



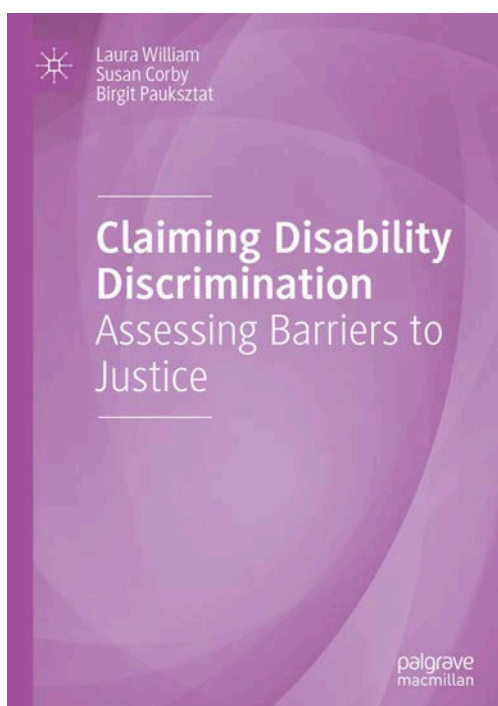
Welcome

Welcome to January's newsletter. Hope everyone has a great start of 2025. This month, a special spotlight goes to Laura and Leroi, their impactful work on EDI continues to make waves. Laura's research on disability discrimination in employment tribunals is a crucial contribution to advancing justice, while Leroi's work evaluating race inclusion training for Merseyside Police is driving meaningful change in law enforcement. We also want to recognise the impactful contributions from colleagues. Samatha's participation in a European Commission roundtable on online tourism reviews showcases her influence on policy and industry practices, while Lauren's thought-provoking work on social media ethics and disaster zones continues to push critical conversations forward. A huge congratulations to Maria, who has been recognised as one of the Top 50 Most Influential Educators in Global Hospitality. This is a well-earned achievement that highlights her leadership in the field. Kudos as well to all colleagues who have published excellent research over the past two months—especially those who have collaborated with our former student. It's wonderful to see we continue this tradition to publish with our students. Lastly, a big well done to everyone who attended and presented at the SHIFT Conference. Take a look at Shreyashi's pedagogy reflection. Here's to another great month ahead—keep up the fantastic work!



Wenjia

New Book Spotlight



We are delighted to announce the release of **Dr Laura William's** latest book, which investigate disability discrimination cases in British Employment Tribunals.

Research shows that when accessing and retaining work, and when seeking promotion, disabled people often face discrimination and disadvantage that can be unlawful. Obtaining a remedy is no easy matter as, although access to justice and a fair public hearing are key human rights, disabled claimants often face barriers in Employment Tribunals. Using a unique and bespoke dataset, this book examines the factors that determine the outcome of these cases in British Employment Tribunals. These factors include the impact of case and claimant characteristics, the effect of public sector employment, what happens to disability discrimination claims when they contain claims for other types of discrimination such as race discrimination, and the distinctiveness of a claim for a failure to make a reasonable adjustment. The book concludes by proposing reforms to the legal system, government policy and wider social change, along with suggestions for future research. It will be of great interest to scholars and students of disability discrimination, as well as the broader fields of employment relations, EDI, HRM and labour studies.

- **William, L;** Corby, S and Pauksztat, P (2024) Claiming Disability Discrimination: Assessing Barriers to Justice: Palgrave: London. [LINK](#)

Top 50 most influential educators in global hospitality for 2025

We are thrilled to congratulate **Dr Maria Gebbels** on being recognised by the International Hospitality Institute and Global Hospitality Institute as one of the 50 Most Influential Educators in Global Hospitality.

This prestigious acknowledgment highlights Maria's outstanding contributions to hospitality education and her dedication to shaping the next generation of industry leaders. Her passion for teaching, commitment to innovation, and drive to push boundaries in both academia and industry continue to make a significant impact. A huge congratulations to Maria for this well-deserved recognition!



the Conversation article



THE CONVERSATION

Dr Lauren Siegel published a new conversation article titled 'Why are people taking selfies in front of the LA wildfires?'. This article scrutinises how some influencers have utilised the Los Angeles wildfires as a backdrop for social media content, including filming dances and promotional videos near affected areas. This behaviour parallels past instances where individuals have taken selfies at solemn sites like Auschwitz and the 9/11 memorial. The article suggests that for many content creators, the background serves primarily as a tool to enhance their personal brand, often overshadowing the gravity of the situation. By positioning themselves in high-profile disaster zones, influencers may aim to convey traits such as heroism or empathy, thereby increasing their social capital. Lauren also considers the possibility that "natural disaster content" may become more widespread and commonplace in the near future.

Impact of anti-racism training for police staff and officers

Dr Leroi Henry and colleagues completed and presented the final evaluation report on the race inclusion training for Merseyside Police. The research with Merseyside Police focused on the impact of anti-racism training for police staff and officers. The report presents analysis of two surveys one completed by participants prior to anti racism training and one completed after this training. The surveys demonstrate a clear link between the ability to understand key concepts around race and racism and how these concepts are used to understand practices within the Merseyside Police Service and the wider criminal justice system. The surveys indicate that the training led to a clear increase in participants' understanding of these concepts and a consequent increase in their understanding of the impacts of race and racism on police practice. The report discussed perceptions of systemic racism related to occupational issues and issues in the criminal justice system. The reports outlined staff knowledge of and confidence in reporting and support structures and demonstrated links between knowledge, training and confidence in the reporting and support structures. The report identified key areas of good practice, areas of concern and made recommendations for future work and training.



- **Henry, L.**, Miller, P., Linton, K., (2024) A review of the impact of inclusion training in Merseyside Police. Merseyside Police and the Anthony Walker Foundation



Dr Leroi Henry and the research team completed and project and presented three reports to Metropolitan Police on their leadership training.

The research with the Metropolitan police involved an evaluation of leadership training for front line police leaders (sergeants). This involved a systematic review of quantitative data relating to career progression, staff engagement, grievances, disciplinarys, recruitment, retention, post training evaluation and indicators of community engagement. Interviews were conducted with key stakeholders around perceived training needs. Facilitated conversations were conducted with officers during leadership training sessions to ascertain their perceptions of the quality, content and format of the training. A theory of change was developed linking training learning outcomes to the vision for the Police Service, an evaluation framework was developed providing senior management and HR with key indicators of success. A detailed report was produced linking the datasets above to the evaluation framework and theory of change.

Shaping Fairness in Online Reviews

Dr Samantha Chaperon was invited to contribute to a roundtable discussion held in Brussels by the European Commission's Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). The purpose of the roundtable was to discuss the creation of a EU Code of Conduct for Online Ratings and Reviews for Tourism Accommodation. Involved in the roundtable were representatives from public authority tourism boards and destination management organisations, international hotel chains, hospitality and consumer associations, and online travel agencies such as Airbnb, Trip Advisor, Booking.com, and Expedia. Discussions focused on how to manage AI-generated fake reviews, anonymous and unverifiable reviews, reviews by non-stayers, and harmful reviews which can lead to 'review extortion' on the one hand, and 'consumer hushing' on the other. The preliminary principles of a Code of Conduct will be shared with the roundtable members in the coming months for further contribution and refinement.



eXtended Reality for Cultural Tourism Sustainability



Dr Ryan Yung, alongside Alessandra Marasco and Alfonsina Pagano (both from National Research Council of Italy - Institute for Heritage Science) are chairing thematic session 4 'eXtended Reality for Cultural Tourism Sustainability' at XR Salento 2025 in Otranto, Italy (June 17-20).

The thematic session explores onsite/offsite/hybrid XR applications that promote sustainable cultural tourism by providing innovative, user-centered as well as challenging ways to support the tourist fruition of Heritage science assets. We invite the research community to submit contributions presenting theoretical and empirical research addressing user experience design, design for all, XR solutions and case studies, storytelling and interpretation, behavior change, impact assessment, critical futures thinking, and emerging trends concerning the implications and applications of XR for cultural tourism sustainability.

Link is now live and accepting submissions:
<https://www.xrsalento.it/thematic-session-4>

In December, the Tourism and Marketing Research Centre (TMRC) and Scholarship Excellence in Business Education (SEBE) co-hosted an engaging research seminar at Greenwich Business School, bringing together academics and professional services staff from across disciplines to explore AI and the Future of Learning. The seminar was organised by **Dr Wenjie Cai**.

The event attracted a strong audience, featuring three insightful speakers, a thought-provoking panel discussion, and an interactive session on digital avatars in education.

We were pleased to welcome Dr Shahper Richter from The University of Auckland, New Zealand, who delivered a compelling talk:

"Reimagining Learning with Digital Avatars: Introducing Jack, John, and Sofia – The Future of AI-Powered Tutoring."

Our internal speakers provided further thought-provoking contributions: Dr Crystal Tsay – "Rethinking Academic Integrity in the Age of Generative AI: Is Authentic Assessment the Panacea?"

Dr Guido Conaldi – "From Innovation Challenges to Active Learning: GenAI as a Partner in Experiential Education."

The session continued with a stimulating panel discussion, chaired by **Dr Ryan Yung**, which addressed the opportunities and risks of AI in education.

The seminar concluded with an interactive demonstration, led by Dr Shahper Richter, where participants experimented with creating digital avatars as academic tutors using Soul Machines. This session provided a fascinating insight into AI-driven personalisation in learning environments.



MGM PGR Winter Event



The MGM PGR winter event, organised by **Dr Elisa Pannini**, brought together our MGM PGRs and staff for an engaging and productive gathering. This event provided an important opportunity for PGRs to connect socially while also forming interest groups based on shared research themes, fostering collaboration and peer support. In addition to strengthening research networks, we identified PGRs' teaching expertise and explored guest lecture opportunities, ensuring they are matched with suitable modules to contribute meaningfully to the learning experience. The event also served as a valuable platform for planning the year ahead, discussing upcoming initiatives, and ensuring continued development opportunities for our PGR community.

Executive Committee member – Association for Tourism in Higher Education (ATHE)



Dr Isabella Ye has been appointed as the Executive Committee member on the Association for Tourism in Higher Education (ATHE). The Association for Tourism in Higher Education is the subject association for tourism in the UK and with Tourism and Hospitality Research as its official journal partner. Its objectives include promoting the development and recognition of tourism as a subject of study in the UK at FE level, foundation degree, undergraduate, postgraduate and doctoral levels, and encouraging high standards in learning, teaching and research.

Dr Maruf Salimon and colleagues have explored how Islamic work ethics (IWEs) shape the relationship between organisational culture (OC) and enterprise performance (EP). As businesses face ethical challenges, this study examines whether values like honesty, justice, and dedication enhance success.

Surveying 531 SME managers, the research confirms that a strong organisational culture improves business performance. When IWEs are embedded, companies experience greater teamwork, trust, and employee commitment, leading to higher productivity, innovation, and financial growth. The study also highlights that ethical leadership fosters resilience, enhances workplace morale, and strengthens business sustainability.

Focusing on the African business context, the research offers practical insights for businesses looking to improve performance through integrity, accountability, and a values-driven culture. These findings reinforce the importance of ethical foundations in driving long-term success.

- Kareem, O., Aliyu, O. A., & **Salimon, M. G.** (2025). Does the Islamic work ethic moderate the relationship between organizational culture and enterprise performance? *Journal of Small Business and Enterprise Development*. Advanced online. <https://doi.org/10.1108/JSBED-11-2022-0480>



In her latest study, "Time to Change the 'Change': Stigma and Support in Blogs about the Menopause," **Dr Keren Darmon** explores how menopause is discussed within UK-based women's professional networks in media and communications. Focusing on platforms such as Bloom, Women in Advertising and Communications Leadership (WACL), and Women in Public Relations, her research examines whether these narratives reflect feminist or postfeminist perspectives, and whether they promote individual approaches or collective solidarity.

Through discourse analysis, Keren identifies two central themes –'Stigma' and 'Support'—revealing a complex interplay between empowerment and persistent societal taboos. The study highlights the need for more inclusive workplace policies, open dialogue, and better structural support to assist mid-life women navigating menopause in contemporary professional settings. By bridging feminist and postfeminist sensibilities, her findings contribute to the broader conversation on gender, age, and workplace equity.

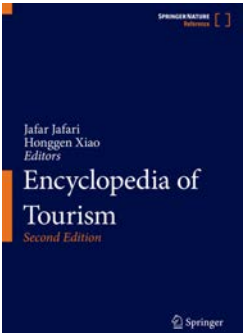
- **Darmon, K.** (2024). Time to change the 'change': Stigma and support in blogs about the menopause. *Gender a výzkum / Gender and Research*, 25(2), 53-74. <https://genderonline.cz/pdfs/gav/2024/02/03.pdf>

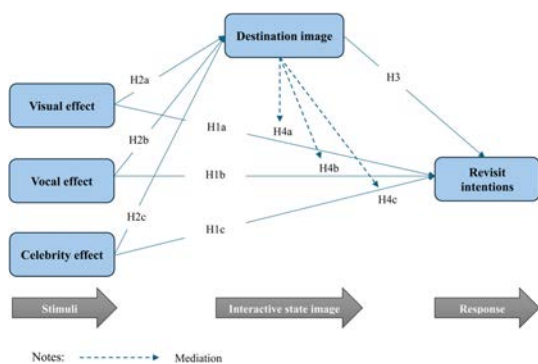
Table 1: A summary of sensibility elements

Postfeminist sensibility	Feminist sensibility
Choice	Equality
Individualism and empowerment	Solidarity and politicisation
Natural difference	Intersectionality
Irony and knowingness	Anger and hope
Feminism as passé or done wrong	Feminism as current and relevant

Dr Samatha Chaperon contribute an entry to the latest edition of 'Encyclopedia of Tourism'. This encyclopedia entry reviews and critiques the application of dependency theory in tourism research, with a focus on core-periphery dynamics and their role in tourism governance and development.

- **Chaperon, S.** (2024) 'Dependency Theory' in Jafari, J. & Xiao, H. (eds.) *Encyclopedia of Tourism*. 2nd Ed. Springer. Cham. pp.266-267





Professor Alastair Morrison and colleagues explore the growing phenomenon of film-induced tourism, specifically focusing on how Bollywood films influence visitors' perceptions and revisit intentions to destinations like Jammu and Kashmir (J&K), India. The study examines Film-Induced Tour Guiding (FITG), a modern approach that combines storytelling with audiovisual effects to enhance tourists' experiences. Using structural equation modelling, the research identifies celebrity influence, vocal storytelling, and visual representation as key factors shaping visitors' perceptions of J&K. The findings reveal that vocal effects—such as Bollywood film dialogues and music—play a more significant role than visual elements in motivating tourists to return. Additionally, while celebrity associations help attract visitors, they do not always enhance the destination's long-term appeal.

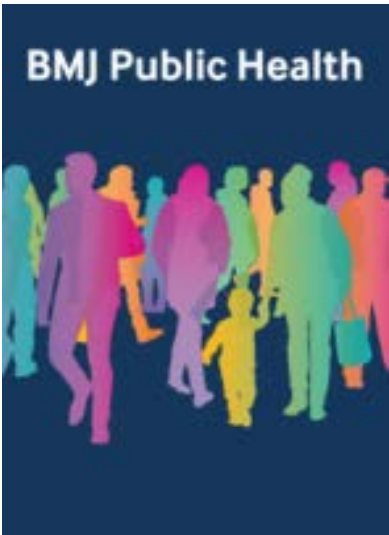
The research offers practical insights for destination marketers and tourism authorities, highlighting how Bollywood-driven tourism can contribute to image recovery, economic growth, and employment opportunities in regions like J&K. The study suggests that integrating narrative-driven tour experiences and digital media could further enhance tourism potential, making Bollywood film locations more immersive and engaging for visitors.

- **Morrison, A. M., Batabyal, D., Rawal, Y. S., & Sinha, R. (2024).** The effects of Bollywood film-induced tour guiding on revisit intentions and destination image. *Journal of Vacation Marketing* 1-23. <https://doi.org/10.1177/13567667241293793>

This short article was led by our BA Hospitality Management graduate, **Giuseppe Incardona**, whose excellent dissertation tested the Theory of Planned Behaviour in the context of quick-service restaurants. **Dr Maria Gebbels** and **Dr Hai Nguyen** collaborate with Giuseppe in this project. The team is currently working on the full research paper. The global food system faces challenges from rapid population growth, shifting consumption patterns, and environmental stressors, raising concerns about its capacity to sustainably feed 9.3 billion people by 2050. Quick-service restaurants (QSRs) contribute to these challenges through large-scale food production and factory farming. To appeal to eco-conscious consumers, particularly millennials, QSRs have begun incorporating plant-based alternatives into their menus. However, consumer scepticism around genetically engineered (GE) plant-based meat, viewed as overly processed, affects purchasing intentions. This research found that UK millennials hold negative attitudes toward GE technology, influenced by social norms, resulting in low purchase intentions for GE plant-based alternatives at QSRs. To address this, QSRs should employ belief-targeted messages that highlight GE technology's benefits, such as improved nutrition and sustainability, and reframe plant-based products as "sustainable" rather than "ultra-processed." Marketing strategies, including social media campaigns and influencer collaborations with environmental advocates, chefs, and athletes, can reshape attitudes. These strategies could further build consumer trust and promote plant-based alternatives as part of a sustainable lifestyle.

Hospitality Insights
For a sustainable industry

- **Incardona, G., Gebbels, M., Nguyen, T.H.H (2024)** 'Millennial's intentions to buy plant-based alternatives: insights for quick-service restaurants'. *Hospitality Insights* 8(1)11-13. <https://doi.org/10.24135/hi.v8i1.169>



Dr Dian Wang and her research team have conducted a qualitative study exploring how COVID-19 vaccine information was communicated to Chinese communities in the UK. With vaccine acceptance rates in these communities ranging between 52% and 57%—significantly lower than the national average—the study highlights key barriers to vaccine uptake and the role of effective public health messaging. The research underscores the importance of culturally tailored communication strategies to improve vaccine confidence and accessibility. Findings suggest that public health messages should be delivered in both English and Chinese, reflect cultural sensitivities, and leverage trusted community channels to reach wider audiences. The study further emphasizes the need for direct engagement with minority communities to address misinformation, language barriers, and specific concerns about vaccination. This research provides critical insights for policymakers, healthcare providers, and public health authorities seeking to enhance communication strategies and improve vaccine uptake among underrepresented communities, ultimately contributing to better public health outcomes.

- Gong, Q. S., Gao, Z., Somerville, I., Steele, C., **Wang, D.**, & Zhou, H. (2024). Communicating COVID-19 vaccine information to Chinese communities in the UK: A qualitative study of their knowledge, information sources and trust. *BMJ Public Health*, 2, e000658. <https://doi.org/10.1136/bmjph-2023-000658>

Dr Ryan Yung and his industry partner look at how to apply New Media to support sustainable research. Digital tools for 3D restoration and reconstruction have advanced significantly in the past 40 years, helping preserve and understand historical monuments. This article introduces Yorescape™, a virtual tourism app by Flyover Zone, and explores how virtual tourism impacts cultural heritage. It compares traditional virtual tours (Virtual Tourism 1.0) with advanced versions (Virtual Tourism 2.0), highlighting improvements in technology, visuals, accessibility, and user engagement. Virtual Tourism 2.0 focuses on providing immersive, interactive, and socially engaging experiences while improving transparency and information reliability. For cultural institutions, Virtual Tourism 2.0 offers a way to fund research and maintain control over quality and communication standards. For users, it enhances trip planning, acts as a guide during visits using extended reality (XR), and helps preserve and deepen understanding post-travel. This new model demonstrates the potential of virtual tourism to transform how we interact with cultural heritage.

- Frischer, B. and **Yung, R.** (2025). 'From Virtual Tourism 1.0 to 2.0: applying New Media to support sustainable research, conservation, communication, and accessibility', *Proceedings of the 26th International Conference on Cultural Heritage and New Technologies*. Heidelberg: Propylaeum. doi: 10.11588/propylaeum.1449.c20728.



Table 1. Feature comparison in Virtual Tourism 1.0 and Virtual Tourism 2.0.

Feature	Virtual Tourism 1.0	Virtual Tourism 2.0
Technology	Zoom, Google Meet, Facebook Live etc	Game Engines: Unity, Unreal etc.
Visual Assets	2D photos, Panoramas, Slide shows etc of site today	3D interactive environments, time travel feature of site today and in past
Guidance	Slide shows moving from pre-selected Point of Interest (POI) to POI	Multiple options: Free roaming virtual tourist teleporting from POI to POI, Pre-recorded guide commentary at POIs, Other virtual tourists assuming role as guide
Communications	Text chat function, Restricted to language of guide	Real time text, talk, or pointing toward guide and/or other virtual tourists, Multiple languages and translations supported
Accessibility	Suitable for mobility-challenged albeit linear experience	Suitable for mobility-challenged, potentially simulating and replacing corporeal experience where visitation to site is impossible
Repeatability	None	Yes, unlimited viewings pre and post travel or in-situ

MGM is well represented in SHIFT Conference.

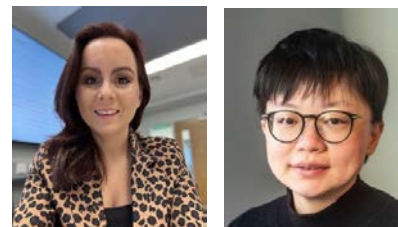
Dr Zivai Mare and **Dr Humeyra Dogru Dastan** presented on Exploring Effectiveness of AI use in Assessments: a student perspective

The study aimed to contribute to the existing body of knowledge by extending beyond mere usage and acceptance of AI, by delving into the effectiveness of AI in achieving desired learning outcomes. The findings from the qualitative data indicated that students perceived AI use to be helpful but they are concerned about the risk of plagiarism and inadequate knowledge on how to use AI effectively. Recommendations to provide training on the correct use of AI and conversations on ethical guidelines should continue.



Emma Connor and Dr Jingyang Ai presented 'Using drama-based approaches with technology enhanced active learning (TEAL) to enhance students' engagement and learning in higher education'

The presentation discusses how drama-based learning enhances engagement in Technology-Enabled Active Learning (TEAL) classrooms. The study argues that technology alone is insufficient and demonstrate how performance-based pedagogy fosters immersive, participatory experiences at both undergraduate and postgraduate levels.



Dr Shreyashi Chakraborty and colleagues presented on A Deep Dive into Students' Experience in Large-Group Teaching (see more in the next section)

Pedagogy Reflection

By Dr Shreyashi Chakraborty

A paper titled "I became that student that just turned up for the QR code: a deep-dive into students' experiences in large-group teaching" was presented in SHIFT 2025 conference on 9th January 2025. The paper is one of the outputs from the project team comprising Dr Emma Kennedy, Dr Suzan Koseoglu, **Dr Shreyashi Chakraborty**, Dr Punitha Puttuswamy, and Ms Harriet Togwell. As a project team, we are trying to capture, examine, and understand the experiences of both students and academic staff when there are large classrooms with more than 100 students. There have been recent reports of disruptive incidents in large classrooms and empirical evidence suggests large classrooms could be detrimental to well-being and student success metrics like continuation. The project is funded by the University of Greenwich's Pedagogic Pilot Project Fund, and the project team came together because of their shared experience of teaching large classrooms and a willingness to enhance the experience of both students and academic staff.

We collected data from University of Greenwich students through focus group discussion(s) and surveys asking them about their learning experience in large classrooms and their overall well-being. We also collected survey data from academic staff about their experiences in the large classrooms. Two key themes that emerged from both focus group(s) and survey responses was disruptive behaviour of fellow students and limited opportunities for connection with either peers or the tutor. With more students in each classroom, the possibility of student disruptions increases that negatively impacts the concentration and hence the learning of other students. The disruptive behaviour sometimes manifests in disrespectful behaviour where students watch videos or play games and only come to the lectures for mandatory attendance requirement. As the number of students increases in the classroom, sometimes 200 plus, students struggle to build connections with either their peers or their tutor. The tutor or the lecturer also struggles to give time and attention to every student in the cohort and hence there is limited connection between students and the academic staff. The needs of diverse students could not be met when the tutor doesn't know the student as a person and hence impact the well-being and performance of the student. The disconnection results in isolation and reduced engagement for students. On the other hand, disconnection results in reduced job satisfaction and emotional fulfilment for the academic staff

Lectures are viewed as social occasions by students where connections with peers and tutors at an individual level are critical and hence the view that lectures are for "transmission of information" could be challenged. The social connection that both students and academic staff desire in a classroom are getting negatively impacted because of physical (classroom design), structural (mandatory attendance through QR code) and curricular factors (repetitive information delivery). There is a need to co-design compassionate and caring learning spaces with students and revisit some of the policies pertaining to code of conduct and attendance.