



Welcome to the summer Newsletter from CHME.

This has been an extraordinary year, hugely damaging for our industry as it faced prolonged closures and hugely challenging for the education sector as it grappled with a rapid migration to on-line, or largely on-line, learning. Students have faced isolation from their peers as they studied from home but have still been enabled to continue their studies and, in the case of final year students, graduate and move on to careers. As I write, I am advised by our employability team that opportunities in the hospitality sector are now on the increase, which is great to hear and hopefully heralds better times ahead.

This Newsletter covers the recent Annual Research Conference held at Sheffield Hallam University – held on-line, including social events, but a great success none-the-less – well done to Alisha and her team!

29th CHME Annual Research Conference



The 29th annual CHME conference was held online by Sheffield Hallam University (SHU) from May 12th -14th. The theme of this year's conference was "Creating Hospitality Experiences: Authenticity in an emerging world of Hyper-Reality". This event was proudly sponsored by str SHARE Centre, American Hotel & Lodging Educational Institute and Goodfellow Publishers.

The jam-packed programme kicked-off with the CHME Doctoral Colloquium which saw highly timely talks from Professor Peter Lugosi on *Interdisciplinary Research in your Doctorate* and Prof. Dr. Serena Volo on *Publishing from your Doctorate*. This was followed by presentations from 6 doctoral researchers and the event culminated with an open conversation on doctoral resilience. This event was important in CHME continuing and strengthening its support for doctoral researchers in Hospitality.

To start of the social activities and welcome delegates, Celebrity Chef Enzo Oliveri shared his passion for Italian food via a live cooking demo from his latest restaurant in Battersea, London. This set the stage for the next two days where over 40 papers were presented in the main conference themes of Hospitality Management, Critical and Cultural Studies, Food, Drink and Society and Learning, Teaching and Assessment.

Day 2 of the conference began by asking delegates to take a walk and post a photo to #chme2021. This was followed by the official conference opening by CHME Chair, Dr. Ioannis Pantelidis, Professor Eileen McAuliffe, Dean of the College of Business, Technology & Engineering, SHU and Dr. Cecile Morris, Head of Department, Service Sector Management, SHU. Great key notes were delivered by Professor Luiz Moutinho on *Mindstorms on the Emerging World, Hyper-Reality & Hospitality*, Steve Hood on *Global Hotel Industry Update, Research Brainstorming and SHARE Center Update*, Steven Henderson on *Cloud kitchens - A Rainstorm or a Silver Lining for the Hospitality Industry?* and Professor Olga Matthias on *Authenticity and Experience or Data and Management? Aligning the Contradictions for Multi-Stakeholder Satisfaction*. A workshop was also held in *University-Industry Collaboration*. Day 2 closed with the virtual gala dinner. Francoise Peretti, Director, Champagne Bureau UK presented on *The Magical and Sustainable World of Champagne* and this was followed by the awards ceremony. We would like to congratulate all the award winners.

On Day 3 insightful keynotes were delivered by Professor Timothy Jung on *Augmented Reality and Virtual Reality for Tourism and Hospitality Recovery Post Covid-19* and Professor Irene Sheridan on *Work Based Learning; University-Business Collaboration in Graduate Formation*. Edinburgh-Napier University were presented as the hosts for CHME 2022. To close the conference, delegates participated in either a virtual wine tasting or a demonstration of how to make a chocolate garden.

It was our pleasure at SHU to host CHME 2021. The 3 days of the conference provided stimulating debates on contemporary topics in hospitality research but also addressed the important issue of the industry recovering from the COVID-19 pandemic and how hospitality management education can support this. We enjoyed welcoming delegates from the UK, Finland, Netherlands, Denmark, Italy, Ireland, Canada, Taiwan, USA and Australia. We are looking forward to seeing you at CHME 2022 in Edinburgh.

CHME Award winners:

Proudly sponsored by AHLEI, Goodfellow Publishers, STR SHARE, Institute of Hospitality

CHME Fellow – Dr Jill Poulston Auckland Institute of Technology

The Clive Robertson Award for Best Teaching and Learning Paper *Connecting Communities to Enhance Student Learning Experiences-* Edel Griffin, Ulster University

The AHLEI Award for Best Doctoral Paper *Destination Spas: An Exploration of Factors that Contribute to Memorable Guest Experiences-* Louise Buxton, University of Derby

Goodfellow Publisher's Award for Best Paper in Critical and Cultural Studies *Family as the Archetype of "Ideal" Hospitality-* Dr. Gesthimani Moysidou, Edinburgh Napier University

The SHARE Award for Innovation in Teaching and Learning *Virtual Reality in Hospitality Management Education: A View of a Real Future?* -Amanda Payne, University of Central Lancashire

Goodfellow Publisher's Award for Best Paper in Hospitality Management *Hotel Marketing Consortia as Strategic Marketing Platforms: Managerial Perspectives -* Dr. Sofia Almeida, ISCTE-IUL Instituto Universitário de Lisboa & Dr. Thanasis Spyriadis, Manchester Metropolitan University

Institute of Hospitality Award for Best Overall Conference Paper *Migrant visibility, agency and identity work in food enterprises-* Professor Peter Lugosi, Oxford Brookes University, Dr Thiago Allis, University of São Paulo, Dr Marcos Ferreira, Federal University of Paraíba, Eanne Palacio Leite, University of São Paulo, Aluizio Pessoa, Federal University of Paraíba, Dr Ross Forman, University of Warwick, Professor Mark Lewis, University of the Arts London

Congratulations to all of our winners!

CHME Video Competition - contributing to raising awareness of hospitality as a career

You will be aware that we ran a competition for students to create a video promoting hospitality as a career, led by Sarah Rawlinson. The results are in! Well done to the team from Ulster!

1st place - *Cormac King, Aine Kelly & Holly Fatcher, Ulster University*: <https://youtu.be/5z-EatJJR34>

2nd place - *Estelle Desplats & Alda Egurrola-Wienke, Stenden University*

3rd place - *Abhilash Bharadwaj, Sheffield Hallam University*

CHME AGM

The CHME AGM took place during the conference. The Minutes of this are available on the CHME website. We had some changes in the Executive membership and roles. The table below shows the current membership and roles, with changes highlighted.

Elected Officers		
Una McMahon-Beattie	Chair	Ulster University
Alisha Ali	Vice Chair	Sheffield Hallam University
Sarah Rawlinson	Hon Secretary	Northampton University
Maria Gebbels	Hon. Treasurer	University of Greenwich
Co-opted Members		
Ioannis Pantelidis	Past Chair	University of Brighton
Shelagh Mooney	Overseas rep	Auckland Institute of Technology
Eleni Micholoupou	Social Media	University of Derby
Stephanie Jameson	CHME- Research group- Liaison with Conference hosts	Leeds Beckett University
Peter Lugosi	CHME-Research Group	Oxford Brookes University
Tracy Harkison		AUT
Paul Barron	Conference chair 2022	Edinburgh Napier University
Anita Eves		Surrey University
Majella Sweeney		Queen Margaret University
Karl Russell		The Hague Hotel School
Isabell Hodgson	Coordinator	

Andy Heyes



It is with great sadness that we report the untimely death of Andy Heyes, who was a member of the Executive for a short period.

Following time working in the hospitality sector, he completed his UG degree at Derby, followed by a Master's at Stenden. He was widely recognised for his work with the hospitality industry and as an ambassador for the industry. He had been working as a lecturer at a range of European hotel management schools and as consultant.

He died as a result of a tragic crash on 8th May, the day before his 29th birthday.

Future Careers Fair 28 May 2021

CHME was pleased to support the Oxford Cultural Collective by taking an Exhibition stand at the Future Careers Fair. CHME was represented by Prof Anita Eves who delivered a short presentation (3 times!) and answered questions about taking a Masters: 'Master's or off to work?'. This talked about the different types of Masters programmes and what to think about when choosing a programme or institution.

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. CHME had commissioned an update to this report, but there are some issues with the comparability of data at this time. The work will be conducted as soon as possible, and the results made available to you.

EMCup (European Mise en Place) 2021

EMCup Online 2021 – Meet the Future

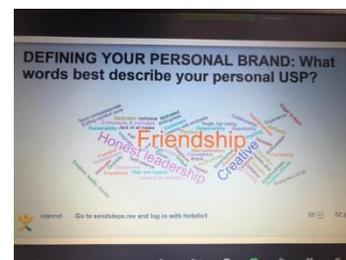


This year the EMCup was held online on Monday 10th May. This year, it was a shorter programme than normal, but it was still full of EMCup fun and spirit and 'matchmaking' between industry and education took place throughout the day.

A total of 57 students participated from 14 different schools across Europe. CHME were well represented with 6 of these schools being CHME members. The students had the opportunity to meet 29 industry professionals from 18 different companies.

The students had the privilege of hearing a Keynote presented by Russ Lewell from Ecolab who shared his advice and expertise on 'How to make yourself one in a million'. This keynote really helped the students prepare for the 'Breakout room' sessions where they had the opportunity to have one to one in depth discussion with senior industry specialists. These discussions were designed to support students in their career journeys in the hospitality industry. Some of the questions that the students were asked included:

- 1) What are your dreams?
- 2) What have you learned about the industry during this pandemic?
- 3) After this pandemic, what would you suggest to get the business back on track?
- 4) How will you stand out/be ahead of the curve?



The industry specialists were able to give one to one support and guidance to each student to listen to their answers to the questions and then help them prepare even better answers for their future careers. The industry mentors had the curricula vitae of all the students prior to these meetings so they knew exactly who they were meeting and were well prepared in advance.

We had the usual EMCup video competition and the members of the Advisory Council chose the top three videos prior to the event. The top three were Stenden, Shannon and IUBH. ALL of the top three are CHME members. The team won an overnight stay at a Hilton hotel, including breakfast. Voting for the best video took place throughout the day, it was a very close shave, but in the end IUBH won the video competition with their 'Carpool Karaoke' video. Here is the link to the video – it is really good fun and inspiring. https://youtu.be/D9isNgM_Ysg

The date for next year's EMCup is Sunday 13th February and Monday 14th February 2022, we look forward to seeing you all there.

Stephanie Jameson

CHME Executive member and the CHME representative on the EMCup Advisory Council

Student Awards

As we approach final examinations, this is a reminder about the CHME award (see Isabel Hodgson's e-mail of the 17 May for the WORD version of the certificate to customise).

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. Please find attached an award template for you to complete with your institution name, the criteria for the award and the name of the recipient.

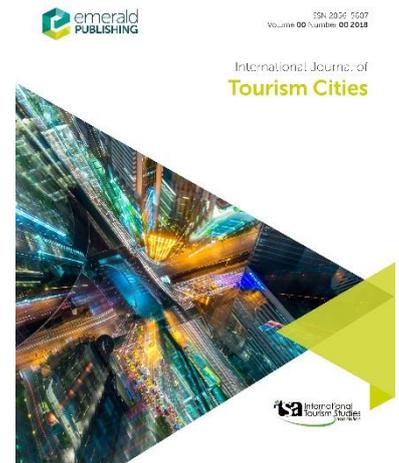
News from our Members:

- **A new publication from William Murray and colleague from the School of Hospitality, Food and Tourism Management, Gordon S. Lang School of Business and Economics, University of Guelph**

Murray, W. C., & Holmes, M. R. (2021). [Impacts of Employee Empowerment and Organizational Commitment on Workforce Sustainability](#). *Sustainability*, 13 (6).

- **International Journal of Tourism Cities (IJTC) awarded highest ranking in its history**

The [International Journal of Tourism Cities](#) (IJTC), with [Professor Alastair Morrison](#) and [Assoc. Prof. Andres Coca-Stefaniak](#) as co-editors-in-chief, has risen to the second quartile (SJR@Q 2) of the recently published Scimago Journal Rankings (SJR). This is a superb achievement in the journal's six-year existence as a leading journal in Urban Tourism and testament to the hard work and commitment of scholars in hospitality, leisure and tourism from universities around the world, many of whom have contributed to this success as reviewers, authors of published articles, editorial advisory board members and/or guest editors of special issues. Recent special issues published in IJTC include "Overtourism and the Sharing Economy", "Marketing of Smart Tourism Destinations" and "Tourism in Indian Cities".



IJTC is the official journal of the [International Tourism Studies Association \(ITSA\)](#). ITSA is uniquely devoted to scholarly exchange between researchers and practitioners focusing on the growth of tourism worldwide. Founded in 2006 in Hangzhou (China), ITSA now has offices in London (University of Greenwich) and Shanghai.