

Welcome to the summer Newsletter from CHME. This Newsletter covers the recently published CHME-funded report on the future of Hospitality Management Education and CHME work with partner organisations. In these unprecedented times, there is some good news.....please read on!

- **29th CHME Annual Research Conference**

The Annual CHME conference this year, Creating Hospitality Experiences, was unfortunately cancelled owing to COVID-19. It will be held (again at Sheffield Hallam) on 12 – 14th May 2021. All submissions are being considered (reviewed and feedback given) for the 2021 event. Further details at:

<https://www.chmeconf2020.co.uk/>

The **AGM** did, however, take place virtually and the Minutes can be found in the CHME website. The only change to the Executive was the election of Dr Maria Gebbels from Greenwich University to the post of Honorary Treasurer. Maria will take over from Isabell, who is covering the role at the moment, in the autumn when a handover is possible.

In addition, we would normally make awards at the Conference. Whilst the paper-related awards could not be made, we have awarded the *The Share/StR Teaching and Learning Innovation Award*. This was awarded to a team from Breda University of Applied Sciences, Academy of Hotel and Facility Management for their Bachelor Thesis (BT) learning community. Congratulations to Yoy Bergs, Sabrina Brugel and Licia Calvi!



- **The future of Hospitality Management Education in FE and HE**

CHME, in association with the Institute of Hospitality, commissioned a trends analysis and forecasting project that examines past and future data of Hospitality Management student numbers in Further and Higher Education. The project was undertaken by Drs Emma Marin and Alisha Ali of Sheffield Hallam University. The full report of the outcomes of the study can be found on the CHME website, and the Executive Summary is reproduced here.

Executive Summary

Hospitality management education in the UK is being challenged by declining student numbers coupled with a demographic dip, changes in students' preferences and a complex operating environment. The purpose of this report is to provide a trend analysis and forecast that examines past and future data of hospitality management education student numbers in UK and European further and higher education institutions. Secondary data were used to gather the information for this report. This was achieved through a systematic literature review, trend analysis of students' enrolment data and a functional benchmark analysis.

Key Findings

- Student enrolments in hospitality management are beginning to show an upturn in the UK. The picture is mixed for Europe as the data varies by country.
- The hospitality industry still has a pivotal role to play in championing hospitality management education through captains of industry and working closely with educational providers in ensuring the right blend of technical and vocational knowledge.

- There is no clear consensus on why students choose to study hospitality management. This is based on a variety of factors and varies by countries.
- The tides are beginning to turn on hospitality's image problem. For hospitality graduate schemes more employers are asking for a degree in hospitality management. However hospitality businesses need to consider how they can compete with those in other industries which pay more, ask for less work experience and often offer better career structures.

Recommendations

- Make further and higher education providers aware that enrolments in hospitality management are starting to show an increase.
- Explore how to enable captains of industry. These people are hospitality business leaders with influence. Captains of industry can strengthen and further develop industry-education collaboration by being strong supporters of hospitality management education. This can also help to combat hospitality's image issue.
- Investigate how the hospitality industry can become more professionalised by working further with the industry and professional bodies. This may help to reduce the negative industry perceptions and add value to having a hospitality management education.
- Collaborate with the industry to provide support in enabling more competitive graduate schemes and job offers. This could potentially increase the value of having a hospitality management education.
- Utilise the dynamic structure of the hospitality industry as a unique selling point in attracting changing learners. Businesses in the hospitality industry vary by the type of offer (accommodation, food and beverage, leisure services), size (from large multinational organisations to microbusinesses) and ownership models (entrepreneurs, family businesses, franchise, leasehold, management contracts, joint ventures).

The Chess Partnership wrote an excellent piece on this report:

<https://www.epinsights.co.uk/ep-online-articles/co-creating-a-stronger-hospitality-academia-and-industry-come-together-and-focus-on-best-practice-and-the-future-of-nurturing-talent/>

- **EMCup (European Mise en Place) 2020**

Stephanie Jameson represented CHME at this year's EMCup competition and reports here.

EMCup is an annual competition for the top European hospitality management schools. This year was the 12th year of the competition. The competition was held in Maastricht on February the 16th and 17th.

This year, 36 schools from 16 countries participated. Eleven of these schools were CHME members, so we were very well represented. This year, 175 students participated during two exciting and intensive competition days. The EMCup competition is very fast-paced and a lot of activities are packed into two days – but there is time for networking and having fun. The students were judged by the 'Business Jury', consisting of more than 80 senior hospitality professionals from more than 38 different companies.

The theme this year was "Battle of the brands – Will hotel chains survive, in the battle for guests' loyalty?" The teams of students conducted several assignments prior to the competition. They had to set-up a social media campaign to increase brand awareness of the EMCup. In addition to this, the 36 teams wrote an academic paper which was graded by the Business Jury members and 'pitched' during the competition days. Then, they worked on a case which was presented to a jury. Scores were calculated, producing the top 18 teams who then battled in debates. Finally, the top 9 got the opportunity to elaborate on their case and presented their ideas to a huge audience on stage at the MECC (conference centre), Maastricht. The students showed how the hospitality industry can provide lifelong learning to retain employees within the industry. This is a very intense and highly competitive part of the competition.

The programme was moderated by trainers from a company called 'Q-staff', who gave training on behavioural styles and a workshop on personal branding. There was also a Keynote Speaker, Wouter de Vries, who gave a presentation on the theme. The participating students had many opportunities, both formal and informal, to network with senior managers from the international hospitality industry. A networking dinner took place at the Hotel Management School Maastricht, on the first competition day, to stimulate interaction amongst the participants, where all

employers hosted a table. An interactive session took place where the students could ask for advice from professionals in an informal atmosphere. The competition ended with an award dinner in the Rebelle restaurant in Maastricht which provided further opportunities to network with other hospitality students and key industry players and potential future employers.



The winning Breda team

This is a list of the winners.

- First Place / winner: Breda University of Applied Sciences (CHME member)
- Second Place: Manchester Metropolitan University – Faculty of Business & Law (CHME member)
- Third Place: University College of Northern Denmark
- Best Introduction movie: Luxury Hotelschool Paris
- Best Rumour around the brand: University College of Northern Denmark
- Best Academic Paper: University College of Northern Denmark
- Best Pitch – Paper: Hotelfachschule Heidelberg
- Best Pitch – Case: Manchester Metropolitan University – Faculty of Business and Law (CHME member)
- Best Debate: Stenden Hotel Management School (CHME member)
- Best Idea: Best Idea Team #11:
 - Sahra Mami – FHWien GmbH, Institut für Tourismus & Hospitality Management
 - Marika Psysoja – Lapland University of Applied Sciences
 - Ana-Victoria Vârlan – Stenden Hotel Management School (CHME member)
 - Mia Louise Møberg Plesner – University College of Northern Denmark
 - Niklas Kropp – University of Applied Sciences Bremerhaven
- Best Networkers: Hotelfachschule Heidelberg
- Best Team Spirit: Budapest Business School – University of Applied Sciences
- Resume Application Award: Adnan Kulenovic – HTMi, Hotel and Tourism Management Institute, Switzerland (CHME member)



The Manchester Met team

The Advisory Board of the EMCup will soon release the theme for next year's competition – so watch this space.

Stephanie Jameson, Member of the CHME Executive committee and Advisory Board Member of the EMCup.

- **CHME and EP continue the joint efforts to facilitate dialogue between academics and professionals.**

Efforts for a better collaboration between academics and professionals (see: <https://www.epinsights.co.uk/ep-online-articles/co-creating-a-stronger-hospitality-academia-and-industry-come-together-and-focus-on-best-practice-and-the-future-of-nurturing-talent/>) continue with a planned online forum in September to facilitate a discussion around the following points distilled from previous meetings:

- Create a best practice code for academic institutions focusing on inspirational teaching & learning and the bigger picture of hospitality as a lifestyle
- Promote industry best practice
- Monitor communicate Industry links/engagement
- Include Student voice and recent alumni
- Create An exchange industry/academic program
- Post Covid-19 considerations

Once the date is confirmed an open call will be sent to all CHME members and other stakeholders that may wish to participate.

- **Young Guns**

The 2020 Young Guns final was held on Wednesday 11th March at the RAF Club, Piccadilly hosted by the Chief Executive, Miles Pooley

The 6 finalists Bethany Dean, Leeds Beckett University; Emily Murray, Bournemouth University; Jessica Munt from Sheffield Hallam University; Kane Palmier, Westminster Kingsway College; Krunali Manek, Brighton University and Sonia Sciamdibiam also from Bournemouth University enjoyed a superb lunch hosted by Miles Pooley at the RAF Club, Piccadilly, London whilst being quizzed by 6 senior executives from the hospitality industry. The overall winners were Jessica and Kane (pictured left) with Miles Pooley host and sponsor and Peter Ducker from the Institute of Hospitality, also sponsor of the event and prizes.



Congratulations to all of them.

- **Student Awards**

As the main organisation supporting Hospitality Higher Education in the UK, we are continually striving to both celebrate hospitality as a career option and recognise excellence in future managers. Consequently, we, are once again, offering a Council for Hospitality Management Education award to one of your hospitality students. The criteria for making this award is very much up to you and we would encourage you to set your own criteria and decide which hospitality student you present this award to. However, we would 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.

Once the criteria for this award has been decided by your programme team, we would encourage you to formally recognise this at your programme board and perhaps make mention of this at your graduation ceremony. We would, of course, be delighted to learn of the criteria that your organisation sets for this award and also the name of the recipient for publication on our website, so please email Isabell our coordinator with the details- i.r.hodgson@outlook.com.

This opportunity is only open to member institutions of the Council for Hospitality Management Education and we do hope that you will take advantage of this member benefit.

Pictured below is the first recipient for 2020. The following criteria for this award has been decided by our programme team:

- ☐ has taken the lead in their personal development
- ☐ has embraced the qualities of an active citizen and
- ☐ has excelled in academic performance



Georgios Benatatos

Oxford Brookes

Well done Georgios- we look forward to receiving further recipients in due course.

- **News from our Members:**

Please find details and Call for Papers for a special edition journal from one of our members - The Hotel School, The Hague. Please share with colleagues, thank you

For our past (cancelled) conference we had negotiated a publication outlet with the Journal of Hospitality and Tourism Insights. We have decided to go ahead with this special issue on Innovation in Hospitality and Tourism: Ethical issues and challenges, despite the conference having been cancelled.

Please see attached, also available at <https://www.emeraldgroupublishing.com/journal/jhti/innovation-hospitality-and-tourism-ethical-issues-and-challenges>

- **New Book from Conrad Lashley – with discount!**



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