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# EASTER NEWSLETTER

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## Message from the Chair - Easter Hospitality Reflections

Dear Friends and Colleagues

As the Easter weekend holiday draws near the I wish all our colleagues all the best for a well deserved break. With considerable change happening for hospitality management at numerous universities I couldn't help but reflect and give you some insight to our CHME thoughts and efforts.



This is a time of wonder for Hospitality Management professionals and academics. Reports (i.e. Ignite economics, 2017; Deloitte, 2018) are recognising the importance of the industry's contribution to the economy, many hospitality management sectors show their resilience in times of crisis and the recent merger of BHA with ALMR has seen the creation of UKhospitality a new, vibrant body that represents hospitality management at the highest of levels. Indeed, it is also a great time for Hospitality Researchers as we have seen a growth of hospitality focused journals. We now have more two and three star rated journals than ever before in the history of Hospitality Management Education. Yet there is a dark cloud in hospitality academia that may conceal the rays of sunlight.

I sense that some of you may feel that it is not the most optimistic of times to be involved in hospitality management education in the United Kingdom. On the one hand, anxiety of European parents sending their children to study in the UK is on the increase due to the uncertainty surrounding Brexit and what it really means for them. On the other the government fee review and increasing competition from hotel schools in Europe means that we are not a top destination in the minds of parents as we once were. A number of hospitality organisations have adopted the view that they do not really need hospitality focused apprenticeships and we have already heard of a couple of universities with historically strong hospitality management departments wishing to discontinue their degrees offerings. In this important period of hospitality management education, I have been asked by my peers to lead the Council of Hospitality Management Education and it is with feelings of humbleness and honour that I chose to accept. I did so because despite the perceived gloom of this period I have a deep optimism and belief that Hospitality Management Education does have a bright future.

If we focus solely on the now and forget the past or ignore the future we could create a self-fulfilled prophesy.

I believe that Hospitality Management education has only recently entered its teenager phase and, like any teenager, there will be tantrums until balance is restored. Each one of us should consider themselves as the guardian or parent of this teenager. And like good parents we must work closer than ever before to look after our child. We must increase our cooperation within and between our Universities and Further Education Colleges and keep a unified and strong voice. We must do more to engage with our professional colleagues, after all most of them are our alumni! We must do more to embrace colleagues in further education. We must have a more open dialogue with hospitality professionals to highlight the benefits of safekeeping hospitality programmes in higher and further education, including hospitality focused apprenticeships. And we must do more to promote applied research that clearly contributes to both industry and our society.

I am surrounded by great colleagues each one volunteering their time and energy to transform CHME into a thriving organisation that truly supports hospitality management academics. We are building on our long and strong tradition but we are gazing to the future and working on strategic goals that will enable us to better support hospitality pedagogy, research and professionalism. I see great examples of a thriving Hospitality Management Education in Europe, America, China and the rest of the world and that allows me to be more optimistic and more determined than ever to move forward. We are not alone and you are not alone!

We at the CHME executive wish to help as much as we can and we will focus our combined energies to achieve three goals in the next few years:

- 1) Deliver more benefits to both our higher and further education membership.
- 2) Strengthen our links with other similar academic and professional associations around the world.
- 3) Help unite the voice of academics and professionals to enhance the way Hospitality Management is perceived as a career.

There may be troubled waters ahead but we shall navigate them together. Stormy waters after all make for excellent sailors!

**Dr Ioannis S. Pantelidis FIH**

Chair Council for Hospitality Management Education

References:

Deloitte, 2018. <https://www2.deloitte.com/us/en/pages/consumer-business/articles/travel-hospitality-industry-outlook.html> (to be hyperlinked directly within address)

Ignite economics, 2017. <https://www.ukhospitality.org.uk/general/custom.asp?page=economiccontributio> (to be hyperlinked directly within address)

## CHME Conference 2019:

There is still time to book your space for our annual research conference.

Visit <https://www.gre.ac.uk/bus/events/chme> for programme information and details on how to book.

‘Transforming hospitality’: The 28<sup>th</sup> Council for Hospitality Management Education (CHME) Annual Research Conference

21st May 2019 – 24th May 2019

**University of Greenwich, Queen Anne Court, Old Royal Naval College, Park Row, London, SE10 9LS**

Conference themes:

- Applied hospitality management
- Critical and cultural studies of hospitality
- Learning, teaching and assessment in hospitality management education
- Urban hospitality
- Hospitality and wellness

Keynote speakers:

- Kate Nicholls – Chief Executive, UKHospitality
- Professor Dorina Buda – Specialist in tourism and socio-political conflict
- Chris Moore – Chief Executive, The Clink Charity
- Julie Barker – Director of Accommodation and Hospitality, University of Brighton & Deputy Chair, TUCO
- Professor Jon Wilson – Specialist in multiculturalism
- Dr Melanie Smith – Specialist in wellness tourism
- Professor Alastair Morrison – Specialist in hospitality and tourism marketing
- Natalie Harrison – Head of Global Public Relations , Airbnb

## CHME AGM 2019

If you are attending our conference (and even if you are not but are arround) please do join us for the CHME AGM this year. This is an important meeting and open to all CHME members. This year it is hosted by Greenwich University (during our annual Research Conference). The date is Wednesday 22nd May 2019 at 15:00 in Queen Ann Room 063

## CHME StR/SHARE awards

CHME StR/SHARE awards which launched in 2017 continues. We are grateful once again to our partners StR/SHARE who have kindly donated funds for these 2 awards. The winners from the two categories detailed above will receive a joint CHME/SHARE certificate and £300 and receive the award at the Annual Research Conference gala dinner at the CHME Research Conference at the University of Greenwich May 2019.

There are two awards, one recognising innovation and excellence in hospitality management education and the other research impact. These awards are available to all CHME members and invitations are encouraged in either of the categories below:

- **Innovation in Teaching** – This award is presented to the CHME member who has demonstrated innovation in teaching, learning or assessment. Whilst all innovative practices would be considered, this might take the form of the introduction of a new method or approach to teaching or assessing a traditional hospitality subject, or may be the introduction of a new subject on to the hospitality curricula;
- **Research Impact** – This award is presented to the CHME member who has undertaken research in the general area of hospitality management (including education) the results of which have had a positive impact. This impact must be both measurable and demonstrable and whilst all impactful research will be considered for this award, research that has positively benefitted the hospitality industry will be favourably considered.

Winners will be announced in our Summer Newsletter.

## Young Guns 2019

Warm congratulations to our 2019 Young Guns winners: Sophie Chapman, from Robert Gordons University, Aberdeen and Mariana Sacadura-Botte from Oxford Brookes.



We are grateful to the Institute of Hospitality for their continuous support with this student competition that celebrates excellence amongst hospitality students that have embraced learning through an industry internship.

## New benefits for CHME members

**We continue to seek new benefits for all our CHME members (both academics and students) and we are proud to announce a partnership with colleagues from Chess Partnership**

EP Magazine has offered spaces on their *Mentoring/Coaching* – mentoring on a bespoke case by case basis as one would be matching the mentee and mentors and would depend on the time commitment needed. The first mentoring session would be free. For those interested in this scheme more information will be posted in our members only part of our website.

**Emerging Leaders Network** – the ELC is a membership based initiative where we bring talent from various sectors and industries together to build networks, share knowledge and business development. They are offering 20 free one year memberships to Young Gun applicants. They hope that this will give them the opportunity to grow, contribute and share their knowledge and hopefully renew their membership once they graduate and are in a role. We also hope that they are change agents from within their companies and get new members to join the group.

## Student CHME award



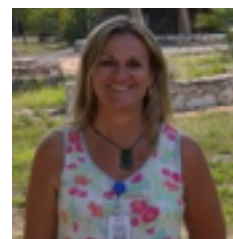
The student CHME award is presented each year by member universities and colleges to a hospitality student who is deemed worthy of this award. The criteria for making this award is very much up to each institution and we encourage the institution to set their own criteria and decide which hospitality student should be presented with this award. However, we consider this award to be both valuable and prestigious to the recipient and certainly a recognition of excellence - be it the best

dissertation or industry project, the highest overall marks for their final year.

The following students were awarded at their 2018 graduations – many congratulations to all!

**Luke Jenkins**  
**2018 Young Guns finalist.**  
**Hannah Sheehan-White**

**Leeds Beckett University- also a**  
**London South Bank University**





Andrew O'Hare	Edinburgh Napier
<b>Chloe Turner</b> (top picture)	<b>Plymouth University</b>
<b>Vyara Ekova</b>	<b>University of Brighton</b>
<b>Maree Stansfield</b> (middle picture)	<b>Auckland University of Technology</b>
<b>Anna Darby</b>	<b>Derby University</b>
<b>Layla Harrop</b>	<b>University of East London</b>
<b>Rhuari O'Brien</b>	<b>Sheffield Hallam University</b>
<b>Chloe Turner</b>	<b>Plymouth University</b>
<b>Jelmer van der Bos</b> (bottom picture)	<b>Stenden Hotel Management School</b>

## Welcome to our new CHME Members

We are delighted to welcome new members to CHME:

Nankai University, China: <http://www.nankai.edu.cn/>

Wittenborg University of Applied Sciences, Netherlands: <https://www.wittenborg.eu>

## A New Book from one of our members:

A book on Airbnb, by our Member J Oskam, will be published shortly, see <http://www.channelviewpublications.com/display.asp?k=9781845416737>

The publisher has provided a discount code valid until the end of April 2019:



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