

INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

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WOMEN IN TRAVEL

The School of Hospitality and Tourism Management through our Gender, Entrepreneurship and Social Policy Institute along with Multicultural Community - Women in Travel CIC working with some of the travel industries leading brands (Google, DNATA Travel Group, Intrepid to name a few) hosted the Multicultural Travel Summit here at the University of Surrey earlier this week.

In this digest, Sumeetra Ramakrishnan and co-hosts Albert Kimbu, Yoo Ri Kim and Prosanji Saha explain more about the event.

Have a great weekend!



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SCHOOL OF HOSPITALITY
& TOURISM MANAGEMENT

IMULTICULTURAL TRAVEL SUMMIT 27TH-28TH OCTOBER 2021

SUMEETRA RAMAKRISHNAN

The event hosted during **Black History month** aspires to cultivate an understanding around issues of racial diversity and develop tailored initiatives and campaigns to address barriers and challenges for UK BAME travellers besides supporting a community of talented career driven and entrepreneurial BAME Women with a strong focus on training and mentorship.

BAME groups in the UK are a powerful emerging travel market with very similar travel characteristics to the wider population of White travellers. Despite the segment's potential and presence in both domestic and international travel markets, there is a serious dearth of research on how these travellers make decisions, perceive challenges to travel choices and find mitigating strategies to overcome barriers to travel.



FOR MORE INFORMATION ABOUT THE
SUMMIT:
[VISIT THE WEBSITE](#)

The summit themed 'Embracing New Travel' Audiences' aims to provide practical and actionable steps organisations can take to engage with new travel audiences. The results of our combined research project which aims to provide an insight to the UK Black, Asian and other Minority Ethnic (BAME) travellers, their experiences, preferences, behaviour, opportunities, and constraints in making destination choices will be presented and discussed by a panel of experts. **Day 2** which includes participation by **School of Hospitality and Tourism Management** students focuses primarily on content creators, influencers and travel entrepreneurs providing them with an all day workshop to learn to skills and upskill, finishing off with reverse mentoring for brands and content creators.

