

## CHME E-news autumn 2011

Council for Hospitality Management Education



### Introduction from the Chair

It has been another busy year with the publication of two reports by CHME outlining important future directions for Higher Education and hospitality research. Both of these reports are free to members. We held three successful conferences in Huddersfield, Leeds and London. We welcomed new members to the Executive Committee: Dr Peter Lugosi, Oxford Brookes University (Research) and Tim West from Lexington Catering (Industry representative). We are delighted that Edward Gallier has been elected as Chair of Path, with Dr Judie Gannon (Oxford Brookes) as the Deputy. Many heart-felt thanks to Angie Maher for all her hard work and contribution to PATH as the outgoing Chair. The same gratitude goes to Isabell Hodgson, who as a result of early retirement, has stepped down as Co-Chair but happily will remain on the Executive in the role as CHME Co-ordinator. In this way all Isabell's talents and contribution to CHME will not be missed.

In terms of teaching, learning and assessment, despite heavy support from organisations such as CHME, the Higher Education Academy Subject Network for Hospitality, leisure, Sport and Tourism was disbanded. Although there is still provision and support for the subjects from the Higher Education Academy and continuing funding for pedagogic projects, there needs to be discussion and debate over the next few months in CHME as to whether we need to reinstate the Teaching, Learning and Assessment working group and begin again to organise conferences and events in the area of pedagogy. At the AGM in May held at Leeds the Executive called for ideas for events related to student engagement and academic prizes and competitions. Please send any suggestions to Isabell at [i.r.hodgson@sky.com](mailto:i.r.hodgson@sky.com).

We currently have 38 institutional members and will work hard over the next few months to promote the benefits of CHME to the remaining

institutions in the UK who offer higher education courses in hospitality. As part of this marketing strategy we are commissioning the production of marketing materials, promoting ourselves to prospective members and offering reduced membership fees to PACE members.

As Peter Lugosi mentions in his piece on journal rankings, we have made representation to ABS. Two nominations were made to the Academy of Social Sciences and we made a donation to the organisation of £500 towards their Campaign to save the Social Sciences. We are looking into the possibility of organising a research training event for novice researchers and would welcome ideas on this.

Going forward into the Olympic year we look forward to seeing you all at the conferences in Wolverhampton, Birmingham and Manchester.

Dr Angela Roper, Chair  
University of Surrey

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## CHME 20th Annual Research Conference May 2001, Leeds Metropolitan University

The 20th Annual Research Conference "20-20 Back to the Future" was held at the Carnegie Pavilion, Headingley Carnegie Stadium, Leeds Metropolitan University on the 11th and 12th May.

The Conference attracted 99 delegates, including 18 from overseas. A total of 28 papers were accepted for presentation at the conference in one of four themes: Cultural and critical studies in Hospitality; Hospitality Corporate and Event Management; Developments in Applied Hospitality Management Research and Research and Practice in teaching, learning and assessment.

The Conference was opened by Isabell Hodgson, Head of Hospitality and Retailing at LMU, Professor Susan Price, VC at LMU and Gareth Davies, Dean of the Carnegie Faculty. Gary Verity, Chief Executive of the Yorkshire Tourist Board, did a terrific and highly engaging presentation on the value of tourism to Yorkshire. This was followed by another engaging presentation, this time by Professors Lockwood and Johnson. After this, Warwick Clifton, Academic Partner of



LMU, did a highly instructional presentation on the Global Hotel Industry. This was followed by presentations of reports commissioned by CHME: the first on Trends in Hospitality Higher Education in the UK, and the second on Assessing Hospitality Research Futures. The Wednesday programme concluded with an Industry Analysis and the CHME AGM. The evening was spent at the beautiful Harewood House with dinner and a guest appearance from Marco Pierre-White.

The Thursday session commenced with a presentation by David Bell of the University of Leeds, followed by morning and afternoon paper presentations. The conference concluded with a panel

discussion on hospitality issues and a presentation from the hosts of the 2012 CHME Research Conference: University College Birmingham.

Photograph (Above) from left to right: Dr Paul Lynch, The University of Strathclyde; Claire Holland, Sheffield Hallam University; Marco Pierre-White; Dr Emma Martin, Sheffield Hallam University; Professor Keith Johnson, Leeds Metropolitan University and Steph Jameson, Leeds Metropolitan University. Claire and Emma are pictured receiving an award for Best Paper at the CHME Research Conference.

## CHME Student Conference 2011. The University of Huddersfield

The CHME Student Conference was held on Friday 11<sup>th</sup> March at the University of Huddersfield, with the theme "Creativity and Innovation in Hospitality". Hospitality students, and their tutors, from Bournemouth University, Leeds Metropolitan University, The University of Surrey, Westminster Kingsway College and New College Nottingham, as well as the University of Huddersfield, attended the event which started the evening before with a vodka-cocktail masterclass at Revolution bar in Huddersfield. There were a range of speakers on the day of the

conference including Philip Stanley, General Manager of the Institute of Hospitality, Professor Keith Johnson of Leeds Metropolitan University, Dr Kelly Smith, Head of Enterprise at the University of Huddersfield and Leigh Morland of the University of Huddersfield's Business School. All presentations were well-received, providing students with a better understanding of creativity and innovation in the hospitality industry. Conference attendees also enjoyed an excellent lunch in the Department's Queensgate Restaurant provided by students on the Hos-

pitality Management course at the university. The conference was principally organised by two Hospitality Management student groups, one focusing on the social evening and the other on the conference. Next year's CHME Student Conference will be held at the University of Wolverhampton.



## CHME AGM May 2011

The AGM took place in Leeds, during the CHME annual research conference. Dr Peter Lugosi was elected to the CHME Executive. A successful PATH conference was held in June 2011 in Manchester.

The treasurers and secretary's reports were discussed and agreed.

The CHME Research Conference 2012 will be held at UCB. The 2013 CHME Research

Conference will be hosted by Queen Margaret University, Edinburgh.

The HLTS network is closing down. Crispin Farbrother is going to set up a Learning, Teaching and Assessment Group that could feed into the CHME Research Conference.

There was a discussion about using paper reviews from the CHME Research Conference

for developing students' critical skills. It was agreed that certain papers could be selected for use and the agreement would need to be forthcoming from the author(s) concerned.

The possibility of arranging a research training event for novice researchers was also discussed

## CHME Student Conference 2012

The CHME Student Conference 2012 will be held at the University of Wolverhampton on the 8th and 9th of March. The conference theme will be "Hospitality in Society". The conference will start with a reception, party and buffet on the Thursday evening and the conference itself will start at 09.30 on Friday 8th March and finish at 4pm. The venue of the conference will be made known nearer the time but will either be held at the University's campus in Walsall or Wolverhampton. An exciting programme of events is planned for the conference. This will include guest speakers, research presentations, discussion groups and a question and answer session. Pro-

posed keynote speakers include The Black Country Hotels Association, Business Link, Ludlow Food Festival, West Midlands School Catering and Wolverhampton Wanderers' Hospitality Department.

The University of Wolverhampton was established in 1870 and today it has over 23,000 students. The University is a place of knowledge, innovation and enterprise. These three tenets underpin learning, teaching and research. The University plays a vital role in the economic and cultural development of the region.

For further information about the conference, please contact Peter Robinson (p.robinson@wlv.ac.uk) or Sophie Hall (Sophie.hall@wlv.ac.uk)

See you at the CHME student conference. The University of Wolverhampton. March 8th and 9th 2012.

There are 20 FREE group booking places available on a first come first served basis so get your application in!



## New CHME Fellow

CHME is pleased to announce that a CHME fellowship has been awarded to Professor Peter Jones, University of Surrey.

Professor Peter Jones has had a long career in hospitality management education and over the years has given considerable support for the development of hospitality in HE and a great supporter of CHME.



If you would like to nominate a person for Fellowship of CHME, please e-mail Andrew Jenkins, Honorary Secretary of CHME, for an application form:

a.k.jenkins@hud.ac.uk

Photograph (left): Professor Peter Jones and Dr Angela Roper, Chair of CHME

## ABS Journal Quality Guide Remains Unchanged

The Association of Business School's (ABS) Executive Committee announced last week that the Journal Quality Guide will not be revised before the publication of the REF 2014 results. This was particularly disappointing because a case was put forward by CHME to the ABS, based on a range of qualitative and quantitative indicators, recommending the inclusion of several new journals alongside changes to the rankings of existing ones.

CHME asked the ABS to clarify why they decided to freeze the list. Their response was that the deans they consulted did not want another version of the list issued so soon before the REF2014 because the downgrading of journals could disrupt their preparations.

So, where does this leave the assessment of hospitality journals? To begin to answer that question a few key points have to be recognised. Firstly, in issuing the last version of the ABS Guide, its editors placed greater emphasis on the Thomson Reuter's Impact Factor in deciding journals' grading. Secondly, the number of hospitality journals now being included in Thomson's Social Science Citations Index (SSCI) is increasing. Thirdly, given the relentless pressure to publish, the citations of papers published in hospitality journals listed in the SSCI, and

thus their Impact Factor scores, are likely to rise. Consequently, the ABS Journal Quality Guide may actually become more redundant, because the Thomson Reuters Impact Factors are published more regularly, but also because citations are a more transparent way to judge a journal's impact than the methodologies adopted by the ABS.

The shift to citations inevitably leads to other forms of gamesmanship by editors, publishers, reviewers and authors. There are also serious questions that need to be asked about the role of commercial organisations such as Thomson Reuters and Elsevier, which operates Scopus, in determining the impacts of academic journals. However, the use of citation monitoring and Impact Factors provides better opportunities to demonstrate the influence of hospitality journals, and it might just help to diminish the importance of the ABS list designating hospitality journals to a particular star rating.

The freezing of the ABS list in a particular moment in time, which highlights further its limitations, may therefore prove to be useful in the long run. We just have to learn to treat the ABS Guide and other such lists as experiments that attempt to solidify something which is fundamentally fluid and responsive to change.

The real challenge for academics is to re-establish a healthier cul-

ture where key decision makers avoid treating star ratings as meaningful indicators of quality and actually consider the merits of individual work.

Dr Peter Lugosi, Oxford School of Hospitality, Oxford Brookes University



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Photograph (above): The CHME Executive. Top row, from left to right: Andy Roberts, UWIC; Dr Paul Lynch, The University of Strathclyde; Dr Angela Roper, The University of Surrey and Chair of CHME; Steph Jameson, Leeds Metropolitan University; David Jenkins, UCB; Dr Peter Lugosi, Oxford Brookes University and Geoff Booth, Westminster Kingsway College. Front row, from left to right: Dr Andrew Jenkins, the University of Huddersfield; Dr Maureen Brookes, Oxford Brookes University, Crispin Farbrother, Bournemouth University and Isabell Hodgson, formerly of Leeds Metropolitan University and Administrator of CHME.

## **CHME Research Conference 2012 at UCB**

The CHME 21st Annual Research Conference will be held at University College Birmingham on the 9th and 10th May 2012. The theme of the conference is "Further, Higher and Stronger". The conference will be held at the Austin Court Conference Centre, Birmingham. The organizers are now accepting Full Papers (4,000-6,000 words) and Developmental Papers (1,000-2,000 words) under one of three panel themes: Cultural and Critical Studies in Hospitality; Developments in Hospitality and Tourism Research and Research and Practice in Teaching, Learning and Assessment. Further notes and guidelines on submission can be found at:

<http://www.intellectbooks.co.uk/journals/view-Journal,id=194/view,page=2/>

Papers should be submitted as a Word document to CHME2012@UCB.co.uk

For any other enquiries e-mail:  
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The Austin Court Conference Centre is located in the heart of Birmingham., near the National Indoor Arena and a 15 minute walk from Birmingham New Street station. The tiered lecture theatre offers cutting-edge AV equipment, WiFi and a Wide-screen Display and a team of in-house technicians is on-hand to assist with any IT issues.

The gala dinner will be held at the acclaimed Opus Restaurant which is located in the heart of Birmingham.

A special rate for CHME delegates is available at the Jurys Inn Birmingham, located close to the Austin Court Conference Centre.

