



UNIVERSITY OF
SURREY

WOMEN IN LEADERSHIP IN THE VISITOR ECONOMY WORKSHOP PROGRAMME

10 May 2023

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The Institute of Advanced Studies (IAS) at the University of Surrey sponsors workshops and Fellowships at the 'cutting edge' of science, engineering, social science and the humanities. Through this scheme the Institute fosters interdisciplinary collaborations and encourages a flow of international scholars to visit, enjoy their stay at Surrey and leave behind excellent ideas and innovations.

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INTRODUCTION

Although more than 50% of hospitality, tourism and events employees are women, there is a persistent lack of women in top leadership positions (National Travel and Tourism Office, 2020). A combination of both structural and social factors contributes to this inadequacy, including societal expectations of women's roles and cultural stereotypes at work and home, lack of informal social support, embedded institutional, and organizational biases (e.g., lack of/limited maternity, paternity and work and family support, physical and mental health support during menopause, gender and race biases, mentorship, career advancement opportunities, etc.). Many of which have been exacerbated through the pandemic, undoing years of progress towards gender parity in leadership.

The purpose of this workshop is to bring together current academic research and evidence from the industry on how to develop and support women in leadership. The workshop aims to unpack and discuss approaches towards optimising the skills of the female workforce, productivity and performance of operations within organisations and enhancing employee wellbeing. It will build on comprehensive integration of multiple theoretical perspectives (i.e., leadership, diversity and inclusion,

feminist theories, psychology, sociology of work, and occupational health) to explore the causes and contexts of women's underrepresentation in leadership positions and strategies for addressing the challenges, towards making positive impact on the sustainability, health and wellbeing of women in leadership.

Project Lead:
Dr Tracy Xu

Organising committee:
Dr Albert Kimbu, Professor Emily Ma, Dr Sumeetra Ramakrishnan, Professor Caroline Scarles, Dr Lorna Wang and Dr Anke Winchenbach (School of Hospitality & Tourism Management, University of Surrey)

Administrative support:
Ms Louise Jones (Institute of Advanced Studies) and Mr Kevin Li (University of Surrey)

PROGRAMME

WEDNESDAY 10 MAY OAK SUITE

(GMT)

- 09.00 – 09.30 **Arrival & Registration**
- 09.30 – 09.45 **Welcome** - Professor Iis Tussyadiah, Head of the School of Hospitality and Tourism Management.
- 09.45 – 10.00 **Introducing GESPI** - Dr Albert Kimbu, Head of Department of Tourism and Transport; Co-Director, Gender Entrepreneurship and Social Policy Institute (GESPI).
- 10.00 – 10.40 **Industry Speaker 1** - Carol Fergus, Director - Global Travel, Meetings, and Ground Transportation at Fidelity International.

Working in Travel – Never a Dull Moment
- 10.40 – 11.10 **Break**
- 11.10 – 11.40 **Leadership Research** Professor Emily Ma, School of Hospitality and Tourism Management.

Recognizing Motherhood as a Critical Stage of Leadership Development
- 11.40 – 12.00 **Group Photos**
- 12.00 – 13.30 **Lunch and opportunity for campus tour**

- 13.30 – 13.50 **EDI at SHTM** - Dr Sumeetra Ramakrishnan, Athena Swan Lead for School of Hospitality and Tourism Management.
- 13.50 – 14.30 **Industry Speaker 2** - Jane Pendlebury, HOSPA CEO, Hospitality Professionals Association.

Women in Leadership, a personal journey and reflection from the hospitality sector
- 14.30 – 15.10 **Panel Discussion** - Moderator: Dr Lorna Wang. Panel List: Professor Caroline Scarles, Dr Albert Kimbu, Dr Whitney Smith, Ms Fiona Anderson, Ms Jane Pendlebury, Ms Carol Fergus.
- 15.10 – 15.30 **Break**
- 15.30 – 16.00 **Reflection** - Moderator: Dr Anke Winchenbach, Dr Sumeetra Ramakrishnan, Dorothea Jones.

ABSTRACTS AND PARTICIPANTS

Working in Travel – Never a Dull Moment

Carol Fergus, Fidelity International

Using herself as an example, Carol will tell a story of her working in the travel industry and how she grows up in her career steps as a woman leader. This lecture will bring an overview for current situation of employment in the travel industry, industrial knowledge about business travel, challenges and opportunities in this industry, as well as how to develop the skills for a better career development from the practical perspective.

Biography



Carol Fergus is an experienced Director of Global Travel, Events and Ground Transportation, currently working for Fidelity International; with over 30 years in the Travel industry, in procurement / vendor management, and operationally, mainly in the financial services sector. Carol has led several key global travel-related initiatives and is highly conversed and skilled across the various travel categories. In addition, she has held a few other Advisory roles, written and critiqued key topics in various travel magazines, sat on panels, and steering committees, and spoken at many industry events.

Recognizing Motherhood as a Critical Stage of Leadership Development

Professor Emily Ma, School of Hospitality and Tourism Management, University of Surrey

Pregnancy and motherhood are often stigmatized as negatively impacting women's careers. Yet skills and capacity unlocked/enhanced during this stressful coping process may be transferable to facilitate improved job performance and career advancement in the workplace. This lecture will explore the bright side of motherhood. Motherhood and the coping process can enhance women's knowledge, skills, and capacity while strengthening women's mindset, willpower, and overall emotional intelligence. All such skills and capacities are highly transferrable in the workplace, particularly for management and leadership roles. And yet, the industry is still lagging in acknowledging and recognizing the positive side of motherhood. I hope to use this public lecture opportunity to share with current and future leaders this important message.

Biography



Emily Ma is a Professor at the School of Hospitality & Tourism Management, at the University of Surrey, UK. Her research areas include organizational behaviour, customer experience management, and women in leadership. One of her most recent research stream focuses on how motherhood could help unlock women's leadership capacities and prepare them for management and leadership positions. She is also committed to providing mentor support to early career researchers, particularly working mothers with young kids, to cope with challenges from work and life domains. She has published extensively in leading journals. Emily received her education and practiced teaching and research on four continents, including Asia, North America, Australia/Oceania, and Europe. She serves as an editorial board member for multiple journals, and as the Associate Editor (2018-2022) for the Journal of Hospitality and Tourism Management (SSCI, ABDC: A), the official journal of the Council for Australasian Tourism and Hospitality Education (CAUTHE).

Women in Leadership, a personal journey and reflection from the hospitality sector

Jane Pendlebury, HOSPA, The Hospitality Professionals Association

As the CEO of HOSPA-Hospitality Professionals Association, Ms Jane Pendlebury will share with you her experience as a woman leader in hospitality, and her insights about the challenges, opportunities, and reflections facing women in hospitality. Jane is an experienced hospitality leader, and she has worked in a variety of sectors in the hospitality and tourism sectors, and she is missioned to make positive impacts on the industry.

Jane Pendlebury, HOSPA, The Hospitality Professionals Association



Jane Pendlebury is a successful and well-known personality within the worldwide hospitality arena and brings with her a wealth of management experience and knowledge. Jane's career has been dedicated to hospitality. Her ambition and enthusiasm have resulted in high achievements and recognition in the field. Jane currently works as Chief Executive Officer for the Hospitality Professionals Association (HOSPA). This non-profit educational organisation is not only recognised as the UK's authoritative voice in the hospitality industry on financial management, and hotel valuation, but also as the leading arena for debate on hotel technology developments and revenue management.

Fiona Anderson, GEC PR Travel and Lifestyle



Fiona Anderson is a Fellow of the UK's Tourism Society and sits on the advisory board of Women in Travel (CIC). She has enjoyed a twenty-year PR career, spanning corporate, lifestyle, and travel spheres. She has worked for a wide variety of clients all over the UK on marketing campaigns and media launches – pet accessories, book launches, restaurants, hotels, and even dating websites. From coordinating regional roadshows for India's Association of Tour Operators (IATO), to running high-profile PR events for the Philippines and India Tourism at World Travel Market, Fiona's extensive strategic experience ensures the execution of all activity is carried out seamlessly, and creatively, to schedule and as agreed.

Dr Whitney Smith, Edge Hotel School, University of Essex



Whitney (Vernes) Smith is a Lecturer at the Edge Hotel School at the University of Essex. Her main research interests are tourism, gender, and EDI. For her doctoral thesis, she explored the representation of gender in aviation. Her research aims to identify issues and potential strategies that may contribute to a more inclusive environment.



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