

Industry Weekly Digest

School of Hospitality & Tourism Management



Trendy Tweets

For a number of years we have used curated Twitter feeds in our approach to learning on Hospitality Operations based modules in the **School of Hospitality and Tourism Management**.

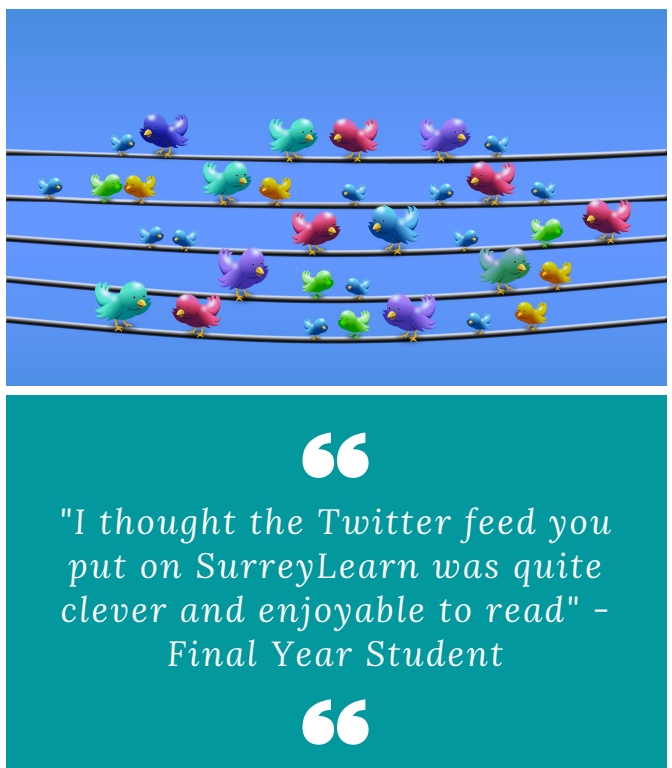
In this digest, **Mark Ashton** expands on the opportunities and benefits that this approach affords our students, and, how through careful daily analysis of the industry news emerging trends can be identified.

Have a great weekend!

Using Embedded Curated Twitter Feeds in Learning

Mark Ashton

For a number of years we have used curated Twitter feeds in our approach to learning on Hospitality Operations based modules in the **School of Hospitality and Tourism Management**. **Professor Andrew Lockwood** conceived the curated Twitter Feeds on #hoteloperations and #restaurantinnovation that provide contemporary information/articles/viewpoints for students on a range of modules including **Operations Analysis**, **Hotel Operations Analysis** and **Innovation and Development in Restaurant Operations**. These are imbedded into our Virtual Learning Environment, SurreyLearn, and are easily accessible and provide a greater diversity in style and opinion than solely academic literature and textbooks. The #restaurantinnovation feed is also intended as a complementary source to the **Food and Beverage Management** textbook.



My own approach to teaching and learning, in part driven from my Industry experience, is to facilitate the importance for students to be able to apply theory and also benefit from a wide range of rich contemporary industry examples that can help bring any topic to life. In order to execute this philosophy, I maintain my Industry reading every day to complement the academic, and regularly update the feeds which now include a third for our new #gastronomy module. The affects of the COVID-19 pandemic were significant on the hospitality sector and this has led to widespread innovation including product and operating format changes. Collating these feeds allows me to proactively identify emerging trends, pick out key examples and invite Industry partners to collaborate. These are then used in lectures and case studies, to identify trends in our weekly **Industry Digest** blog and for students to cite when contemporary practice/examples are required in assignments. Evidence suggests these feeds reach not only the students, but also colleagues in academe and industry. We enjoy rich interactions and engagement from them.

Check out our curated Twitter feeds here:

[Restaurant Innovation](#)

[Gastronomy](#)

[Hotel Operations](#)