

Industry Weekly Digest

School of Hospitality & Tourism Management

Two Year's On . . .

The contemporary challenges faced by the hospitality industry are legion; difficulties in recruiting and retaining staff, poor productivity, high operating costs and a growing desire for greater efficiency plus differentiated customer experience from today's consumers. These, coupled with high inflation and spiraling energy costs make for a pressured operating environment.

In this digest, **Mark Ashton**, Editor of the **Industry Digest** looks back on the first two years of issues of this weekly blog focusing on Industry Trends and initiatives, some of which help businesses at this difficult time.

Have a great Weekend!



Two Years of the School of Hospitality and Tourism Management Industry Digest

Mark Ashton

We published our first **Industry Digest** back in August 2020 with a blog on '**Ghost Production**' which identified a new operational trend in food service: the meteoric rise of ghost kitchens and on-demand restaurant food delivery, a topic which has recently been developed and offers useful analysis for practitioners in a **full journal article**. Since this time, we have published 74 issues of the Digest over two years. Now in its third volume, the **Digest** goes from strength to strength identifying potential new Industry Trends, giving a voice to Industry bodies and their initiatives, tracking the effect of the COVID-19 pandemic on the Industry and introducing some of the teaching innovations used at Surrey to bring all of these alive in the classroom.

The **Industry trends** identified and discussed in the Digest to date are wide ranging. They include the growth of Veganuary and plant based products; various sustainability initiatives; restaurant format innovations, particularly in the quick service sector; robotic food delivery; tackling food waste; the growing trend of outdoor dining; the requirement to add calorie counts to menus; the trend of Biophilic design; and more recently, the opportunities the Metaverse may present for Industry.



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Throughout the Digest, **Industry Bodies have introduced themselves and their initiatives** including the Institute of Hospitality, HOSPA, BAME Women in Travel, the first Food Waste Action Week, Michelin Green Stars and the Hoteliers' Charter (which enjoyed the most engagement of any Digest to date).

The **COVID-19 pandemic, its dire effects on Industry but also the mass innovation that was sparked from it has also been a rich source of topics**. Early Digests covered COVID-driven innovation in restaurants (also developed into **conference papers**), the 'Eat Out to Help Out' scheme and the impact of the pandemic on Revenue Management. Later we considered the challenges of staying sustainable in a low contact world and the impact of COVID on events strategy and innovation.

We have also used the Digest as a platform to share some of our **Teaching and Assessment Innovations across the school** and how we needed to adapt these during COVID. Highlights include our use of 'authentic assessment', pivoting practical assessment during COVID and the use of digital camera glasses on a field trip.

As we look to the future of the digest and have a battery of new topics being penned, we would like to take this opportunity to thank all of your contributors and readers to date. If you or your organisation would like to be featured or propose an idea for a future Digest, please contact **Mark Ashton** at m.ashton@surrey.ac.uk.

The entire back catalogue of Industry Digests is available **here**