

Una McMahon-Beattie
Chair - CHME

CHME Mission, Vision and Values.

It has been some time since CHME reviewed its mission statement. With so much change in the sector and our industry over recent years it seemed a good time to take stock and review the future direction of CHME. The Executive considered the future purpose of CHME and the social, cultural and political opportunities and challenges we should seek to address. We reviewed the core values and passions of CHME and what was important to our members and made them explicit. Revising our mission and vision statements does not mean that we have changed our purpose but has allowed us to modify them to be in consonance with what we are doing and where we are going. It provided an opportunity to build on what we already had and to align better to our strategic plan. Our new mission and vision statement aims to define our purpose and instil a sense of belonging in our membership. If you would like to comment please send feedback to Sarah Rawlinson before the 30th December sarah.rawlinson@northampton.ac.uk

Our Mission

To foster excellence in international hospitality management education through cutting-edge research, innovative and engaging pedagogies and meaningful collaborations with value-based education providers and hospitality industry partners.

Our Values

Hospitable We promote the hospitable values of kindness, generosity, empathy, and a welcoming spirit.

Responsible- We promote socio-economically and environmentally responsible practices that embrace diversity, inclusion, and community.



Supportive- We are a future-oriented and supportive community of academics that champions best practices in international hospitality management education, research and knowledge exchange providing ongoing support for Early Career Researchers and Post Graduate Researchers.

Our Strategy

CHME is an influential organisation which lobbies government bodies and external organisations to strengthen and develop hospitality management education by:

Promoting and supporting best practice in learning, teaching and assessment and future-focused curriculum development across discipline programmes;

Encouraging the development of passionate and committed graduates through competitions, scholarships and development opportunities;

Promoting sustainable and rewarding career paths for our graduates in association with our partner industry organisations;

Developing talented researchers with events and research mentorship;

Advancing contemporary scholarship through the prestigious annual CHME Research and Learning and Teaching Conference. It showcases exciting new learning and teaching initiatives, original and excellent research, and innovative ideas to inform practice;

Supporting other organisations that promote the hospitality sector and hospitality management education;

Commissioning and conducting research to anticipate and respond to future challenges and opportunities.

CHME Conference

23-26 May 2023

NHL Stenden

CHME 2023 will be held at the Hotel Management School, NHL Stenden University of Applied Sciences in Leeuwarden, The Netherlands

Institute of Hospitality

Education Membership Scheme

Find out more about the Institute of Hospitality's Education Membership Scheme and other changes at the Institute.

Hospitality as a Career Choice

New Report

"This hard hitting report is a must read for every hospitality employer and leader at every level" Jane Sunley, Purple Cubed.

Erwin Losekoot - Professor of Hospitality Studies

CHME Annual Research Conference

23-26 May 2023

CHME 2023 will be held at the Hotel Management School, NHL Stenden University of Applied Sciences in Leeuwarden, The Netherlands. It will run from 23 - 26 May leaving the weekend free to enjoy The Netherlands. The Organising Committee and Scientific Committee are working hard to make sure that we deliver a stimulating, challenging and also enjoyable programme at Europe's largest hotel school in a city which was European Capital of Culture 2018.

The conference theme is 'Game-Changers in the hospitality industry and education. 2020 and 2021 have been unprecedented years for the hospitality industry and hospitality education due to the Covid pandemic, on top of existing structural challenges around staffing, sustainability, globalisation, security and technology. 2023 should therefore be a time of getting back to thinking about the future and the

many possibilities it offers, while at the same time using the creativity and innovation that got us through the pandemic to become future proof game-changes in the hospitality industry. The term 'game-changers' is designed to capture the kind of research that we must conduct and graduates that we must produce if they are to survive and lead our industry and educational field into the future.

We will have both presentations (20 mins + 10 mins Q&A) and research posters (A1 size). Presentations will require an extended abstract of 1500 words (excluding references) and posters will require a 500 word summary. Both will be reviewed by the Scientific Committee and feedback sent. The deadline for submissions of the above abstracts is 23 January 2023, with final submissions due 27th March 2023.

We would encourage everyone to start on their abstracts for submission through EasyChair. For more details go to the conference website <https://chme2023leeuwarden.com/> or email the CHME 2023 Conference Chair Erwin Losekoot at erwin.losekoot@nhlstenden.com. We look forward to welcoming you to Leeuwarden!



“ As an industry, we need to think about how we can better utilise people. The way younger people think and see the hospitality sector is very different now. I'm not suggesting we rip all the very good practices already in the industry, but we have to meet in the middle much more.

Caterer.com
LEADERSHIP COLLABORATIVE

David Cochrane MBE, Chief Executive of HIT Scotland

Perceptions of hospitality as a career choice for young adults

New Report by the University of Greenwich in partnership with Umbrella Training and Business LDN

Recruitment of young people to the hospitality sector has never been more challenging. This new report, conducted by the University of Greenwich, in partnership with Umbrella Training and Business LDN, reveal how the opinions of Gen Z on careers in hospitality have changed since the pandemic. The survey found that a total of 32% of respondents agreed that their opinion about a career

in hospitality has changed since the pandemic. The key findings of this report can help the sector to better understand some of the major touch points when developing their people strategies in the coming years

Learn more. Download the report <https://www.umbrellatraining.co.uk/white-paper-2022>

Institute of Hospitality

Education Membership Scheme

The Institute of Hospitality's Education Membership Scheme works alongside universities and colleges around the world encouraging students to become part of a professional membership body for hospitality professionals around the globe.

It offers universities and colleges an individual institute membership for their students for one annual fee. One of the benefits to universities and colleges is access to free resources and teaching materials, and access to the Institute's management standards. The Institute is currently mapping their resources against curricula to identify any gaps.

Students have access to a wide range of benefits including online resources, a mock interview platform, careers advice, student events and networking opportunities, competitions and the Institute's mentoring scheme. The Institute is adding a series of podcasts designed to engage with students.

Check the website for more details.



CHME Newsletter

Issue: Autumn 2022

Student Competition



CHME launched a student video competition in 2020.

The purpose of the competition is to raise awareness of the wide variety of exciting career opportunities available to hospitality graduates and to make young people aware of the advantages of a career in the hospitality industry.

CHME was looking for enthusiastic hospitality students willing to capture on video the amazing experiences of alumni and their careers in the industry.

The videos would provide a marketing and recruitment resources for CHME members showcasing how exciting, challenging and varied a career in the hospitality industry can be.

The competition provided an opportunity for lecturers to flip the classroom, increase student engagement, and for student collaboration while learning remotely during the pandemic.

Moving on from the constraints of remote learning and the pandemic, CHME are keen to hear ideas from students at member institutions on a new format of a future CHME competition. CHME are asking members to consult with their students and feedback ideas to Sarah Rawlinson, CHME Secretary by the 20th December. Contact Sarah at sarah.rawlinson@northampton.ac.uk

Ask your students what would inspire them and let their creativity shine.

New CHME Website Coming soon!

Students at the University of Derby volunteered to review the CHME website as part of a module that engages students with live projects. After a very comprehensive review, a student representing the group presented their findings to CHME executive. The Executive have taken on board the students' recommendations and a call for tender for a new CHME website will be issued in December.

The Executive would like to thank Dr Eleni Michopoulou from the University of Derby and her students for their excellent work and recommendations which will inform the design of the new website.



University of Surrey- *Sylvia Mayr*
Awarded for: *The Highest Overall Grades*



University of West London-
Radha Ellery Awarded for:
*Success through
Challenging Circumstances*



Leeds Beckett University
- *Stephen Robinson*
Awarded for: *Best
Consultancy Project.*



Bournemouth University- *Lucy
MacLachlan*

CHME Award Winners

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 criterion for making this award is very much up to each institution and CHME encourages 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 2022 winners are as follows.

Manchester Metropolitan University- *Marlena Kaminska* Awarded for: **Excellence in Research**

University of Greenwich- *Athalya Sylvanna Latoya Gilgeous*

University of Surrey- *Sylvia Mayr* Awarded for: **The Highest Overall Grades**

Canterbury Christchurch University- *Joanne Sadler* Awarded for - **Best Hospitality Management Student**

University of West London- *Radha Ellery* Awarded for - **Success through Challenging Circumstances**

Leeds Beckett University - *Stephen Robinson* Awarded for - **Best Consultancy Project.**

Ulster University - *Jasmin Ramsey* Awarded for: highest mark in **Business Plan/Research Paper**

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Alish Ali- Pincipal Lecturer, Sheffield Hallam University

European Mis en Place Cup (EmCup)

12-13 February 2023

The 2023 [European Mise en Place Cup \(EMCup\)](#) competition is gaining momentum now that the participating universities have been confirmed. The theme of this year's competition is #breakthemould – trends vs traditions.

Students are engaged in preparing their pre-assignments which involves promoting their teams on social media and working on a short solution-based paper on #breakthemould. This competition will culminate in Maastricht, The Netherlands, on the 12th and 13th of February 2023.



Dr. Alisha Ali, Vice-Chair, represents CHME on the EMCup Advisory Council and recently travelled to Amsterdam to meet and work with other members of the Advisory Council on planning EMCup 2023. Alisha stated that “I feel really proud to be part of the EMCup family. Our hospitality industry puts forth a lot of commitment, dedication, and hard work to ensure we are developing future generations of talent while also showcasing that learning is fun

EMCup provides a great opportunity for hospitality students worldwide to network with each other, develop industry connections and demonstrate their creativity.” Best of luck to all the competing schools.

TRADITION VS TREND

#BreakTheMould
February 12th & 13th 2023 – 15th edition | Maastricht (NL)



News from our Members

War in Ukraine impacts Laurea

Laurea University of Applied Sciences in Finland is a hub for global citizens but the war in Ukraine is having a negative impact. The University is not making any initiatives for new projects, and existing cooperation between organisations are suspended for the time being.

The Ministry of Education and Culture recommends that Finnish higher education institutions refrain from all cooperation with Russian partner

OXFORD CULTURAL COLLECTIVE

£10,000 Lou Willcock Scholarship Open for Entry

Secure a grant of up to £10,000 to support your personal development. Open to those aged from 18 to 35, who are UK residents working or studying in hospitality or gastronomy. Closing date is 13th January 2023

Applicants are invited to propose a personal or professional development project that reflects their aspirations and passions and that will have a lasting legacy

This might involve overseas travel to engage in a distinctive learning experience; the acquisition of skills that enable a move from a corporate role to entrepreneurial life; or the launch of a community project that will extend opportunities to others. The OCC Trust places no limits on applicants' creativity and is looking forward to receiving truly innovative proposals.

organisations in higher education and science.

Laurea has students from Ukraine as well as Russia. They state "we support all of our students and strive to offer a safe environment for studies - even when a war in Europe concerns us all deeply. Every student has the right to a safe study environment and a sense of security in the study community".



AMMATTIKORKEAKOULU
University of Applied Sciences