

# Industry Weekly Digest

## School of Hospitality & Tourism Management



### *Inspiring the next generation of female entrepreneurs*

In this digest, [Dr Sumeetra Ramkrishnan](#) reports on a recent [EuroCHRIE 2022](#) symposium that was built on work undertaken by the [GESPi research centre](#) at SHTM, University of Surrey. The research focus on gender and entrepreneurial opportunities intends to inspire and prepare the next generation of female entrepreneurs through education as they rise through challenges in hospitality and tourism sectors post pandemic.

Have a great Weekend!



## Women Entrepreneurs in Hospitality and Tourism: EuroCHRIE 2022

Dr Sumeetra Ramakrishnan

Entrepreneurial education in Tourism, Hospitality and Events (T.H.E) is a timely topic as we negotiate the challenges of a post pandemic industry with innovations and advances in technology; concerns around community and sustainability; development of new business models post pandemic as well as conversations around diversity and inclusion in education and industry. The EuroCHRIE 2022 conference with the theme of shaping the future of education and industries in the hospitality & tourism, events management and culinary arts sectors was an apt forum to reiterate the growing importance of entrepreneurship in T.H.E sectors and the underpinning role of entrepreneurial education. Placing gender at the heart of the discussions, the workshop reflected on whether enterprise education should be separate or embedded within curriculum, if a gendered approach to education is needed and how we can change the mindset around entrepreneurship in general, given so many women embark on this journey.



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Symposium delegates reflected on key themes presented by the SHTM team around the global challenges of T.H.E. enterprise and the need for focusing on female entrepreneurs, case studies on women's empowerment through Covid 19 recovery, the role of motherhood in leadership as well as the significance of entrepreneurial education at Surrey through the Surrey Curriculum Framework. Delegates identified areas of support and challenges from their own experiences as academics and education practitioners and came up with action points to support female students and entrepreneurs through teaching and learning. The symposium discussed specific challenges around entrepreneurship education from a gender and inclusion perspective to initiate the set-up of a support network and a resources hub. Through a post EuroCHRIE network, we aim to co-develop solutions to support future female entrepreneurs by creating a knowledge and experience exchange hub, as well as sharing resources and learning opportunities for academics and practitioners involved in entrepreneurial education.

Further reading on this topic is available [here](#) and [here](#)