



Welcome to the Autumn Newsletter from CHME. We are still living in difficult and worrying times, personally, as part of the education sector and in terms of the industry we create talent for. However, there's still a lot to celebrate and interesting events to attend – albeit virtually – read on!

## **29<sup>th</sup> CHME Annual Research Conference**

Sheffield Business School, is delighted to be hosting the 29th Annual Council for Hospitality Management Education (CHME) conference from **12-14th May 2021 (replacing the cancelled 2020 conference)**. Given the continued uncertainty, this will be an on-line event.

Our conference's theme is *Creating Hospitality Experiences: Authenticity in an Emerging World of Hyper-Reality*.

We welcome contributions based on the following tracks:

- Hospitality Management
- Critical and Cultural Studies of Hospitality
- Learning, Teaching and Assessment in Hospitality Management Education
- Food, Drink and Society
- Business Engagement: Bridging the Gap between Academia and Industry

Submitted full papers should be of approximately 1500 words and will be subject to double blind peer review and are due in by **Wednesday 13th January 2021**.

### **For more information:**

Visit our website: <https://www.chmeconf2021.co.uk/>

Submit your papers: <https://www.chmeconf2021.co.uk/call-for-submissions/>

## **CAUTHE offers CHME members a discounted rate for its up-coming conference!**

CAUTHE (Council for Australasian Tourism and Hospitality Education) is pleased to offer CHME members an opportunity to attend the CAUTHE 2021 Conference Online (9<sup>th</sup> – 12<sup>th</sup> Feb, 2021) at a special registration rate of AU\$120 – earlybird if registered before 21<sup>st</sup> Dec 2020 (or AU\$180 standard rate after this date). CHME members will be able to use their CHME membership to enjoy the same rates as CAUTHE members. For more information on CAUTHE and the conference, please visit <https://forumgroup.eventsair.com/cauthe2021/>.

If CHME members would like to take advantage of the CAUTHE 2021 member rate, please use the following steps:

- 1). Send an email with proof of your current CHME membership to the CAUTHE representative - Dr. Edmund Goh ([e.goh@ecu.edu.au](mailto:e.goh@ecu.edu.au))
- 2). Include Dr. Alisha Ali ([Alisha.Ali@shu.ac.uk](mailto:Alisha.Ali@shu.ac.uk)) who will confirm your CHME membership
- 3). CAUTHE representative - Dr. Edmund Goh ([e.goh@ecu.edu.au](mailto:e.goh@ecu.edu.au)) will send you a unique code for registration for CAUTHE 2021. This code will be a single use code for your use only.

4). Visit <https://forumgroup.eventsair.com/cauthe2021/event-registration> to pay and complete the registration process

5). Upon completion, you will receive a confirmation and receipt from CAUTHE

Please feel free to contact Dr. Alisha Ali (CHME representative) or Dr. Edmund Goh (CAUTHE representative) for more information. We look forward to seeing you at the CAUTHE 2021 Conference Online.



## CHME PhD Community launched with the first DOCTORAL WEBINAR

CHME organised a Doctoral Webinar and we recorded most of it so if you feel it will be of value to your doctoral students or other stakeholders please share the video. The link to the video is: <https://youtu.be/INqk5vZLgKc>



### Doctorate Originality: Framing your Contribution for Hospitality and Tourism Research

Dr Alisha Ali, Sheffield Hallam University  
Professor Peter Lugosi, Oxford Brookes University  
Dr Ioannis S. Pantelidis, University of Brighton

In this CHME webinar we covered doctorate originality, the types of contribution to knowledge, positioning your contribution to knowledge, and the role of interdisciplinary thinking in contributing to knowledge. This is the first webinar of what we hope to be a focused effort that connects and serves a community of hospitality Doctoral students and we hope that you know that you are not alone and there is a wonderful community of researchers

that can help. All you have to do is reach out. Special thanks to Dr Ali Alisha for her input and advice as well as hosting, creating and managing this whole process and Professor Peter Lugosi for his input and advice. For me as Chair of CHME it is a privilege and a source of pride to see a dream we have been discussing for some time become reality, especially at a time of uncertainty and increased workload for all colleagues. Thank you to all the participants! We had 85 Doctoral students and colleagues registered with a 50% attendance for this event which suggest to me at least, a real thirst for a community. Join us for the Online conference of CHME 2021 we shall also host a colloquium then. See the last few seconds of the video for details.

---

## CHME supports SHIVA Foundation in its quest for funding to deliver training

In a nutshell, Shiva Foundation will be delivering modern slavery awareness training to hospitality students around the country. They hope to, first, develop a bespoke training package (based on their hotel training package found [here](#)) with hospitality students at Sheffield Hallam University. We will then deliver the training with interested universities.

## CHME and EP keep pushing for better collaboration between industry and academia.

For the full session visit: <https://youtu.be/cXVspswjSnk>



### Hospitality Education discussion forum - is it time for a radical rethink?

On the 17<sup>th</sup> September EP and the Council for Hospitality Management Education (CHME) a discussion forum to bring together professionals and academics to discuss the state of Hospitality Education at present and what it needs for the future. From discussions, five key areas have emerged as possible priorities:

1. Creating a best practice code for academic institutions focusing on inspirational teaching and learning and on hospitality as a lifestyle;
2. Working with industry partners who are committed to best practice in all they do;
3. Monitoring and communicating examples of best practice in collaboration between industry and education;
4. Including the voice of students and recent alumni in educational developments;
5. Creating an industry-academia exchange programme.

The Covid-19 pandemic has intensified the challenges faced by the industry as well as academia, which heightens the need for meaningful collaboration. A good open discussion was had and many points put forward for consideration which EP and CHME will use with the aim to facilitate stronger and more productive working relationships between education and industry. The next step of this effort is quantifying what Best practise in Hospitality management Education may mean for various stakeholders. A qualitative Survey has been launched (see: <https://admin.onlinesurveys.ac.uk/account/brighton/distribute/658963> ) and CHME is distributing the study link to academics whilst EP is focusing on industry. We hope results will help us conclude with a unified code of best practise that hospitality schools and professionals may utilise.

## Hospitality Stories

Dr Ioannis S Pantelidis Chair of CHME launched a mini-series on YouTube with hospitality stories from industry professionals from recent managers to really experienced ones the series hopes to cover the career stories of colleagues from varied sectors and backgrounds. They can be inspirational to your students and a source of positivism in this day and age. Episodes air every Monday at 4pm and numerous episodes have already aired with the 10<sup>th</sup> and last episode scheduled for December. Ioannis YouTube channel is

here: <https://www.youtube.com/user/loannisSPantelidis> but the Hospitality Stories episodes are also added in this playlist: [https://www.youtube.com/playlist?list=PLcasga\\_OBuj6wfROd758QXqJVpdknLRWk](https://www.youtube.com/playlist?list=PLcasga_OBuj6wfROd758QXqJVpdknLRWk)



## CHME Student Awards 2020

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, once again, offered a Council for Hospitality Management Education award to hospitality students studying in institutions that are CHME members. The criteria for making this award were very much up to each institution, however, whatever the criteria used, 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.



**University of Surrey- Georgi D Dimov** For Obtaining the highest overall grade on BSc (Hons) International Hospitality and Tourism Management.

**Manchester Metropolitan University- Katie-Jane Flynn-** in recognition of excellence in research and as the best dissertation, with one of the highest overall marks from the final year on the Hospitality Business Management programme.

**University of Greenwich -Marija Elizabete Rasmane,** BA Hospitality Management, For the best overall performance on the hospitality management programme.

**University of West London - Anastasia DeMenezes**



**The University of Central Lancashire - Elisavet Efkarpidi**



**Oxford Brookes University- *GEORGIOS BENETATOS*, an excellent final year student!**

The following criteria for this award had been decided by the programme team:

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



**RGU for Hospitality Endeavours - Naomi Morris**

**She has been an outstanding student throughout her International Hospitality Management degree.**

## **The Council for Hospitality Management Education Video Competition**

CHME is pleased to announce the first annual Video Competition! If you are interested in submitting 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 your 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 your 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 interviewed must be from the same institution as the student and written permission from them is required.
- All reasonable measures must be taken to adhere to local physical distancing requirements. In practice, this means that where activities cannot be carried out at a distance of 2 metres, it is expected that relevant PPE is used or that interviews, etc are conducted remotely.

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 members 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 28<sup>th</sup> February 2021**. The competition winners will be announced at the CHME Conference 12<sup>th</sup>-14<sup>th</sup> May 2021.

Videos will be judged over a score of 90 points on the following criteria:

**Creativity /Originality (30 pts):** • Entries must be the students' own work, in the student's own words, and may include personal experiences and thoughtful observations. Videos must reflect that the student has carefully examined and thought through the topic.

**Message Content (40 pts):**

- Does the student apply/address the theme of "Inspiring careers in hospitality"?
- Is the video relevant?
- How compelling is the video?
- Is the video presented in a logical sequence?

**Technical Organization (20 pts):**

- How well is the video produced regarding continuity, timing, camera operation, sound quality, editing and adherence to time limit of 2 minutes or (120 seconds)

Once you have edited your video, give it a title, and include the name of your university, then upload it to YouTube and ensure the video is uploaded as **unlisted** then include the YouTube link to the video competition form.

**People's Choice – Most Likes (up to 10 points)**

You will be notified if your video has been shortlisted by the 16<sup>th</sup> April 2021 and we will make your video available for public view on the CHME Video Competition YouTube channel. It is then up to you to share the video with friends and family on social media to get as many views as possible. The top three videos with the most 'views' by midnight on the 2nd May 2021 will gain an extra 10 points for the main judging criteria.

**Terms and Condition**

CHME reserves the right to use the videos submitted to the competition in its activities to promote hospitality education, research, public debate, and any other relevant activities. All CHME activities are non-profit. This does not infringe the rights of the authors to the acknowledgement of their authorship. CHME members have the right to use video content for the promotion of hospitality programmes (i.e- on social media, in presentations, etc.) By submitting a video entry to the CHME Video Competition, you officially give CHME members permission to use your video for all future CHME promotional purposes.

## **CHME supports New Initiative from Donald Sloan and Ulster University**

**Gastronomy Summit 2021** *community – economy – culture* - to be staged at the University of Ulster in Belfast on 8<sup>th</sup> and 9<sup>th</sup> September 2021. The Summit will be established as a biennial event.

*Gastronomy Summit 2021* will bring together members of our global culinary community to explore and celebrate the transformative power of food, drink and hospitality. Over two days 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. Areas of focus will include: education as a catalyst for destination development; empowering minority communities in urban locations; democratising food culture to achieve social cohesion; stimulating regenerative tourism; diversifying food and drink production to boost rural economies; and mobilising collective effort to strengthen social bonds.

Breaking with the approach of traditional conferences, *Gastronomy Summit 2021* will unite renowned academics, chefs, producers, writers, activists and destination managers, who share a creative spirit, a love of food and drink and a desire to achieve change for the communities they represent.

**Objectives**

*Gastronomy Summit 2021* has two simple yet ambitious objectives:

- To build a supportive global network of organisations and individuals, committed to developing food and drink destinations in ways that benefit local communities;

- To showcase ways in which food and drink are transforming locations worldwide, as a source of learning and inspiration to others.

### **Why Ulster University?**

Ulster University is committed to making a meaningful civic contribution – to enhancing the wellbeing and economic prosperity of Northern Ireland. *Gastronomy Summit 2021* will help the university build an international network of organisations and individuals who share a commitment to societal transformation, using food, drink and hospitality as catalysts for change.

### **Programme**

The programme will incorporate opportunities for delegates to inform others about their interests, expertise and current projects, with a view to establishing collaborative projects. In addition, a range of keynote contributors will provide insights on initiatives that could act as a source of inspiration. Social events will provide additional opportunities for delegates to connect. Confirmed keynotes include (confirmed as of 29<sup>th</sup> October 2020 - not finalised):

***i. Education: a source of support for food destinations;*** Joxe Mari Aizega (Director, Basque Culinary Centre, Spain), Andrea Pieroni (Director, University of the Gastronomic Sciences, Pollenzo, Italy)

***ii. Cultural re-invention: shaping the perception of a nation through its food;*** Gaston Acurio (chef, restaurateur, cultural ambassador and founder of Fundación Pachacutec, Lima, Peru)

***iii. Urban regeneration through food and drink: empowering diverse communities in Hackney and Brooklyn;*** Zoe Adjonyoh (Founder, *Zoe's Ghana Kitchen*, writer and activist), Nicole Taylor (journalist, food writer and tv/radio producer)

***iv. Culinary history: revealing hidden histories of New Orleans;*** Dr Jessica B. Harris (culinary historian, academic and broadcaster)

***v. Creating a local, community-based food system: Devon, UK;*** Michael Caines MBE (chef, hotelier and broadcaster), Marc Millon (food and wine writer)

***vi. Sitopia: how can food help communities thrive?*** Carolyn Steel (author, architect and academic)

***vii. Creating meaning: food communities with a higher purpose*** Anna Pollock, Tourism strategist

### **Who should attend *Gastronomy Summit 2021***

***Academics***, whose expertise will help to shape approaches to social, cultural and economic regeneration using food and drink as catalysts for change;

***Chefs*** who are, or aspire to be, culinary and cultural ambassadors for the cities, regions or countries they represent;

***Entrepreneurs***, including food and drink producers, who see opportunities for business success by promoting and developing products and experiences that represent local cultures with authenticity;

***Tourism leaders***, including destination managers, who are building meaningful experiences for visitors, which have food and drink at their heart;

***Journalists***, who are seeking ground-breaking stories about the role of food and drink in transforming the lives of local people;

***Food and drink activists***, who are dedicated extending opportunity to those who have been forgotten or ignored, to achieving mutual understanding and respect and to building social cohesion.

***And – all those who believe food and drink can help us build a better future.***

More details will be released in the near future.

- **News from our Members:**



Hack Hospitality is a series of events proudly hosted by the School of Hospitality and Tourism Management at the University of Surrey, focussing on key research themes from digital technology and innovation to COVID-19-related research.

Funded by the ESRC Impact Acceleration Account, this event will focus on post-COVID-19 of the hospitality, tourism and retail sectors, drawing on a number of research studies to explore different digital solutions that could be adopted by the sectors for their post-COVID-19 recovery.



>> REGISTER << <https://www.eventbrite.co.uk/e/hack-hospitality-digital-solutions-for-post-covid-19-recovery-tickets-122694413293>

**Featured research:**

- 'Regaining customers in hotel and restaurants post COVID 19' by Dr Yoo Ri Kim and Dr Anyu Liu (in partnership with Mozele)
- 'Role of technology in rrestaurant innovation driven by COVID-19' by Mr Aarni Toumi, Professor Iis Tussyadiah and Mr Mark Ashton
- 'Using technology innovation to attract hotel customers during and after the pandemic' by Dr Hakseung Shin

Join us to share your thoughts and ideas from your sector on the future of digital innovation and solutions for the recovery and survival of our sectors from COVID-19.

- **From the Hague Hotel School – two student-led initiatives**

**“Hospitality Unsettled” -An Innovative Podcast Show and Academic Journal Focused on the Views and Research of Gen Z Students.**

Founder and Managing Director of Hospitality Unsettled Thom Roelofs, a final year student studying Hospitality Management at Hotelschool the Hague explains how his student’s inspired and led projects aims to change the way students voices and opinions are heard as he launches a Podcast show called Hospitality Unsettled and a new and innovative research P(odcast) academic Journal for the Tourism, Hospitality and Events community called THE Unsettled P-Journal.



Founder, MD & Creator of Hospitality Unsettled Gen Z student Thom Roelofs.

Thom’s research as part of his degree studies led him to the conclusion that hospitality students wish to maintain an active interest in Hospitality and other serviced based industries while seeking to connect with and discover that their education, qualification and skill are continually valued especially during these uncertain times.

Based on his research findings and to accomplish this goal Thom set about establishing Hospitality Unsettled, the world’s first Gen Z Hospitality student-based community platform. That seeks to build a dynamic environment for hospitality students who aim to digitally showcase their talents, views, research and work experiences to further their Hospitality career development at an early stage of their Hospitality studies.

The Hospitality Unsettled Podcast Show hosted by Thom allows students to express and air their views on a wide range of Hospitality Industry related subjects, these viewpoints are aired and heard alongside the views of hospitality industry experts and leaders. Thom’s podcast is globally syndicated on HospitalityNet the world’s largest B2B hospitality platform and is available via multiple podcast channels. The HospitalityUnsettled podcast has gained thousands of listeners from all over the world.

Thom’s Hospitality Unsettled platform also showcases students research with a newly launched Tourism, Hospitality & Events Journal called THE Unsettled P-Journal. With its distinguished inclusive and diverse academic editorial board THE Unsettled P-Journal seeks to encourage students to discover their research interest and voice under the guidance of an academic mentor, seeking to provide new and first-time researchers with the prospect of contributing towards the Tourism, Hospitality & Events research and academic literature.

THE Unsettled P-Journal also seeks to encourage students to discover new and evolving research topics as the platform also plays host to interviews from renowned academics. The first of which was with the legendary CHME member Eminent Professor Conrad Lashley. The aim of the academic interviews is to discuss research topics and subject areas aimed at helping to inspiring further research and researchers within the Gen Z student community.

Thom says:

“As we further establish the scope and brand of Hospitality Unsettled, we are always looking for hospitality partners, institutions, ambassadors and interested students to work with and to help further develop and grow our community. We are happy to come to your institution’s (face to face or virtually!) as a fellow CHME member to explore all possibilities of collaboration”.

The only requirement Hospitality Unsettled seeks is that students, institutions, ambassadors and partners have a real passion for Hospitality and true recognition of how Hospitality spans across both the hospitality industry and many other service-based industries, where Gen Z hospitality students’ qualifications and skills are highly sought after.

If you are a member of faculty, staff or a student from any CHME institution and you are interested in finding out more about Hospitality Unsettled, or maybe you wish to take part in a Hospitality Unsettled podcast or publish your research,

share your subject knowledge with students or perhaps join the editorial board of THE Unsettled P-Journal, please contact:

Thom at [Thom@hospitalityunsettled.com](mailto:Thom@hospitalityunsettled.com).



Thom and Hospitality Master's student Sean Bry: The Hospitality Unsettled podcast show at the Luxury Hotel School, Paris about external developments in the luxury Hospitality Industry. (HospitalityUnsettled podcast show No. 6)



Thom and Hospitality bachelor's degree students at Hotelschool The Hague – The Hospitality Unsettled podcast on Hospitality Branded Real Estate (HospitalityUnsettled podcast show No.4)

Hospitality Unsettled Podcast and P-Journal can be found at: [www.hospitalityunsettled.com](http://www.hospitalityunsettled.com)

Published on: Hospitalitynet.org, Spotify, google podcast, LinkedIn, Podbean, TuneIn Radio, Deezer, Stitcher, Amazon Audible.

Follow us on Instagram: @hospitalityunsettled

Email: [Thom@hospitalityunsettled.com](mailto:Thom@hospitalityunsettled.com)

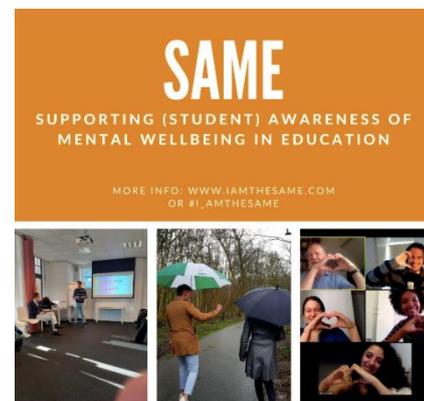
## Hospitality students establish a foundation to support Students Awareness of Mental Wellbeing while in hospitality Education. **I am the SAME.**

Hotelschool the Hague students drawing upon the UNSDG have come together to establish and launch an open to ALL hospitality students' online platform to support hospitality students' mental wellbeing and wellness.

The foundation is called: I am a **S**tudent **A**wareness of **M**ental Wellbeing in hospitality **E**ducation or iamthe**S**AME.

During these very difficult times the matter of student's mental wellbeing and wellness has become increasingly important especially for students of hospitality who are acclimatised to the social orientation of their studies and the hospitality industry. Today hospitality students increasingly could encounter challenges with their own mental wellbeing and wellness as they deal with factors such as self-isolation, more online education and with it less personal contact and interactions, an uncertain future and the issue of being away from a 'normal' campus and or family for a sustained period of time.

Within this changing climate sharing challenges have never been more important. iamthe**S**AME.com allows students the opportunity to gain peer to peer support in a "Walk and Talk" on line session that allows students to express themselves in a way that they may help support each other's mental wellbeing and wellness. iamthe**S**AME.com also hosts online help sessions with specialist. Recent session have been held in the areas of wellbeing, financial management, diet and yoga, and we are willing to arrange future session based on issues and challenges faced by hospitality students.



[www.iamthesame.com](http://www.iamthesame.com)

connect with us on: Instagram @I\_amthesame or

or send an email to info at [iamthesame@mail.com](mailto:iamthesame@mail.com)