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# INDUSTRY WEEKLY DIGEST

#HOSPITALITYatSurrey



## INSPIRING STUDENTS' ASPIRATIONS IN HOSPITALITY

### PREPARING STUDENTS FOR THE WORLD OF WORK

In this digest, **Dr Sumeetra Ramakrishnan**, Senior Teaching Fellow and Programme Leader for MSc International Hotel Management, shares her perspective on the importance of inspiring our hospitality students as they prepare to enter the world of work, particularly in these challenging times. Have a great weekend!

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*What's in this issue:*

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HOSPITALITY**

# Inspiring Students' Aspirations in Hospitality

**DR SUMEETRA RAMAKRISHNAN**

According to **a recent research by the Prince's Trust**, which surveyed 2,000 16 to 25 year-olds across the UK, a third of young people have lowered their career expectations or completely abandoned their ambitions as a result of the pandemic as they prepare to enter the world of work. The figures are deeply worrying for many reasons, not least because of the dangers of creating a lost generation, and a society that is much poorer by not benefitting from brilliant minds, their ambitions and drives.

Under these extraordinarily challenging times, particularly for the hospitality industry, our responsibility as a sector is to put the students - the future of hospitality - and their aspirations, at the centre of all discussions, and inspire them as they prepare to enter the world of work.

Partnerships must be formed, and young people should be at the centre of discussions as we shape the future of hospitality experience for all. Access to networks by professional bodies, conversations by educational and professional think tanks should include hospitality students as equal participants.



Globally, the industry has been very proactive in leading from the front to save the sector, protect jobs, support the furloughed with some amazing initiatives on supporting careers, sector specific training programmes, opportunities to support people joining or those returning back to the sector. By having young people at the heart of these many conversations across the sector we could inspire this generation whilst also learning from them on how we could future proof our industry and take this opportunity to address key challenges like organisational sustainability, dignity at work, creating responsible technologies, sustainable innovation and others leading to new opportunities and new ways of working together.

## **Opportunities for Students:**

[HOSPACE Conference](#)  
[IOH Demistifying Mentors](#)

“  
THE YOUNG DO NOT KNOW ENOUGH TO BE PRUDENT, AND THEREFORE THEY ATTEMPT THE IMPOSSIBLE - AND ACHIEVE IT, GENERATION AFTER GENERATION.  
PEARL S. BUCK  
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