

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, Lu, MacKay, Peesker, Shaw, Kellershohn and Oh), faculty who supervise students (Dimanche, Dodds, Griffin, Gibbs, Graci, MacKay, Kellershohn, Oh, Lu) 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 Ryerson 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 worked to promote and distribute research, building upon the previous years’ building of materials and rebranding and to develop closer ties to industry. Due to COVID-19 pandemic many researchers have had to pivot from their original plans; however, I am proud to say the affiliates of the Institute for Hospitality and Tourism Research have continued to produce quality research that benefits the tourism industry. Despite the pandemic, efforts of both staff and students have resulted in multiple student research opportunities by hiring 14 Research Assistants as well as supervising 14 Graduate and PhD students. We have also been successful in building partnerships with industry and continuing our Advisory Council, of 8 industry professionals and researchers, who help guide our strategic direction. In addition to the focus on research mobilization, faculty has collectively held 9 grants, published

20 peer reviewed journal articles, 15 refereed conference papers, 3 book chapters and 3 reports. Presentations were also made at 15 conferences this year.

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

1. Graci, S. (2021). Dean's Teaching Award.
2. Griffin, T. (2020). TRSM Research Recognition Award.
3. Griffin T. (2020). Outstanding Research Recognition Award.

A number of efforts to mobilize knowledge specifically by the Institute continued to be undertaken this year. A website is now complete which is gaining traction to showcase information. Mobilizing knowledge is a continued key goal of the Institute. 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. Second, in order to keep up with interest in different forms of information, the Institute continues with its speaker series, rebranded to be named Compass: The HTMResearch Speaker Series and hosted 10 different presentations from guest lecturers throughout the year. Third, the Institute developed and released a brand-new podcast series called *Behind the Study*, curating 2 seasons where it featured different Hospitality and Tourism experts, interviewing them about their background and career experiences. Finally, a blog was started on the Institute's website with posts highlighting alumni success stories, current research projects, and features written by current Research Assistants.

Projects

TORONTO'S BUSINESS IMPROVEMENT AREAS' RESPONSES TO COVID-19

COVID-19, and the subsequent political and cultural behavioural reactions, have had a substantial impact on Main Street communities. This project was conducted by undergraduate student researchers under the supervision of Dr. Tom Griffin. This project aimed to categorise the response of Toronto's Business Improvement Areas (BIAs) to these impacts, by reviewing publicly available information from websites and social media.

Grants awarded or held in 2020/21:

<i>Investigators</i>	<i>Research Project</i>	<i>Funder/Sponsor</i>	<i>Amount</i>
2020 Graci, S.	Tundra Beetz Farms	Mitacs	\$10,000

<i>2020 Graci, S.</i>	Tundra North Tours Tourism Development Strategy	Mitacs	\$10,000
<i>2020 Graci, S.</i>	The Turtle Lodge International Centre for Indigenous Education and Wellness	Mitacs	\$10,000
<i>2020 Graci, S.</i>	Indigenous Tourism Ontario Digital Marketing Strategy	Mitacs	\$10,000
<i>2020 Griffin, T.</i>	How are BIAs Responding to COVID?	Undergraduate Research Opportunities, OVPRI/TRSM Ryerson University	\$10,266
<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	\$3200

The Institute for Hospitality and Tourism Research aims 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 Ryerson University, particularly in the tourism and hospitality field. By valuing, engaging, and promoting the Institute has been successful in accomplishing our goals in research mobilization, project work with industry/Research grants, hosting seminars/events, knowledge transfer, and providing students with research opportunities aiding their growth in the hospitality and tourism industry.