

## Council for Hospitality Management Education (CHME)

**Guidelines for the organisation and management of the Annual CHME Research, Learning and Teaching Conference**

**May 2013**

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**Section One – Introduction**

The annual Council for Hospitality Management Education (CHME) Research, Learning and Teaching conference is the main event in the organisation’s calendar. The conference is a key product for CHME members and as such has much influence on perceptions of value for money of membership.

The purpose of this document is to provide conference host institutions with broad planning frameworks and guidelines, the use of which should help to ensure the maintenance and enhancement of the quality of conferences. In addition, whilst the CHME Executive Committee seeks to extend much autonomy to conference organisers, it does have a responsibility to ensure that the annual conference helps to fulfill CHME’s wider aims.

## Section Two – Conference Objectives

The conference, which is held in May each year, draws together academics, students and industry practitioners from hospitality and related fields. It has several specific objectives:

## To showcase high quality academic research within hospitality management, hospitality studies and related fields, notably events, leisure and tourism management

Rigorous academic research within these field is increasingly used to extend knowledge, reveal and evaluate the nature of industry and public-sector policy and practice, influence policy and practice, stimulate consultancy and underpin teaching and student development. The conference should be used to showcase insightful and influential research to build confidence within the academic community; help facilitate a critical appraisal of current research; and to help set future research agendas within hospitality management, hospitality studies and related fields. In addition, it should act as a catalyst for the dissemination of research findings through the publication of conference proceedings and, if appropriate, special editions of high quality academic journals.

## To showcase high quality pedagogic research and to disseminate examples of good practice in learning, teaching and assessment

Academic schools delivering programmes in hospitality management, hospitality studies and related fields often have a strong reputation for pedagogic development and innovation, based on impressive results from formal quality audits and the award of comparatively high levels of government funds to support pedagogic projects. The conference should provide opportunities to enhance the value of pedagogic research and examples of best practice through dissemination to the academic community.

## To provide a supportive and encouraging environment for academics who are relatively new to research.

There is recognition that the maintenance and enhancement of a research culture within hospitality management, hospitality studies and related fields is dependent upon identifying and encouraging talent. The conference should provide an environment in which those at an early stage in their research careers, including PhD students, can present their research findings to an audience of peers, and in which they can receive constructive and encouraging criticism.

## To provide opportunities for meaningful networking

Networking can enhance the strength of the academic community by helping to form new relationships and by maintaining and reinvigorating existing relationships. In addition, it can stimulate valuable collaboration. Conference hosts should consider how best to facilitate meaningful networking, not just through academic elements of the conference programme, but also through the incorporation of appropriate social events.

## To provide a forum for effective communication between the CHME Executive Committee and CHME members

Whilst efforts are made to maintain two-way communication throughout the year, the annual conference provides the best opportunity to facilitate effective formal and information communication between the CHME Executive Committee and CHME members. Conference hosts should seek to provide opportunities for such communication in recognition that it is essential for the health of the organisation.

## To promote the adoption of an international perspective amongst CHME membership

In recent years the CHME conference has increasingly attracted delegates from non- UK institutions, including Scandinavia, Ireland, Australia, the Netherlands and the USA. Conference hosts should work to continue this trend by targeting a more expanded international market. This has the added benefit of encouraging international membership of CHME and international collaborative research.

## To provide the host institution with opportunities for reputation and profile enhancement

There is recognition that organising and managing the annual CHME Research, Learning and Teaching Conference is a major undertaking. The production of a successful conference can undoubtedly enhance the reputation and profile of the host institution, both within the academic community and more broadly. Whilst self- promotion should not be a central focus of the conference, host institutions are encouraged to benefit from the experience, for example, through presenting a highly professional and welcoming approach, securing positive public relations and providing opportunities for student involvement.

## To provide a forum in which to conduct formal CHME business

It is usually the case that during the conference there will be meetings of the CHME Executive and the Research Groups, and the Annual General Meeting. The conference hosts should liaise with the Chair of CHME to ensure that these elements are incorporated into the conference at appropriate times.

## Section Three – Conference Bidding Procedure

Responsibility for deciding the location of future annual CHME conferences lies with Executive Committee. Agreement should be reached on conference locations for the two years subsequent to the forthcoming conference.

## Stages in the bid procedure

1. Potential host institutions for the annual conference scheduled for two years after the forthcoming conference should submit a proposal to the CHME Executive, prior to that conference. This should include brief commentary on how the potential host institution intends to fulfill the conference objectives (refer to Section One) and host institution responsibilities (refer to Section Three). Please see Appendix 1 for the outline bid document which should be completed by the institution wishing to host a future conference.
2. Following objective consideration against broad criteria, the Executive Committee will reach a decision about the location of the annual conference two years hence. These criteria are that:
   * the institution must not have hosted the conference within the last six years;
   * if possible, effort should be made to avoid holding successive conferences in the same geographic location of the UK;
   * on the basis of evidence provided within the statements of intent, to what extent are institutions likely to meet the conference objectives 1–8 (refer to Section One).

4. The CHME Executive Committee (or appointed nominee) is responsible for communicating the decision on location to all contacts from institutes from which statements of intent were submitted. The decision should then be reported at the next Executive Committee meeting and posted on the CHME web-site.

## Section Four – Responsibilities of the Host Organisation

The host institution is given autonomy to organise and manage the annual conference and in doing so accepts all associated financial risk. Through the provision of guidance, the Executive Committee must seek to ensure that the host institution fulfils the conference objectives (refer to Section One). The responsibilities of each party are outlined below.

## Specific responsibilities of the host institution:

1. **Finance:**
   * Preparation and management of the conference budget;
   * Attraction of financial sponsorship and negotiation for sponsorship packages;
   * Settlement of financial commitments;
   * Collection of conference fees from all delegates and provision of receipts;
   * Ensure that there is a preferential rate offered for CHME member delegates and CHME Fellows;
   * Underwrite all financial commitments.

NB. any financial surpluses as a result of the organizing the conference are retained by the host institution.

## Venue:

* + Securing of appropriate venues for all formal and social elements of the conference programme;
  + Identification of a selection of appropriately priced accommodation options and, if possible, the negotiation of delegate packages with said accommodation providers;
  + Communication to all delegates of information regarding travelling to the conference venue.

## Programme development and management:

* + Identification and communication of an overall theme of the conference;
  + Ensuring that the programme reflects current major research themes in hospitality management, hospitality studies, learning and teaching; and tourism, leisure and events management;
  + Supporting the appropriate academic areas and themes as a means of achieving the overall aim of the conference.
  + Organising the academic element of the conference. This would include the call for papers and liaising with theme/track chairs;
  + Securing of appropriate key-note speakers; these should be acclaimed researchers/authors who will represent each theme; gender balance should also be given careful consideration.
  + Incorporation of social elements into the conference programme;
  + Production of conference papers;
  + Appropriate display of conference posters;
  + Regular liaison with designated CHME Executive Committee representative on all aspects of the above.
  + Responsible for Best Paper Certificates for each theme- printing and framing.
  + Framing certificates for the Fellows being awarded at the conference dinner- The Fellow Certificates will be produced by the CHME Coordinator.

## Academic Papers:

The Research Group of the CHME Executive will be responsible for the identification of theme/track chairs (see below) who will organise the review of submitted papers and will liaise with authors and the host organisation. As a means of streamlining the reviewing process, please ensure that prospective authors are informed that papers should be sent directly to the track chairs for reviewing

The table below indicates the conference themes and/or tracks and gives contact details for the identified track chairs:

|  |  |  |  |
| --- | --- | --- | --- |
| Track Title | Track Chair | Email |  |
| Hospitality management | Sarah Rawlinson | s.rawlinson@derby.ac.uk | Derby University |
| Critical and cultural studies of hospitality | Peter Lugosi | [plugosi@brookes.ac.uk](mailto:plugosi@brookes.ac.uk) | Oxford Brookes University |
| Learning, teaching and assessment in hospitality management education- **Clive Robertson award** | Stephanie Jameson | s.jameson@leedsbeckett.ac.uk | Leeds Beckett University |
| One other at the discretion of the host organisation | To be decided by the host organisation | To be decided by the host organisation | To be decided by the host organisation |
| One other at the discretion of the host organisation | To be decided by the host organisation | To be decided by the host organisation | To be decided by the host organisation |

Please note that the following categories of academic submissions have been decided to be appropriate for the CHME annual conference:

* Full papers – of approximately 3000 words excluding references, these papers may be conceptual or empirical and should normally report on completed studies in one or more of the suggested track themes, however papers reporting on substantially developed work in progress will also be considered. All full papers will be subject to a double blind reviewing process. If accepted, authors will normally be required to present in a 30 minute session (20 minutes for presenting the study and 10 minutes for questions) at the conference. See appendix 2 for the review sheet to be used for full papers;
* Posters – authors should be encouraged to use posters as an alternative means of presenting their research. This may be a more appropriate format for reporting on less developed work in progress. Guidelines for the production of posters are included as appendix 3.

## Awards and Prizes

1. The award of Best Paper for each stream will b**e coordinated by the CHME conference coordinator with host,** who will be responsible for liaising with the other track chairs with the aim of identification of a best paper from each track. Once identified, the coordinator will inform the conference organisers who will, in turn, produce the framed certificates for presentation at the Gala Dinner. Additionally, the coordinator will organise the judging of the Best Poster during the conference. This will, of course be undertaken in time to allow for the conference organisers to produce a framed certificate for presentation at the Gala Dinner.
2. The conference organisers are encouraged to recognise high quality research. Whilst this is at the discretion of the host organisation, precedent has dictated that it is normal to award a best full paper in each of the identified themes/tracks, and a best poster. The Clive Robertson Award for the best developmental paper should be presented in the ‘Learning, teaching and assessment in hospitality management education’ track theme.
3. These awards are normally limited to the presentation of a framed certificate, but it is, of course, up to the host institution to decide if an additional prize is included.
4. At the present time 2017- The Institute of Hospitality sponsors the best paper awards; Goodfellows sponsor an award for new researchers

## Marketing and communications:

* 1. Design and distribution of all publicity materials;
  2. Development of a conference website;
  3. Management of the contacts’ database;
  4. Generation of public relations.

## Conference management:

* 1. Co-ordination of all aspects of programme and logistics management;
  2. Provision of audio-visual requirements;
  3. Staff and volunteer management;
  4. Management of exhibitions and poster presentations.

## Coordinator:

* 1. Identification of a named person (with appropriate expertise and experience) as coordinator who will act as the main link between the CHME Executive and host institution, as well as overseeing the administration and management of the conference. This person is expected to liaise closely with the designated CHME Executive Committee conference representative.
  2. Please note that there is a requirement for this identified individual to attend CHME Executive Committee meetings in the year before the conference.

## Indicative Timetable

|  |  |
| --- | --- |
| **Activity** | **By When** |
| Presentation at preceding conference | May |
| First call for papers | August |
| Second call for papers | October |
| Submission of papers for reviewing Register of poster presentations | December |
| Reviews returned to authors | February |
| Final paper submission | March |
| Final papers to conference organisers | April |
| Conference | May |

1. **Legacy:**
   1. To provide the CHME executive with a conference report no later than three months after the conference has taken place. This report would include discussion regarding the number and origin of delegates; the number and type of papers submitted and accepted; issues and problems experienced during the planning and execution phases of the conference process; innovations; a financial statement and a reflection on the overall conference experience;
   2. To liaise with the academic institution who is hosting the conference in the following year as a means of passing on advice and guidance regarding hosting a successful conference;
   3. To ensure and contribute to the maintenance of the best practice file including details of sponsors, conference review, and hand-over to CHME executive nominee.

## Section Five – Responsibilities of the CHME Executive Committee (or their nominee):

1. Provision of guidance to host institutions specifically to ensure that conference objectives are being met; much of the day-to-day guidance will be given through the designated CHME Executive Committee conference representative.
2. Liaison on matters relating to marketing and communications, such as to ensure appropriate information is posted on the CHME web-site;
3. To respond positively to requests from the host institution, such as for specific contributions during the conference;
4. Coordination of the refereeing process;
5. Final approval of conference schedule/programme;
6. Nominate a member of the executive to coordinate with host throughout the process.

# Appendix 1

**CHME Research, Learning and Teaching Conference Proposal Document**

## Host Institution/department/school

1. **Suggested conference committee: Chair:**

**Members:**

**Conference Administrator: PCO:**

1. **Suggested title and a brief rationale: Title:**

**Rationale:**

1. **Major themes briefly described:**
2. **Speakers: Keynote speakers:**

**Government Representatives: Discussion panel members:**

1. **Statement of suitability of accommodation. High end accommodation:**

**Mid-range accommodation: Budget accommodation:**

1. **Statement of prior experience of conference organising.**

**Appendix 2**

**CHME Research Conference Review Form: Full papers**

Thank you for agreeing to review paper submissions for the conference. Your time and effort are very much appreciated. Without you, the double-blind refereeing process for conference submissions could not operate!

This form is for use by you to report your views on the *full paper* submission(s) you have been asked to examine by the Track Chair(s). Submissions in this category will be approximately 3000 (+/- 10%) words in length (excluding references) and can be reporting either on completed empirical or conceptual studies or on substantially developed work in progress. Please note that only full papers achieving an overall score of 1 or 2 will be accepted. If a paper requires major revision in order to be accepted, it should be recommended that the authors present their work as a poster. If a paper falls far short of acceptable standards, then it should be rejected outright.

Full papers will be more formally presented and will be scheduled 30 minutes each, 20 minutes for presentation and 10 minutes for discussion.

Please rate the paper giving your recommendation as to whether or not you consider that it should be accepted. In the additional comments section please summarize the strengths and weaknesses of the paper, and indicate where the author might improve the paper. Authors will have the opportunity to revise their paper in light of the reviewers’ comments.

When complete, **please return this form to the appropriate Track Chair(s)** who will send this form, along with the other reviewers’ form, directly to the author(s) with a final decision.

***Please complete****:*

|  |  |
| --- | --- |
| Paper Title: | Paper Number |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** |
| Relevance of topic |  |  |  |  |  |
| Clarity of aims and objectives |  |  |  |  |  |
| Clarity of background and rationale for study |  |  |  |  |  |
| Literature review – awareness of current/relevant literature; critical review of literature |  |  |  |  |  |
| Use of concepts and/or theories |  |  |  |  |  |
| Methodology |  |  |  |  |  |
| Presentation of results |  |  |  |  |  |
| Appropriateness and implications of conclusions |  |  |  |  |  |
| Originality/contribution to knowledge/practice |  |  |  |  |  |
| Appropriateness of style and presentation |  |  |  |  |  |
| Conformance to writing guidelines |  |  |  |  |  |
| OVERALL EVALUATION |  |  |  |  |  |

Key: 1 = Acceptable/Of publishable standard/High

2 = Acceptable-publishable with minor changes/Medium 3 = Acceptable-publishable with major changes/Low

4 = Unacceptable/Not suitable for publication/Zero 5 = Not applicable/unable to assess/no opinion

*Recommendation:*

|  |  |
| --- | --- |
| Decision – Please cross one box only |  |
| Accept as a full paper |  |
| Possibly accept as a full paper |  |
| Reject |  |

*Comments:*

[*Please insert the strengths and weaknesses of the paper, and indicate where the author might improve the paper]*

Each year CHME awards a ‘Best Paper’ in each of the conference themed tracks. Please indicate below if you feel that this paper is of sufficient quality to be considered as a possible best paper for this track.

Delete as appropriate

Yes: Why?

No: Why?

Many thanks for your help

## Appendix 3

**CHME Research Conference Notes for Contributors**

**Poster Guidelines**

A conference poster is a large document that can communicate your research to an audience. The purpose of a poster is to outline a piece of empirical or theoretical work in a form that is easily assimilated and stimulates interest and discussion. In preparing a poster, simplicity is the key and thus the trick to a good poster is to know what to include and what to leave out. Diagrams and pictures should be used where possible to keep down the amount of text.

In planning your poster you may start first with a list of headings under which your information will fit. A poster should include:

* **Name:** You should include your name at the top of your poster.
* **Title:** Try to keep your title to a length of 1 to 2 lines if possible.
* **Introduction:** A brief introduction (about 150 words) about your research area. You may begin with a definition of the problem, together with a concise statement of the objective(s) of the research. You may also highlight the potential value of your project/contribution your project may make.
* **Contribution to theory/practice:** You should highlight how your work will contribute to the development of theory and/or business practice.
* **Methodology and Methods (where applicable):** A short methodology section that describes only the necessary details of your study.
* **Results (if applicable):** Data may be presented as graphically as possible. All graphs and tables should have clear labels and legends.
* **Conclusion (if applicable):** Conclusion may address your predictions and/or contributions and why you believe you got the results you did. You should also include the implications of your results (for theory and/or practice). You may even include directions for future research or suggestions for improving your research design.

IMPORTANT – you may be as innovative and creative as you wish with these posters as long as they reflect the criteria above. You will want the audience to be drawn to explore your poster, so you should use pictures, colour and text as a means of enhancing your poster.

## Creating your Poster

PowerPoint is one of the easiest packages that can be used to prepare a poster. Start doing some planning for your poster with A4 paper size and choose whether you want portrait or landscape mode (landscape is the most common mode). To do this take “Page setup” from the file menu then use the drop down list on the dialogue box to change the “slide sized for” to A4. However, **the actual size of a printed poster should be in an A1 sheet.**

When you are ready to start putting text into your poster, open it with no items on the page using the blank slide format. This is a completely blank slide with no boxes on. Start adding text by inserting a “Text box” from the “Insert” menu. You can move your text box to an appropriate position as you prefer. You can adjust the font or colour of your text as you want. A good guideline for the minimum size of font in the A4 size which can be read easily when the poster is scaled to A1 is 8 or 10 in Times New Roman or Arial. You will be able to put a coloured box around your text by choosing the “Line colour” from the “Insert” menu, select the “Pictures” menu and choose “AutoShapes” from the menu.

**You may also import graphics and pictures into PowerPoint.** To include your graphs into your poster, simply copy the graphs you wanted and paste it into your PowerPoint slide. To insert a picture, select the “Insert” menu, choose “Picture” menu and insert from either “Clip art” or “From file”.

**Colour is an important part of your poster**. A common rule suggests you should have no more than 4 colours. However, this excludes graphs and pictures. This will encourage a more uniform look and feel to your presentation. If you wish to include a background, please make sure that you use very light colours. However, it is always advisable to leave your background white in colour.

## Some important points that need to be considered during the process of designing your poster to avoid problems:

1. **Keep it as simple as possible and make sure that the graphics are kept as small as possible.**
2. **Do not overcrowd the poster with text as this may confuse the reader.**
3. **Do not use fancy formats and fonts that might look impressive but they often detract from the message.**
4. **Do not have unnecessary information in your poster.**

**PAPERS**

**Length of papers**

Papers should be 3000 words long (excluding notes, references, author details, keywords and abstract). Revised papers should not exceed 4000 words.

**Front cover**

Contributors must check that each of the following has been supplied correctly:

• Article Title

• Author’s Name

• Author’s postal and e-mail address

• Abstract of 100–200 words

• Keywords (six to eight, in lower case where possible)

• The title details should be centred and follow the format for heading 1 (see below)

**Presentation/House Style**

All articles should be written in Word and double-spaced, with 2.5 cms margins on all sides. The font should be Times New Roman, 12 point. The main body text should be justified, with paragraphs separated by a line.

Headings

Please do not exceed three levels of headings. The recommended format for headings are:

Heading 1 (12 point, Capitalised, Bold, Times New Roman)

Heading 2 (12 point, Capitalised, Bold, Italicised, Times New Roman)

Heading 3 (12 point, Capitalised, Italicised, Times New Roman)

Quotations

The recommended style for quotations embedded into a paragraph is single quote marks, with double quote marks used for a second quotation contained within the first. All long quotations (over 40 words) should be ‘displayed’– i.e. set into a separate indented paragraph with an additional one-line space above and below, and without quote marks at the beginning or end.

Notes

Endnotes may be used for comments and additional information only. In general, if something is worth saying, it is worth saying in the text itself. A note will divert the reader’s attention away from your argument. If you think a note is necessary, make it as brief and to the point as possible. Use Microsoft Word’s note-making facility and ensure that your notes are endnotes, not footnotes. Place note calls outside the punctuation, i.e. after the comma or the full stop. The note call must be in superscripted Arabic (1, 2, 3).

**References**

All references in the text should be according to the Harvard system, e.g. (Bordwell 1989: 9). The reference list should be presented alphabetically at the end of the document.

Please note in particular:

• ‘Anon.’ for items for which you do not have an author (because all items must be referenced with an author within the text)

• A blank line is entered between references

• Year date of publication in brackets

• Commas, not full stops, between parts of each reference

• Absence of ‘in’ after the title of a chapter if the reference relates to an article in a journal or newspaper.

• Name of translator of a book within brackets after title and preceded by ‘trans.’, not ‘transl.’ or ‘translated by’.

• Absence of ‘no.’ for the journal number, a colon between journal volume and number.

• ‘pp.’ before page extents.

The following samples indicate conventions for the most common types of

reference:

Journal article

Hottel, R. (1999), ‘Including Ourselves: The Role of Female Spectators in Agnès Varda’s Le bonheur and L’une chante, l’autre pas’, Cinema Journal, 38: 2, pp. 52–72.

Book

Flitterman-Lewis, S. (1990), To Desire Differently: Feminism and the French Cinema, Urbana and Chicago: University of Chicago Press.

Edited book

Gibson, R., Nixon, P. and Ward, S. (eds) (2003), Political Parties and the Internet: Net Gain?, London: Routledge.

Chapter in edited book

Grande, M. (1998), ‘Les Images non-dérivées’, in O. Fahle, (ed.), Le Cinéma selon Gilles Deleuze, Paris: Presse de la Sorbonne Nouvelle, pp. 284–302.

Conference paper

Brown, J. (2005), ‘Evaluating surveys of transparent governance’, in UNDESA (United Nations Department of Economic and Social Affairs), 6th Global Forum on Reinventing Government: Towards Participatory and Transparent Governance, Seoul, Republic of Korea, 24–27 May, United Nations: New York.

Newspaper/magazine article (accessed online)

Anon. (2005a), ‘Pubs open doors as terrorist blasts rock capital’, The Publican, 14 July, http://www.morningadvertiser.co.uk/General–News/Pubs–open– doors–as–terrorist–blasts–rock–capital. Accessed 18 October 2013.

Website

Bondebjerg, K. (2005), ‘Web Communication and the Public Sphere in a European Perspective’, http://www.media.ku.dk. Accessed 15 February 2005.

Publication in press

Woolley, E. and Muncey, T. (in press), ‘Demons or diamonds: a study to ascertain the range of attitudes present in health professionals to children with conduct disorder’, Journal of Adolescent Psychiatric Nursing. (Accepted for publication December 2002).

PhD Thesis

Richmond, J. (2005), ‘Customer expectations in the world of electronic banking: a case study of the Bank of Britain’, Ph.D. thesis, Chelmsford: Anglia Ruskin University.

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