**CHME Research Conference Report**

**28th – 30th May 12014**

**University of Derby, Buxton**

The University of Derby, Buxton hosted the 23rd Council for Hospitality Management Research Conference from 28th to 30th May 2014. This annual event allows hospitality educators and industry representatives to gather with the aim of showcasing contemporary research in the hospitality field in a supportive and encouraging environment. The conference also provides delegates with an opportunity to network, to engage in face-to-face communication and to progress the hospitality research agenda. This year’s conference was well attended with 73 delegates from the UK and 24 international delegates.

Scheduled to be held in the impressive University of Derby, Buxton Campus the conference invited delegates to submit papers and posters in the following five specific themes:

1. Hospitality Management (including spa, wellness, leisure, events and tourism management);
2. Critical and cultural studies of hospitality (and related fields);
3. Learning, teaching and assessment in hospitality, tourism, events management education;
4. The role of technological innovation in hospitality, tourism and events; and
5. The role of employers in hospitality, tourism and event management education.

The conference organisers received 48 articles and 11 poster submissions and after a double blind reviewing process, 39 papers and 11 posters were accepted for presentation at the conference. Awards were presented for the best paper in each of the five themes and for the best poster presentation.

In addition to delegate presentations, the conference also heard from four keynote speakers**. Prof. Dimitrios Buhalis** gave a presentation that discussed how“Agile Hospitality” offers dynamic products and services by using a wide range of technology enabled solutions to empower interactivity, support co-creation, deliver memorable experiences and strengthen competitiveness. **Prof. Peter Jones** provided an overview of the current situation regarding hospitality education and argued the importance of experiential learning and emphasised the need to ensure that hospitality graduates have the skills sought by industry. **Dr. Peter Lugosi** discussed the extent to which hospitality as a subject has become intrinsically inhospitable to the interdisciplinary study of hospitality. This inhospitableness represents a missed opportunity to infuse hospitality studies with critical significance and to bring the concept of hospitality to bear on some of the most pressing social, cultural and political questions of our time. **Dr Craig Thompson** drew on his personal experience of hospitality management education spanning over two decades and five national contexts.  The address emphasised the increasing importance of hospitality management education, drawing on examples from the recent launch of a national tourism (and hospitality) strategy, a GM conference of a rapidly expanding hotel chain and the prevailing opinion of industry regarding the ‘supply’ of human resources from academic institutions.

Delegates enjoyed a range of social events throughout the conference and included a welcome reception in the Pavilion Gardens, a Gala Dinner in the magnificent Dome Restaurant and a range of pre- and post-conference tours and activities. The gala dinner also gave the Council executive the opportunity to recognise outstanding contributions to hospitality education. Two awards of Fellow of the Council for Hospitality Management Education were presented - to **Professor Roy Wood** and **Mr Philippe Rossiter** who have joined the prestigious list of CHME Fellows who have all dedicated their working lives to the hospitality industry and academia.

Awards for Best Papers for each of the streams were also presented at the Gala dinner. These were presented to:

**Dougie Yourston** for his paper entitled ‘University of Gloucestershire's experiences of curriculum development: the dilemma of meeting industry as well as academic needs’ in the Role of the Employer theme.

**Erwin Losekoot and Nevan Wright** for their paper entitled ‘Heideggerian Da-sein in the airport customer experience’ in the Critical and Cultural Studies theme.

**Violet Cuffy** for her paper entitled ‘Collaborative planning for lifelong tourism education and training’ in the Learning, Teaching and Assessment theme.

**Rob van Ginneken and Alinda Kokkinou** for their paper entitled ‘The Role of Tasting Note Descriptors on Customers' Pre-Purchase Evaluations of Wine in a Restaurant Setting’ in the Hospitality Management theme.

**Francisco Tigre Moura and Vanessa Menezes** for their paper entitled ‘The relevance of technology acceptance in the hotel industry’ in the Role of Technological Innovation theme..

Delegate feedback was extremely positive with many delegates citing the excellent organisation; the impressive venue and the social programme as highlights of the conference. For some delegates and PhD students CHME2014 was their first conference experience and they commented on the welcome and support they had received throughout the process. The Keynote Speakers were well received and delegate feedback would suggest that both the conference papers and the associated presentations were of high quality. The combination of a welcoming environment, networking and social opportunities and high academic standards is neatly summarised by one delegate who states that

“I had a marvellous time, as in my view CHME is the only dedicated hospitality conference that offers a high standard of papers and discussion”

The Executive Committee extends their thanks to the team at the University of Derby (Buxton) for hosting a great conference that continues to progress the main aim of CHME – *to provide a supportive environment where hospitality educators can meet and present contemporary research in the hospitality subject area.*