



CHME Newsletter

December 2016

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IN THIS ISSUE

Chairs Welcome

Colleagues,

Welcome to this edition of the Council for Hospitality Management Education newsletter. The committee continue to meet on a regular basis with the aim of representing hospitality education, developing links with the industry and providing a forum for the dissemination of research and innovation.

With the last point in mind, I would like to remind members of the CHME Annual Research Conference scheduled for 16th to 19th May 2017. In a departure from the norm, we are delighted to announce that this conference will be hosted by Anders Justenlund and team at University College Northern Denmark (UCN) Aalborg. Members of the Executive

travelled to Aalborg in September to meet the organising committee, have a look round the conference and hotel facilities and start to familiarise ourselves with Aalborg. We were most impressed with the plans that Anders is proposing and we look forward to high quality research presentations as well as a vibrant social programme. We expect this to be a very popular conference which will have all of the hallmarks of a CHME Research Conference, but with a truly international feel.

Aalborg is very easy to get to as a range of carriers fly either direct to Aalborg from the UK, or just require one change at Copenhagen. Please encourage colleagues to contribute to one of the conference themes, either by producing a poster for display or a 3000 word paper for inclusion in the proceedings and presentation at the conference. This is an ideal opportunity for researchers who may be less experienced to present their work in a friendly and collegiate atmosphere. Please visit <http://chme17.org/> for full details.

Members of the Committee have been working on a number of initiatives over the past 6 months and this newsletter give me the opportunity to let members know what we have been doing. Such initiatives include raising the profile of CHME through the engagement of a Public Relations organisation; working toward the development of closer links between academia and industry, exploring various avenues of securing external funding and sponsorship, contributing to the QAA Hospitality subject statements, becoming involved in the debate regarding apprenticeships and responding to the Stern Enquiry.

In my last article for the newsletter, I indicated that the council finds itself in a relatively healthy financial position – mainly as a consequence of more proactive approach to the management of funds. I asked for suggestions regarding how we might utilise these funds, perhaps through the financing of a research project that would benefit the Council, its members and hospitality education

as a whole. To date, I have had no takers, but remain very open to hearing from any member who might have an idea of such a project, or has other ideas as to how we might use the funds. Please do not hesitate to contact me direct (p.barron@napier.ac.uk) to discuss this.

Finally, and as mentioned above, the CHME Executive are working toward responding to Lord Stern's 2016 report - Building on Success and Learning from Experience: An Independent Review of the Research Excellence Framework <https://www.gov.uk/government/publications/research-excellence-framework-review>.

Whilst there is a general understanding that some form of measuring research output is required, the report identifies a number of issues (not least the cost of running such exercises – REF2014 is estimated to have cost £246 million) that have resulted in a reflection on the process. These include institutions adopting the strategy of recruiting eligible staff as a means of enhancing profiles; being highly selective and exclusive regarding submissions; researchers being pushed toward 'safer' research topics as a means of achieving quick publications, and questions surrounding equality and diversity. The report makes a number of recommendations and, on behalf of members, we would like to input into this process. Accordingly, Peter Lugosi (plugosi@brookes.ac.uk) has been tasked with formulating our response and I know that he plans to contact members for their input. This is our chance to influence REF2021, so please contact Peter with your views.

Looking forward to seeing you again at UCN Denmark in May 2017.

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learn more about the details for paper/poster contributions, accommodation, and the conference program.

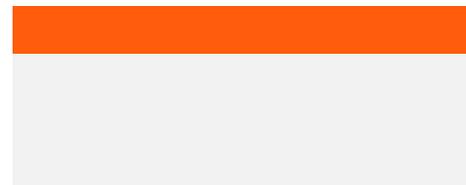
For the early birds, there will be a discounted rate until January 27, 2017.

If you have any enquiries please feel free to contact us, you will find our contact details online.

I would like to take this opportunity to wish all of you Happy Holidays and a prosperous New Year and to welcome the CHME family to the happiest the happiest country in the world in the happiest city in Europe – Aalborg.

See you all from May 16-19 2017.

Anders Justenlund, Conference Chair



COMBAT HUMAN TRAFFICING TOOLKIT

We are very pleased to share our 'Combat Human Trafficking' Toolkit with CHME

Human trafficking is one of the most profitable crimes today. It involves the movement of victims, through force, coercion and abuse for the purpose of exploitation through forced prostitution, forced or bonded labour, forced criminality, domestic servitude, forced organ removal or the exploitation of children through the sex trade, begging or warfare.

The nature and necessities of human trafficking- the requirement for continuous movement, temporary accommodation, supply of low cost products and services and the privacy offered to guests- means that the hotel industry is exposed and vulnerable to being used as a vehicle by traffickers.

The Combat training toolkit is designed to help hotels proactively fight human trafficking by helping them to identify potential signals of trafficking throughout the 'victim's journey' and erect barriers to combat trafficking. Hospitality and tourism educators can also use the material within the toolkit within their programmes to educate future

industry managers. It comprises three reference guides for corporate, managerial and operational level staff which, provide the background to human trafficking and offer practical advice on the development of policies and procedures to counteract and disrupt trafficking and support trafficking victims. These reference guides offer trainers a 'pick and mix' approach so that they can tailor the contents to meet the needs of their training audience. It also includes case studies of human trafficking presented from the victim's perspective with accompanying power point slides for 30-minute training sessions, 10-minute training materials, an aide-memoire pocket card, awareness posters and a train-the-trainer manual.

The Combat toolkit is a key output from a 2-year research project funded with the support of the European Commission. The research was conducted by a multi-disciplinary team of researchers from Oxford Brookes University, and the University of West London in the UK, the Lapland University of Applied Sciences in Finland, and the Ratiu Foundation for Democracy in Romania.

We hope you will use this toolkit and help to eradicate human trafficking. We would also welcome any feedback on the toolkit; how it is being used and how helpful it is. Send your comments to

Dr Maureen Brookes at meabrookes@brookes.ac.uk or

Professor Alexandros Paraskevas at alexandros.paraskevas@uwl.ac.uk

LOGO

Should we change the CHME LOGO??

Dear Colleagues

We are at the forefront of unprecedented pressures in Higher Education and hospitality management is one of the areas that is often facing cuts.

This is a time where we as CHME need to show that with renewed energy and focus, we continue to pursue excellence in Hospitality Management Education. A logo change can be considered a luxury if it is going to cost us money but on this occasion we have managed to secure the redesign at no cost to CHME and we have confirmed that CHME will incur no added costs by the web designers if we opt for a new logo. We have no other stationary so a logo change that could cost an organisation quite a lot of money will cost nothing in direct expenditure to CHME.

Now let us reflect why should we change logos?

1. **LOGO revitalisation and MODERNISATION:** the proposed logo is bringing us to this era of social media and consumer co-creation. The logo has been designed by students and that captures the very essence of what the modern CHME is and

should be, student centric, in touch with the new generation and flexible. We realise that a logo change does not change the organisation. A logo change simply changes the logo... BUT indirectly we wish to communicate that we are a revitalised organisation that continues to promote our collective values with renewed energy and passion.

2. **CHANGE:** CHME has changed since the early days of conceptualisation, the original four squares represented industry, research, education, management. We argue that the original four areas have been extended and CHME has many more challenges to focus on have ever before so although the four areas remain prominent in the semiotics of the new logo other smaller areas have been inserted to represent the feeling of change and uncertainty.
3. **REMOVE HINDERANCES,** the new logo allows us to visualise a more flexible CHME that can address more than just the four original areas and improves our image.

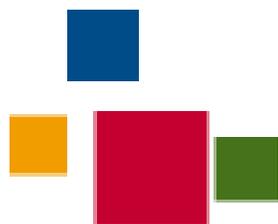
Squares over triangles in the new design (a semiotic interpretation): Squares and rectangles are stable.. They have right angles and represent

order, mathematics, rationality, and formality. Hospitality education may have been stable in the past but that is no longer the case

Triangles can be stable when sitting on their base or unstable when not. **They represent dynamic tension**, and a sense of action. Triangles have energy and power and their stable/unstable dynamic can suggest either conflict or steady strength. Hospitality education has had its share of conflict whilst CHME has shown in recent years a steady strength.

Considering all of the above, we will vote at the AGM this year as to whether the membership would like a change in LOGO. The vote will be: -should CHME change its logo, from logo A to logo B?

LOGO A:



Council for
**Hospitality Management
Education**

LOGO B :





CALL FOR PAPERS AND POSTERS

26th Council for Hospitality Management Education (CHME) Annual Conference

Hospitality on the Move – Beyond Borders

16th-19th May 2017

Aalborg, Denmark

University College Northern Denmark and its partners are proud to host the 26th Council for Hospitality Management Education's Annual Research, Learning and Teaching Conference in May 2017. The conference theme relates to the increasing awareness of hospitality perspectives in other sectors not directly related to the provision of food, beverages and accommodation, such as healthcare, retail, and even the finance and oil/chemical industries. There is also growing academic interest in hospitality in fields such as management, leadership, corporate social responsibility, finance and business innovation, as well as in the disciplines of geography, anthropology, sociology, politics, theology, design and architecture, and literary studies. The conference theme and the European location also reflect the development of CHME itself

which has seen its international membership increasing. To cultivate the intellectual and geographical mobility of hospitality, the CHME17 conference invites contributions within the following thematic areas:

- Hospitality Management
- Critical and Cultural Studies of Hospitality
- Learning, Teaching and Assessment in Hospitality Management Education
- Hospitality in Sport and Events (The Interrelated Nature of Hospitality, Sport and Events)

As something new, we also invite workshop contributions from industry stakeholders and practitioners under the theme: 'New Bizz in Hospitality'.

The deadline for submissions is Friday 27th of January 2017. These should be submitted to:

papers@chme17.org

posters@chme17.org

For full details of the conference, the themes, and paper, poster and workshop guidelines, please visit the conference web site: www.chme17.org.

Critical Hospitality Studies Symposium: A Multi-Disciplinary Affair

28-29 July 2016

Edinburgh Napier University

Edinburgh, UK

From 28 – 29th July 2016, The Business School of Edinburgh Napier University hosted a 2-day symposium on critical hospitality studies. The symposium, which aimed to further promote multi- and inter-disciplinary research on hospitality, generated high-quality intellectual engagements and cross-disciplinary dialogues. The symposium was very well received by delegates from across the world, including North and South America, Asia, and Europe, noting in particular the stimulating nature of the event, and the diversity and quality of the speakers from a variety of disciplinary backgrounds, such as Anthropology, Education, Geography, History, Languages, Philosophy, Sociology as well as Management, Hospitality and Tourism..

By exploring hospitality as a conceptual lens to understand contemporary issues of society, delegates were invited to creatively and playfully conceptualise their research on hospitality into metaphors. A variety of themes were explored including “hospitality as work”, “hospitality as a relationship”, “hospitality as welcome”, “hospitality as lifestyle”, “hospitality as exclusion”, “hospitality as community”, “hospitality as mobility”, “hospitality as sharing”, “hospitality as space”, and “hospitality as culture”. A range of research topics were presented during the 2-day symposium, including sustainability, mobility, culture studies, Feminist studies, and the refugee crisis.

As part of the symposium, a number of local social enterprises practising hospitality were invited to share their experiences of putting hospitality into action: Health All Around, which adopts a community development approach, to provide services focusing on physical, social and emotional wellbeing and aims to build social capital and reduce inequalities within the city of Edinburgh (for more info: <http://www.healthallround.org.uk>); Punjabi Junction, which is a community café, and aims to empower Sikh and other Minority Ethnic women to advance their own life opportunities, through the building of skills, confidence and social inclusion (for more info: <http://www.punjabijunction.org>); and The Welcoming Association, a charity organisation aiming to help asylum seekers to integrate with local Scottish communities through befriending and mentoring activities (for more info: <http://www.thewelcoming.org/>).

The Critical Hospitality Studies symposium succeeded in pioneering itself as a platform for international scholars, who are interested in hospitality studies, to share ideas and develop potential collaborations to further advance hospitality knowledge and address issues of importance to society.

For further information about the Critical Hospitality Studies Symposium, please contact Professor Paul Lynch (P.Lynch@napier.ac.uk), or visit the journal of Hospitality & Society (<http://www.intellectbooks.co.uk/journals/view-Journal,id=194/>).

Authors: Kelvin Zhang and Paul Lynch



AALBORG, DENMARK

EMCup 2017 (February 12th & 13th, Maastricht) Facts

- 116 invited schools
- 17 Advisory Council members
- Theme: Catch Me If You Can – Stay in Love ♥
- 37 partners
- Hosting city: Maastricht



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