

The latest news, views, and announcements

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### CHME Annual Conference

Edinburgh  
Napier  
University  
25th-27th May  
2022

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### Conference Hosts

CHME are seeking conference hosts for 2023-2025



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### CHME Doctorial Workshops

New dates released

## Welcome

Welcome to the Autumn Newsletter from CHME. As we take our first steps back to something that resembles “normality” and we welcome students and colleagues back to campus, we reflect on our priorities and the need to keep some sort of life balance that shows us to be productive whilst maintaining a sense of wellbeing. The benefits of social interaction at work are well documented. The quality of workplace connections and social networks help build a collaborative environment, cooperation and learning. We have missed this social connection during the past 18 months. Where better to catch-up with colleagues, friends and collaborative partners than the CHME Annual Conference. We hope to see you there!



## 30<sup>th</sup> Annual Research Conference

The 30<sup>th</sup> Council for Hospitality Management Education (CHME) 2022 will take place at Edinburgh Napier University from 25<sup>th</sup>-27<sup>th</sup> May 2022 with the theme the Human Touch in Hospitality.

Our 30<sup>th</sup> Annual Research Conference will reflect upon the global shift from analogue to digital hospitality facilitated by the advent of the internet and more recently, alongside the global pandemic, the increasing use of smart phones; digital media; social media; virtual reality and artificial intelligence.

In today's digital world, the act of hospitality is increasingly digitally enabled through online bookings, digital media, use of Apps and other related tools. Nevertheless, human beings remain at the heart of hospitality. The conference will focus on the following questions:

- How has the digital world impacted on the meaning of hospitality?
- Where is the human touch in hospitality today?
- How can we as human beings shape hospitality for the future?

We welcome contributions based on the following tracks:

- Hospitality Management;
- Critical and Cultural Studies of Hospitality;
- Learning, Teaching and Assessment in Hospitality Management Education;
- Festivals and the Human Touch;
- Hospitable Destinations.

## Call for Papers

The call for papers opens from Wednesday 29<sup>th</sup> September, with paper submissions from Monday 8<sup>th</sup> November. Paper and poster submission deadline is Monday 17<sup>th</sup> January 2022.

Papers of approximately 1500 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.

Posters: Authors are 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.

For further details contact Dr Louise Todd, CHME 2022 Conference

Coordinator:

[chmeconference2022@napier.ac.uk](mailto:chmeconference2022@napier.ac.uk)

More information available soon at:

<http://www.chme.org.uk/annual-conference/>

## Call for Future Conference Hosts

CHME are seeking conference hosts for 2023-2025. If any member institutions are interested in hosting future CHME conferences, contact Sarah Rawlinson, CHME Secretary [sarah.rawlinson@northampton.ac.uk](mailto:sarah.rawlinson@northampton.ac.uk)



Dr Eleni Michopoulou



Dr Karl Russell

## Changes at CHME Executive

There have made some changes to the roles and responsibilities of the CHME Executive and we welcome two new members to the CHME Executive, Dr Eleni (Elina) Michopoulou, Associate Professor in Business Management at the University of Derby and Dr Karl Russell, Lecturer Strategic Hospitality Management at the Hotel School, The Hague. For more details on the changes please visit our website: <http://www.chme.org.uk/about-us/chme-executive-committee-members/>

## CHME Workshops for Doctoral Researchers

The Council for Hospitality Management Education (CHME) is pleased to continue its research training and support for doctoral students for the academic year 21/22. We would like to invite you to register for the following workshops.



Dr Ioannis Pantelidis

### **Workshop 1: Demystifying the Hospitality Viva**

When: Wednesday October 27<sup>th</sup> at 4-5pm UK time

Link to Register:

<https://demystifyingthehospitalityviva.eventbrite.co.uk>

Workshop Facilitator: **Dr. Ioannis Pantelidis**

Hospitality may often be all about a good sales pitch, but your viva is anything but that. This session will discuss hints and tips about preparing for your viva, what to expect, and common questions asked. Join us to philosophise the purpose of a viva and how to approach it both mentally and physically to have the best chance of success.



Dr. Kadir Çakar

### **Workshop 2: Case Study Methodology in Hospitality Research**

When: Thursday November 25<sup>th</sup> at 2- 3pm UK time

Link to Register: <https://www.eventbrite.co.uk/e/case-study-methodology-in-hospitality-research-tickets-181929515077>

Workshop Facilitator: **Dr. Kadir Çakar**

The use of the case study approach as a method in hospitality is generally questioned due to the lack of knowledge in terms of the applicability of qualitative case studies. The aim of this workshop is to increase the recognition of the use of qualitative case studies both in their doctoral thesis and future possible research. It also aims to provide doctoral candidates with a deeper and better understanding of the use of case studies and thus strives to shed light on the areas of concern.

Participants will learn the following:

- Understanding the nature of qualitative case studies;
- Trustworthiness in qualitative case studies
- Determining the unit of analysis in qualitative case studies
- Types of data sources in qualitative case studies.



Dr Alisha Ali

### **Workshop 3: Finding your Doctorate Writing Joy**

When: February 24<sup>th</sup> from 3-5:30pm UK time

Link to Register: <https://www.eventbrite.co.uk/e/finding-your-doctorate-writing-joy-tickets-181941731617>

Workshop Facilitator: **Dr. Alisha Ali**

Academic writing serves up both pleasure and pain. Pleasure – when we are productive and reaping the rewards. Pain – when we struggle to maintain our writing, leading to feelings of frustration and fear. Developing sustainable writing habits is a challenge for doctoral researchers as well as academics. The purpose of this workshop is to explore how we can enrich and sustain our approach to writing and find our doctorate writing joy.

What will I learn?

- Explore the writing myths
- Delve into the strategies used to create productive writing habits
- Experiment with these strategies
- Engage in a short writing workshop.

We are looking forward to welcoming you to these workshops.

# CHME Influences, influencers and the CHME GOATs

As CHME approaches a major milestone and celebration point in its history with the 2022 CHME conference set to be the 30th staging of this highly important and influential event. Reflection often takes a role in understanding not only how such a milestone has been reached but also who and what factors were and are influential in the coming about of such celebrations!

Under the working title of Influences, Influencers and GOATs (Greatest of All Time) we are working to put together a comprehensive account of the history of CHME and we are seeking your support.

It has been established that CHME was founded in 1979 when a group of academic Hospitality and Hotel Management Heads of Department met and formed a 'Council' to share and represent their views. Over the years these meetings took on a degree of greater importance and a formal approach was adopted which led to the formation of the first CHME executive committee who organised their first CHME conference in 1992 which was staged at Birmingham Polytechnic.

From 1992 to 2021 (2020 was postponed due to the pandemic) conferences were held with overarching themes of Teaching, Learning and Assessment, Hospitality Management, and Critical and Cultural Studies of Hospitality for both academics and research students.

Members of the 2021/2 executive committee are seeking to document the historical overview of CHME's historical beginnings, milestone events and any matter of related importance, that have contributed to CHME's current standing as a leading authoritative body within the subject field of



Past CHME conferences have been held and organised at such well known academic institutions as Manchester Metropolitan University, Edinburgh Napier (formerly Napier University), City College, Norwich (partner College of the University of East Anglia). Nottingham Trent University, Oxford Brookes University, Glasgow Caledonian University, Surrey University, Huddersfield University, London South Bank University, Leeds Beckett University (formerly Leeds Metropolitan University), Sheffield Hallam University, Cardiff Metropolitan University, Bournemouth University, Strathclyde University, University of Brighton, Queen Margaret University (QMU), University of Derby, University of Ulster, Aalborg University, Denmark and Greenwich University with the 30th event in 2022 returning to Edinburgh Napier University

Note: The CHME 2021 conference at Sheffield Hallam University was the first virtual conference in CHME's history.

## CHME Conferences

1st	1992	Birmingham
2nd	1993	Manchester
3rd	1994	Edinburgh
4th	1995	Norwich
5th	1996	Nottingham
6th	1997	Oxford
7th	1998	Glasgow
8th	1999	Surrey
9th	2000	Huddersfield
10th	2001	London
11th	2002	Leeds
12th	2003	Sheffield
13th	2004	Cardiff
14th	2005	Bournemouth
15th	2006	Nottingham
16th	2007	Oxford
17th	2008	Strathclyde
18th	2009	Brighton
19th	2010	Surrey
20th	2011	Leeds
21st	2012	Birmingham

Hospitality Management and the wider subject areas related to its goals and mission: see [www.chme.org.uk](http://www.chme.org.uk)

We would very much like to hear from anyone who has a story to tell or insights and information to share that can help in the charting of the historical past of CHME helping us to build the narrative of CHME's Influences, influencers and who are the CHME Greatest Of All Time (GOATs).

We would like to extend our thanks to Professor Stephen Ball, Professor Conrad Lashley and Isabell Hodgson and the executive committee of CHME for their insights which have so far helped tremendously in getting the project started.



CHME Fellows

22nd	2013	Edinburgh
23rd	2014	Derby
24th	2015	Manchester
25th	2016	Belfast
26th	2017	Denmark
27th	2018	Bournemouth
28th	2019	Greenwich
	2020	Postponed
29th	2021	Sheffield (Virtual)
30th	2022	Edinburgh

The history of CHME Chairs in the 80s to 90 are incomplete with records of exact years and titles of colleagues lost, if any member has some information please do contact us.

**CHME Chairs**

2021-Present	Prof Una McMahon-Beattie
2018-2021	Dr Ioannis S. Pantelidis
2016-2018	Prof Paul Baron
2013-2016	Prof Paul Lynch & Mr. Crispin Fairbrother
2010-2013	Prof Angela Roper & Mrs Isabell Hodgson
2009-2010	Prof Nigel Hemmington
2007-2008	Prof Stephen Ball
2007-2007	Mr Donald Sloan
2004-2007	Prof Stephen Ball
2002-2004	Mr Clive Robertson
1999-2002	Prof Yvonne Guerrier
1995-1999	Prof Conrad Lashley
1991-1995	Dr Dolf Mogendorf
1980-1990	Helen Price
1980-1990	Mike McKechnie
1980-1990	John O'Connor
1980-1990	Vickie Harris
1980-1990	John Beavis
1980-1990	George Glew
1980-1990	Bill Nevett
1979-1981	Geoff Cowell – Inaugural Chair

## CHME Partnership with THE-ICE Gastronomy Summit 2022



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**

CHME has joined forces with THE-ICE to promote excellence in tourism, hospitality and events. THE-ICE is a global organisation for accreditation, benchmarking, and quality enhancement in tourism, hospitality, events and culinary arts (TH&E) education, with a network of 44 members in 19 countries across 4 continents. As a Friend of THE-ICE, CHME supports and recognises THE -ICE, offering support, promotion, input, and advice in a reciprocal manner. Our first venture together is the creation of a doctoral networking group through LinkedIn. To join the group please go to :

<https://www.linkedin.com/groups/12484222/>

### Hospitality Meets.....

Hospitality meets, is your weekly light-hearted look into the stories and journeys that make up the wonderful world of hospitality. A series supported by CHME provides a platform of abundant case studies that will both entertain and educate Students, Academics and Professionals alike! Join founder and host Phil Street as he meets people from all walks of life from within the industry, from the Founders, the Chefs, the Hotel General Managers, and Restaurant Managers to the Engineers, Designers, Financiers and even Academics and Politicians. Phil will be showcasing the sheer diversity of opportunity that exists within hospitality and the fun you can have along the way all through the wonderful stories that exist in day to day life. Whether you work in hospitality already or are hospitality curious then join Phil for a laugh and some insight into the greatest industry on earth! To hear the cases, visit:

<https://hospitalitymeets.captivate.fm/>



CHME is pleased to be a formal partner of Gastronomy Summit 2022 taking place at Ulster University, Belfast. The event will provide our members with opportunities to join an international community of academics and practitioners to explore and celebrate the transformative power of food, drink and hospitality.

Over three days - 11 to 13 April 2022 - of keynotes, discussions and social events, delegates will consider how to develop cities, regions and countries as food and drink 'destinations', in ways that deliver tangible benefits to local people. They will share practical solutions to achieving lasting and inclusive community regeneration, including in locations that are facing considerable social, cultural and economic challenges.

This is a reminder to colleagues that the first day of Gastronomy Summit will be dedicated to the presentation of academic papers. There are also opportunities to present posters which summarise research projects. Please see the website for further details [Gastronomy Summit 2022 \(ulster.ac.uk\)](https://www.ulster.ac.uk/gastronomy-summit-2022)



## CHME Student Awards 2021

The CHME student 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 2021 winners are as follows:

**Laurence Wild**, BSc (Hons) Hospitality Management student at Christ Church Canterbury University achieved his award for Best Hospitality Management Student.

**Rebekka Dungurova**, BSc (Hons) International Hospitality and Tourism Management at the University of Surrey achieved her award for Highest Overall Mark.

**Rebecca Leask**, BA (Hons) International Hospitality and Service Management at Edinburgh Napier University achieved her award for Best Overall Performance.

**Alexandra Natascha Kyster-Hansen**, BSc (Hons) Hospitality Business Management at Manchester Metropolitan University achieved her award for Excellence in Research.

**Veronika Eva Barat**, BSc (Hons) Hospitality Management at the University of West London achieved her award for Best Overall Performance.

**Jesse Templeton**, BSc (Hons) International Hospitality Management at the University of Brighton achieved her award for Highest Overall Mark.



**Rebekka Dungurova**



**Veronika Eva Barat**

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# Student Competitions

Competitions are a good way of motivating students to research independently, work with others and increase confidence. We support several competitions and, last year we launched our own video competition that we are running again this year.

## CHME Video Competition



We are pleased to announce the second annual Video Competition. If you are interested in encouraging your students to submit an entry to win £500, please read the information below for competition rules and requirements.

**Introduction** The hospitality industry provides a wide variety of exciting career options from hotels, events and catering management to revenue management, business development and marketing. However, many young people are unaware of the wide variety of exciting career opportunities available to hospitality graduates. The purpose of the video is to make young people aware of the advantages of a career in the hospitality industry. CHME is looking for enthusiastic hospitality students willing to capture on video the amazing experiences of alumni and their careers in the industry. The videos should showcase how exciting, challenging and varied a career in the hospitality industry can be.

### Entry Requirements

A team of no more than four students at a CHME member institution.

- The footage must have been filmed by the students.
- The footage should be no longer than 2 minutes (120 seconds).
- The video must be appropriate (i.e. - no alcohol, drugs or lewd behaviour shown in video). Inappropriate footage will not be allowed and will result in disqualification.

- Music in the video must be royalty free and must be credited to the artist/s.
- Music with explicit lyrics or connotations must not be used.
- Written permission from any business must be sought to include footage of their premises. Proof of written permission will be required.
- The graduate/s interviewed must be from the same institution as the student and written permission from them is required.

Entries are open to higher and further educational institutions offering programmes of study in hospitality management. The prize of £500 and a certificate to each member of the winning team is only awarded to entries from member institutions.

### Judging Criteria

The videos will be judged in terms of creativity, originality, message content and technical organisation (sound and picture quality). The decisions of the judges will be final.

The competition closes at midnight on 28th February 2022. The competition winners will be announced at the CHME Conference 25<sup>th</sup>-27th May 2022.

For more details see the website [Video Competition - Council for Hospitality Management Education \(chme.org.uk\)](https://www.chme.org.uk/video-competition)

## EmCup



The EMCup is the annual competition amongst the best European Hotel Management Schools which takes place in Maastricht on the 13<sup>th</sup> and 14<sup>th</sup> February 2022. The competition, an initiative of HotelloTOP and co-creators Mise en Place & HRC International, was founded in 2009. The theme of the 2022 competition is Intrapreneurship. For more details visit the website <https://emcup.eu/emcup-2022/>

## Country Range Student Chef Challenge



Entries have opened for the 2021/2022 Country Range Student Chef Challenge. The competition, which has been running for over a quarter of a century, provides a test for three-strong teams of full-time hospitality and catering students from colleges around England, Scotland, Wales and Northern Ireland to compete. The final will take place at Excel London on 22 March 2022. For more information visit the website <https://www.nestleprofessional.co.uk/toque-dor>

## Nestlé Professional's Toque d'Or



The competition aims to educate and test entrants in both practical, service-based and business-focused tasks, concentrating on key areas such as social media promotion, business management and sustainable food and drink. For more information visit the website <https://www.nestleprofessional.co.uk/toque-dor>

## News from our Members

Leeds Beckett University hosts a special track on Volunteer Tourism at the ATLAS Annual Conference 2021.

Dr Davide Sterchele and Dr Elisa Burrai from Leeds Beckett University hosted a successful special track on 'New Frontiers in Volunteer Tourism Research' as part of the ATLAS Annual Conference 2021. In the sessions, scheduled over two days, there were 11 contributions from a variety of scholars, institutions and disciplines.

The topics discussed in the presentations focused on new theoretical ways to approach the field of volunteer tourism, such as gift-exchange theory or socio-ecological model for resilience. Additionally, a number of presentations focused on the future of volunteer tourism in a post-pandemic world, with emphasis on innovative ways of volunteering using online platforms and consequent implications of online volunteering (within a new leisure context). Other scholars examined volunteer tourism from the angle of serious leisure (in the context of hospitality in museums) and working holidays (work exchange). The case studies analysed did not only focus on the Global South such as Fiji and Vietnam, but also on destinations based in the Global North, such as Holland, Lisbon and Israel.

At the end of each session, Davide and Elisa also facilitated three roundtable discussions to identify collective ways to help the ATLAS Special Interest Group on Volunteer Tourism (which we also coordinate) to develop and advance knowledge on the field. The delegation had many interesting ideas particularly in regard to the possibility of developing a special issue on current themes which affect the volunteer tourism sector. Overall, the ATLAS conference gave the opportunity to enable our group's network to grow. Peers demonstrated enthusiasm for future events and activities which Davide and Elisa will facilitate/lead on.

## University of Derby launches a free MOOC for the sector.



A new free course is being launched by the University of Derby to help other higher education institutions provide engaging flexible learning opportunities for their students. The Massive Open Online Course (MOOC) used the experiences of students at Derby and collaboration with partner colleges to explore methods of teaching which suit all students, including many older adults entering the higher education system for the first time. The aim is to help educational institutions to design and deliver more flexible online and blended modules ahead of the government's planned launch of the Lifelong Learning Loan system in 2025. Under the system every adult in the UK will have access to a flexible loan for higher-level education and training at university or college, useable at any point in their lives.

The MOOC, available to all higher education institutions in the UK and Ireland, has been developed in partnership with Derby College, London College and Pearson Learning. It is one of 13 Collaborative Enhancement projects funded by the Quality Assurance Agency for Higher Education (QAA) to address areas of shared interest. Its launch also coincides with a call from the Office for Students for short courses to be developed to address the issue of flexible learning.

The project's first stage is a virtual exhibition of flexible learning, using the University of Derby's Atrium, library, classrooms and research spaces, sponsored by digital solutions company ThingLink.

The exhibition includes both student and academic perspectives of digital, independent and work-based learning taken from weekly video diaries and interviews carried out in spring 2021.

The second stage is the MOOC itself, designed by the University's digital and enterprise learning team, hosted in D2L and which takes five hours to complete. It contains themes derived from the exhibition and recommendations for improving flexible learning in all modes of study.

For more information visit the website at <https://www.derby.ac.uk/short-courses-cpd/online/free-courses/flexible-learning-toolkit/>

## University of Surrey develops a framework that strengthens female employment.



The University of Surrey has received funding from the UN World Tourism Organization to develop a framework that strengthens female employment in the tourism industry after the devastating impact of the Covid-19 pandemic.

According to McKinsey & Company (2020), global job-loss rates for women are 1.8 times higher than men, and women are more likely to take temporary or unsecured jobs when compared with their male counterparts. The new University of Surrey project, Centre Stage: Women's empowerment during the COVID-19 Recovery, will develop a framework to encourage policies that empower women in the tourism sector of countries such as Costa Rica, the Dominican Republic, Jordan and Mexico. Along with using empirical data to understand the impact Covid-19 has had on women's employment in each participating country, the team will also identify best-practice to help decision-makers design the best possible policies for their organisation. The Surrey team will support participating countries on implementing the UN World Tourism Organization's Action Plan on Women in Tourism through the development of targeted and adaptable actions and initiatives.

