

INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

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ASPIRING IN HOSPITALITY

The **Institute of Hospitality** has just selected its first **youth council**, and they did it with diversity in mind: people from a range of hospitality professions and a range of nationalities, all with a passion for our industry and the development of the people within it.

In this digest, **Robert Richardson**, CEO of **Institute of Hospitality**, explains how this group will support younger members, such as **School of Hospitality and Tourism Management** students, as they enter the industry and the institute, and they will work to develop you via mentorship, mental health, and many other subjects.

Have a great weekend!

CREATING A YOUTH COUNCIL OF AMBASSADORS FOR THE IOH

ROBERT RICHARDSON

In April of this year, I had the privilege of assuming the role of Chief Executive of the Institute of Hospitality, the professional body for those studying, or working in, the hospitality industry worldwide. To be selected for this post I had to present to an interview panel what I would do within my first 100 days, and more crucially, why.

One initiative that I felt strongly about was the creation of a Youth Council, a group of up-and-coming talent from the spectrum of industry who could work with my team and I to (a) develop Institute content specifically for entry level talent, and (b) provide a reason for that talent to join our professional body.

Most importantly though, the Youth Council would act as ambassadors for the Institute of Hospitality as it intensifies its efforts to appeal to 'Gen Z' and

younger millennials, the hospitality industry's dominant age demographic.

When we selected our inaugural council, we did it with diversity in mind: people from a range of hospitality professions and a range of nationalities, all with a passion for our industry and the development of the people within it.

Our Youth Council has quickly and effectively found its place, its voice, in the hospitality industry ecosystem and during the month of October will be hosting a virtual panel discussion with Martin Traynor OBE, the Crown Representative for Small Businesses within the UK Government Cabinet Office. The reason for the discussion? The Youth Council wants to know how the government will support their industry, and in that, support themselves, as they progress through their own careers.



Institute of Hospitality

YOUTH COUNCIL

Aspiring in hospitality

The support of Government for this initiative shows the value of it. For me, it was about giving our next generation of hospitality talent a voice, and a voice that can be heard at the highest level. Earlier in October our Youth Council was recognised in the UK & Ireland Chartered Governance Institute Awards (founded in 1891 and has Her Majesty the Queen as Patron) by being shortlisted in the category of "Diversity and Inclusion Initiative of The Year"; given the relative youth of the council, this is an incredibly positive step. As we move forward this group will support our younger members as they enter the industry and the institute, and they will work to develop you via mentorship, mental health, and many other subjects.