CHME Manchester are pleased to announce a free “Certification in Hotel Industry Analytics” (CHIA) workshop and Train-the-Trainer session immediately prior to the start of the CHME Conference in Manchester, UK. The CHIA certification program is being offered globally to undergraduate and graduate students, as well as professors through a joint effort between the Educational Institute (AH&LEI), ICHRIE and STR Global. Over 2,000 CHIA certifications have been granted, and CHME Manchester will be the 30th TTT workshop conducted.

Please visit the conference website for more information *www.CHMEManchester.org*

**CALL FOR PAPERS (Final Submission Date 31.1.15)**

The call for papers includes submissions of research, practice conference papers, poster presentations or Pecha Kucha presentations from academics, postgraduate research students and industry practitioners.

The conference will address research themes that can draw interest from across the faculty: See www.chmemanchester.org for full themes

1. **Hospitality Management**

The theme would particularly welcome submissions, which explore the opportunities, issues and implications for the future of hospitality management.

2. **Critical and Cultural Studies in Hospitality Management**

This theme encourages submissions, which focus on the changing nature of hospitality and related subjects and contexts, the developments of ethical practices, the importance of cross-cultural service encounters.

3. **Learning, Teaching and Assessment in Hospitality Management Education**

This theme intends to develop discourse on issues that affect hospitality education in Higher Education (HE) and consider future challenges affecting the subject area.

4. **Innovation, Creativity and Entrepreneurship in Hospitality**

Submissions on young, female, lifestyle and/or ethnic hospitality entrepreneurs would be welcomed as would papers on international entrepreneurship, entrepreneurship within hospitality organisations, innovative processes, systems, and offerings within hospitality.

5. **Hospitality Culture and Worker Lifestyles, Futures and Experiences**

This strand encourages papers and posters related to the lifestyles of those working in the hospitality industry and those currently or potentially, consuming hospitality products, services and experiences.

Manchester Metropolitan University and the Council for Hospitality Management Education would like to thank our sponsors and supporters for the CHME Research conference 2015

Regards

Hospitality Team

The Department of Food and Tourism Management, Hollings Faculty, at Manchester Metropolitan University welcomes the Council for Hospitality Management Education to Manchester, May 20th - 22nd 2015 for their annual conference.

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