

RESEARCH COLLABORATION IN HOSPITALITY AND TOURISM.....

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..... is all about (professional and developmental).....



FUN



Research is what most of us do every day

- Up-dating our teaching
- Informing ourselves of new industry trends and developments
- Adapting to different technologies for delivery and assessment
- Learning how others approach similar and different problems and challenges
- Supporting our personal and professional development – Masters, PhD
- Pursuing a professional interest and passion

ONLY MUCH OF THE TIME, WE DON'T THINK OF THIS AS RESEARCH.....

Maybe Scholarly Activity is a better description?

Research should be rewarding....

But it can also be

- Lonely
- Frustrating and needing a thick skin
- Unrecognised
- Done in the evenings and weekends (🙄)

COVID-19 has changed the world of hospitality research.....



YES



NO



MAYBE

COVID-19's impact on the hospitality workforce – new crisis or amplification of the norm?

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COVID-19's
impact on the
hospitality

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Abstract

Purpose – The purpose of this paper is to highlight the immediate impacts of the COVID-19 pandemic on the hospitality workforce *in situ* between mid-April and June 2020.

Design/methodology/approach – This is a viewpoint paper that brings together a variety of sources and intelligence relating the impacts on hospitality work of the COVID-19 pandemic at three levels: macro (global, policy, government), meso (organisational) and micro (employee). It questions whether the situations faced by hospitality workers as a result of the pandemic are seed-change different from the precarious lives they normally lead or just a (loud) amplification of the “normal”.

Findings – In light of the fluid environment relating to COVID-19, conclusions are tentative and question whether hospitality stakeholders, particularly consumers, governments and the industry itself, will emerge from the pandemic with changed attitudes to hospitality work and hospitality workers.

Practical implications – This raises questions about hospitality work for key stakeholders to address in the future, some of which are systemic in terms of how precarious labour forces, critical to the global economy are to be considered by policy makers, organisations in a re-emerging competitive market for talent and for those who chose (or not) to work in hospitality.

Social implications – This paper contributes to ongoing debates about precarious work and the extent to which such practices are institutionalised and adopts an “amplification model” that may have value in futures-orientated analysis about hospitality and tourism.

Originality/value – This paper is wholly original and a reflection on the COVID-19 crisis. It provides a point of wider reference with regard to responses to crises and their impact on employment in hospitality, highlighting how ongoing change, fluidity and uncertainty serve to magnify and exacerbate the precarious nature of work in the industry.

Keywords Workforce, Hospitality, Precarity, COVID-19

Paper type Viewpoint

Introduction

This “Viewpoint” offers a critical assessment of the impact of COVID-19 on the global hospitality workforce, recognising the complex diversity of the sector across scale, purpose, ownership and place. At the point of first writing this paper, mindful of rapid, nearly daily



COVID and us – what has changed?

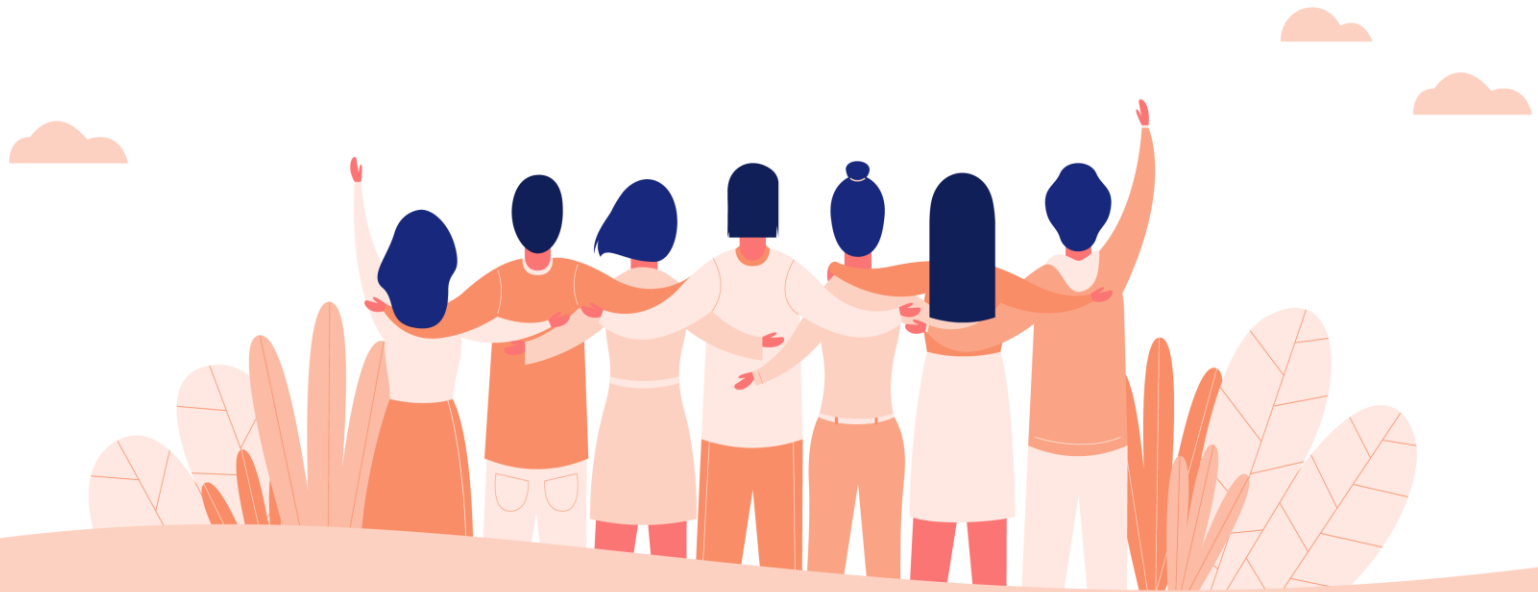
- The need for and value of research 
- The industry context 
- Industry challenges and underlying issues 
- New and emerging topics 
- Our use of theory and concepts 
- The methods that we use 
- Increased focus on interdisciplinarity 
- **Our opportunities to work with others** 

Alone? In pairs? Part of a team?



*"I like working with people. I believe
change can only come through collaboration."*

- Alain de Botton



Working with others, sharing with others.....

- **Finding folk with similar interests to me**
- **Finding an interdisciplinary angle**
- **Who else is working in my area of interest? – not only the ‘big names’**
- **Do they work with others – in other institutions, countries?**
- **Joining teaching, learning, research networks in hospitality – participate in conversations**
- **Ask questions and meet people at webinars (a COVID-era benefit)**
- **Getting in touch – sharing, commenting, meeting**
- **Be clear what you can ‘bring to the party’**
- **Use The Ice network**

**THANKS
FOR
JOINING!**

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