

# THE CHRONICLE

## #SHTMatSurrey

The Monthly Newsletter of  
School of Hospitality and Tourism Management



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## THIS MONTH IN SHTM

We trust that everyone had a relaxing Easter break! We are still waiting for the Government to announce if we can resume in-person teaching on 19 April 2021. We are hopeful that we will soon be seeing the rest of our students back on campus again.

We are calling for applications for the **Savoy Educational Trust Scholarship** available to two students undertaking the **MSc in Strategic Hotel Management** commencing in September 2021. Please contact [i.tussyadiah@surrey.ac.uk](mailto:i.tussyadiah@surrey.ac.uk) for details. The deadline for application is 30 April 2021.

Led by **Dr Yoo Ri Kim**, the School's Champion for Widening Participation, SHTM participated in University of Surrey's Year 12 Virtual Subject-Specific Taster Day on Monday, 12 April 2021. The free virtual taster days aimed to develop understanding of studying hospitality, tourism, and event management amongst Year 12 students, and was organised by the University's Widening Participation and Outreach in collaboration with HEON Partnership and UCAS.

## A NOD FROM THE HEAD

Prof Iis Tussyadiah

Following successful rounds of recruitment, we will welcome new colleagues to SHTM in the coming months. I thank all SHTM colleagues for their tremendous support in the recruitment process.

Starting in May 2021, **Emma Delaney** will be joining the Department of Events as Senior Teaching Fellow and will take on an SHTM-wide role as Senior Personal Tutor. Her PhD thesis (University of Chichester) explores PCO/convention bureau's relationships and government policy for business tourism.

**Nicole Cocolas** will be joining the Department of Tourism and Transport as a Lecturer, starting in July 2021. Nicole is completing her PhD at the University of Queensland, Australia focusing on air travel and climate change from a consumer behaviour perspective.

Finally, **Dr Nadine Itani** will be joining the Department of Tourism and Transport as a Lecturer in September 2021. Nadine received her PhD in Air Transport Management from Cranfield University. She is a specialist in Research, Learning & Development for aviation enterprises, and is certified by IATA and ICAO in training development.

## In Memoriam: Prof David Harrison

It is with deep regret that we have to report the passing of Professor David Harrison, who was a Visiting Professor in SHTM.

Professor Harrison completed his PhD in Social Anthropology at University College, University of London and held academic posts at the Universities of Sussex and North London before taking up the post of Head of School of Tourism and Hospitality at the University of the South Pacific, Fiji Islands.

He was an influential tourism scholar particularly known for his work on tourism in developing economies and his passing is a great loss to the tourism academy.

We cherish and treasure the memories we made while working with him at the University of Surrey. Our thoughts are with his loved ones at this most difficult time.



# Benchmarking Diversity and Inclusivity in the UK Event Industry: A State of the Nation

Dr Yanning Li & Dr Bora Kim

The conversation around diversity at UK events and conferences has recently intensified, particularly in the last twelve months, adding to various recent global movements, such as #MeToo, #BlackLivesMatter, #HeForShe, and has built on the recent increasing awareness of cognitive diversity. The shift to virtual events in the midst of the pandemic has highlighted the importance of improving inclusivity of events in online settings. In collaboration with GET DICE Ltd, **Dr Yanning Li** and **Dr Bora Kim** are to map and analyse the landscape and scale of diversity and inclusivity in the UK event industry focusing on online events that took place in 2020 based on the nine protected characteristics in the UK Equality Act (2010).

The project, funded by the ESRC Business Collaboration Fund, will help understand:

- (a) the equality, diversity and inclusion (EDI) landscape of UK-organised online events from speaker line-ups to marketing materials and accessible technology,

- (b) the practical and perceived challenges preventing UK event organisers from promoting diverse and inclusive events, and
- (c) the perceptions of UK event organisers with regard to benefits from regulatory and educational support.

The project will also help design an online scoreboard system where any event organisation can submit their event details to obtain an assessment on their EDI profile and to compare themselves with industry benchmarks that will be provided by the GET DICE database, which the project findings will feed into. In particular, **Dr Li** leads a qualitative study with event organisers across the UK to understand their current challenges and visions of achieving EDI in their events, while **Dr Kim** utilises data mining methods and content analysis to assess how UK events are performing on the EDI dimensions.

Contact **the project team** for more details of the project and how you can get involved.



## SHTM Events

### T.H.E. LinkedIn Masterclass with Simon Kelly

Wed, 21 April, 2pm.

Learn how to build networks,  
prepare interviews, and stand out  
from the crowd on LinkedIn

### T.H.E. Careers Day

Wed, 28 April, Noon-2pm.

Make connections, secure  
placements & employment

Both events are presented by  
**T.H.E. Society**

## Awards

The team led by **Andrei Ionut Blendea** (L6 IHTM) pitched their idea on water saving solutions for IHG Hotels & Resorts and came second place at YHS Challenge during the Young Hotelier Summit (YHS) 2021, organised by Ecole hôtelière de Lausanne (EHL) in Switzerland.

Many congratulations!



LET'S SOCIALISE



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**@SHTMatSurrey | #SHTMatSurrey**

Contact: [i.tussyadah@surrey.ac.uk](mailto:i.tussyadah@surrey.ac.uk) or [m.heasman@surrey.ac.uk](mailto:m.heasman@surrey.ac.uk)