

The Institute for Hospitality and Tourism Research (IHTR) is focused on conducting research that matters in academic and professional circles, communicating it, and consequently building a research reputation through *productivity, partnerships, and profile*.

The Institute for Hospitality and Tourism Research (IHTR) was established in 2009 as the research “arm” of the School of Hospitality and Tourism Management (SHTM). The staff includes a Director (Graci), an Assistant Director (Griffin), faculty researchers from SHTM (Dimanche, Dodds, Gibbs, Graci, Griffin, MacKay, Peesker, Shaw, Kellershohn and Oh), faculty who supervise students (Dimanche, Dodds, Griffin, Gibbs, Graci, MacKay, Kellershohn, Oh) and Adjunct Professor (Walter Jamieson) and a variety of students employed through work-study and grants on a project basis. Following a strategic planning exercise for research in the School of Hospitality and Tourism Management (SHTM), a mission statement was created. This mission was revised in the summer of 2017 and now is:

“Our mission is to facilitate and conduct research of both scholarly value and significance to the tourism and hospitality field. We will mobilize knowledge to enhance the research reputation and impact of Toronto Metropolitan University, particularly in the tourism and hospitality field.”

The three main strategies are to:

1. Value – to value, encourage and recognize faculty and student research
2. Engage – to engage students and faculty to conduct and participate in research. To engage others to learn about and participate our research
3. Promote – to promote our research, our stories, our skills and our ability to help industry and profile our research internationally to other researchers

This was accomplished through five objectives:

1. Research mobilization
2. Project work with industry/Research grants
3. Holding seminars/events
4. Knowledge Transfer
5. Provide student research opportunities

This year, the Institute focused on promoting and disseminating research, building on the materials and marketing efforts of previous years and forging deeper ties to industry. Many academics have had to change their plans because of the COVID-19 pandemic, but I am proud to state that the Institute for Hospitality and Tourism Research's affiliates have continued to conduct high-quality research that benefits the tourism industry. We have been abiding by our mission to mobilize research and transfer knowledge by developing our podcast Behind the Study, (check us out on Spotify) to showcase innovative research, as well as sending out a newsletter to update stakeholders on our efforts and redesigned our current website. Despite the pandemic, efforts of both staff and students have resulted in multiple student research opportunities by hiring 17 RA's as well as supervising 14 graduate and PhD students. We have

also been successful in building partnerships with industry and continuing our Advisory Council who help guide our strategic direction. In addition to the focus on research mobilization, faculty has collectively held 8 grants, published 21 peer reviewed journal articles, 5 refereed conference papers, 1 book, 7 book chapters and 4 reports. Presentations were also made at 12 conferences this year. We also have been recognized for the first time in QS World University Ranking by subject that we rank #1 in Canada and #7 in the world for one of the research indicators. We are also ranked in the top 3 in Canada in the Shanghai Rankings and we lead Toronto Metropolitan in the rankings per discipline.

Our following IHTR staff have been awarded and recognized with the following awards:

1. Graci, S. (2021). Dean's Teaching Award.
2. Oh, H. (February, 2022). Best Reviewer Award. West Federation Council on Hotel, Restaurant, and Institutional Education (CHRIE).

A number of efforts to mobilize knowledge specifically by the Institute continued to be undertaken this year. The website is gaining traction to showcase information. Mobilizing knowledge is a continued key goal of the Institute (please see goals and objectives in the first part of this report). The aim of these efforts is to showcase what the Institute can do and focus the efforts on our research projects.

Accomplishments are four fold. First, social media focused on Facebook, Twitter, Instagram and LinkedIn. A work-study student took charge and managed this process. Second, in order to keep up with interest in different forms of information, the Institute continues with its speaker series named Compass: The HTMResearch Speaker Series. 8 different presentations from guest lecturers were hosted throughout the year. Recordings from most of the presentations were uploaded to our Youtube channel and posted on the website events page. Third, the Institute carried on with its podcast series called Behind the Study, featuring different Hospitality and Tourism experts and interviewing them about their background and career experiences. Finally, the blog was continued on the Institute's website with posts highlighting alumni success stories, current research projects, and features written by current RAs.

Projects

MAIN STREET REIMAGINED

Main streets are important economic, social and cultural centres integral to the success and character of communities across the country, but have faced many challenges in recent years—even before the pandemic—including changing retail habits, increasing tax rates and rents, low profit margins, social issues and more. A team from the Institute for Hospitality and Tourism Research at the Ted Rogers School of Management, led by Dr. Walter Jamieson and Dr.

Tom Griffin, is developing the Main Street Reimagined Through a Visitor Lens Handbook to explore and provide evidence-based perspectives on the role of the visitor economy in the planning, design and management of main street areas. The relationship between people, places, technology, design, visitors and data will be highlighted throughout. This handbook is designed to provide main street coordinators, committees and planners with visitor economy related concepts and directions that are user-friendly, strategic and tactical. It is being developed over a 12-month period using a range of delivery, research and engagement tools.

Grants awarded or held in 2021/22:

<i>Investigators</i>	<i>Research Project</i>	<i>Funder/Sponsor</i>	<i>Amount</i>
<i>2021 Smith, W.</i>	Exploring the Recipe for Survival of Hospitality Businesses Located in Tourism Districts During the COVID Pandemic. How Governmental Actions Affected Restaurants Ability to Survive the Pandemic	TRSM Research Advancement Grant	\$7,000
<i>2021 Kellershohn, J.</i>	Exploring the Recipe for Survival of Hospitality Businesses Located in Tourism Districts During the COVID Pandemic. How Governmental Actions Affected Restaurants' Ability to Survive the Pandemic	TRSM Research Development Grant	\$7,000
<i>2021 Dodds, R.</i>	Data Based Decision Making	Graduate Studies Research Assistant Program	\$1,600
<i>2021 Graci, S.</i>	Indigenous Entrepreneurship and Social Innovation	Graduate Studies Research Assistant Program	\$3,200
<i>2021 Graci, S.</i>	Climate change and culturally sensitive tourism in the Arctic	University of Waterloo	\$20,000
<i>2022 Graci, S.</i>	Programming Efficiencies into Integrated Communications at Bannikin Travel and Tourism	Mitacs	\$15,000
<i>2022 Graci, S.</i>	"Indigenous Women Entrepreneurship and Social Innovation: A Unifying Paradigm for Indigenous Tourism Development in Canada".	TRSM Grant	\$15,000
<i>2022 Graci, S. and Dodds, R.</i>	Ontario Tourism Gap Analysis Ministry of Heritage, Sport Tourism and Culture	MHSTC	\$10,000

<i>2022 Graci, S.</i>	Skills Based Training for Indigenous Entrepreneurship in Tourism in Canada's North	Future Skills Center	\$300,000
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