COVE and IIF-THS are planning to organise more joint events and collaborative activities in the future.

Both webinars were well attended, with over 130 attending the first webinar and over 260 registered for the second.



SHTM Events

The Fundamentals of Impact: Inside and Outside the REF

Wed, 12 May, 2:30pm.

Led by **Dr Michael Humbracht**,
SHTM Impact Champion

Career Management Workshop for SHTM PGRs

Wed, 19 May, 9:30am.

Led by Rana Marrington,
Doctoral College

Awards

Elisa Mameli has been awarded ESRC SeNSS DTP Scholarship to start her PhD with SHTM in October 2021 (for 3+ years).

Elisa will be supervised by **Prof Caroline Scarles** and **Dr Brigitte Stangl**, and working in partnership with **SimpleView** as the collaborative partner for her PhD studies.



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& TOURISM MANAGEMENT

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Contact: i.tussyadiah@surrey.ac.uk or m.heasman@surrey.ac.uk