

The latest news, views, and announcements

### **CHME Annual Conference**

Edinburgh Napier University 25th-27th May 2022

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### **Conference Hosts**

CHME have received expressions of interest for conference hosts for 2023-2027

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### **The Degree Standards Project**

Find out more about the development of subject-based calibration of academic standards.



## Welcome

Welcome to the Spring Newsletter from CHME. Our colleagues and conference hosts at Edinburgh Napier University are finalising the details of the 30th Council for Hospitality Management Education (CHME) Annual Research Conference. Not only is this a chance for a much-needed networking opportunity to discuss issues and ideas relating to the conference theme of “The Human Touch in Hospitality”, the team at Napier University have put together some exciting social activities for us to enjoy. Keynote speakers include David Cochrane MBE, Chief Executive of the Hospitality Industry Trust Scotland, Marc Crothall, CEO of The Scottish Tourism Alliance (STA) and Brian King, Professor of Tourism at Texas A&M University, USA. We look forward to seeing you there!



Prof. Una McMahon-Beattie

## Message from the Chair of the CHME Executive

Just before the CHME 30<sup>th</sup> Annual CHME Research Conference it is an opportune time to reflect on the excellent range of benefits afforded by being a member of the CHME.

We have kept the CHME membership fee the same since 2014 and this year, in recognition of the hardships the industry and hospitality departments face, we have decided to not increase the membership fee yet again.

In addition to the benefits of belonging to a hospitality management association of like-minded professionals in higher and further education, with excellent national and international networking opportunities, the key benefits are:

- Being able to work closely with other universities and colleges offering qualifications in hospitality management to promote high academic standards and vocational relevance in programmes of study and student experience which are of the highest quality. This results in professional relationships which are rich and an ongoing source of ideas and inspiration.
- The opportunity to attend or benefit from hosting CHME events, such as conferences related to Hospitality Research, Teaching, Learning and Assessment, Passion 4 Hospitality with the Institute of Hospitality, Annual Student Competition and Awards.
- Being able to attend CHME events which give opportunities for those working in particular areas of hospitality management to meet to share practice and achievements and to consider contributions from external speakers.
- Have an opportunity to gain an early awareness of external changes, policies etc. having an effect upon hospitality management education, including access to industry relevant research commissioned by CHME.
- As well as the annual conference, CHME has an active research group which provides research networking opportunities and dedicated sessions to support researcher's development.
- Dedicated hospitality Doctoral webinars for your research students.
- Access to a number of reports which aim to inform decisions about the future of hospitality education and research provision to government, industry and academia.
- Being part of an influential organisation lobbying external organisations, industry and people for recognition for, and the enhancement of, hospitality management education which is particularly relevant in the context of the Covid-19 pandemic.
- Privileged access to members only exclusive pages on CHME website, including the External Examiner's database.
- Preferential opportunities to be involved in research and business development contracts awarded to and by CHME.

- Access to free copies of the Hospitality Society Journal 3 times a year
- A 30% reduction on all purchases from Goodfellow Publishers
- Priority notification of CHME events and activities and able to benefit from CHME negotiated discounts and subsidies for e.g. conference attendances
- Support by editors of three hospitality related journals
- To be able to hold office and contribute to the work of the CHME Executive and/or be part of the committees of special interest groups:

Visit our website <http://www.chme.org.uk/> for more details of the excellent range of benefits and services.

## Future CHME Conference Hosts

CHME have received expressions of interest for conference hosts for 2023-2026.

The proposed hosts are:

2023 NHL Stenden University of Applied Sciences,  
Leewarden The Netherlands  
2024 Leeds Beckett University, Leeds  
2025 Luxury Hotel School, Paris  
2026 Edge Hotel School, University of Essex, Colchester

Details of future conference hosts will be confirmed at the CHME Annual Research Conference.

## CHME Student Video Competition

We have **extended the deadline** for submissions for our video competition to **28<sup>th</sup> March 2022**. Further details are on the CHME website

<http://www.chme.org.uk/students/video-competition/>



## The Degree Standards Project



The Degree Standards Project is a five-year project led by Advance HE and managed by the Office for Students. The focus of the project is professional development for external examiners.

According to Advance HE “the purpose of this five-year project is to:

- Design, pilot and deliver different approaches to the professional development of external examiners.
- Propose evidence-based and cost-effective longer-term approaches to the professional development of external examiners operating across the higher education system in England, Northern Ireland and Wales.
- Explore approaches to the calibration of standards, presenting recommendations for future work in this area”.

You can find out more about the Develop the Developer programme, professional development courses and calibration of academic standards on the Advance HE website.

<https://www.advance-he.ac.uk/degree-standards-project>



**Council for Hospitality Management  
Education (CHME)**

**StR/SHARE Award**

CHME, in association with StR/SHARE, are delighted to continue the two awards that recognise innovation and excellence in hospitality management education and research. These awards are available to all CHME members and invitations are encouraged in either of the categories below:

**Innovation in Teaching** – This award is presented to the CHME member who has demonstrated innovation in teaching, learning or assessment. Whilst all innovative practices would be considered, this might take the form of the introduction of a new method or approach to teaching or assessing a traditional hospitality subject, or maybe the introduction of a new subject on to the hospitality curricula;

**Research Impact** – This award is presented to the CHME member who has researched the general area of hospitality management (including education), the results of which have had a positive impact, or can clearly demonstrate pathways to future impact. This impact should be both measurable and demonstrable; or it must convincingly show how the research work encompasses strategies and activities that will lead to positive impact. Whilst all impactful research will be considered for this award, research that positively benefits the hospitality industry will be favourably considered.

In order to encourage more applications for these awards, it has been decided that there are two methods of application. CHME members can either self-nominate OR

nominate a colleague. In both cases, the application process consists of a 900 words maximum application that provides an overview of the Innovation in Teaching or Research Impact. Applications must be typed, detail if the application is for Teaching or Research, provide the name of the nominee and/or the name of the person making the nomination.

The winners from the two categories detailed above will receive a CHME/SHARE certificate and £250 and collect the award at the Annual Research Conference in May 2022.

Please see below for the information which needs to be included as part of your application and the evaluation criteria.

**SUBMISSIONS TO BE SENT TO Isabell Hodgson**  
**Email: [i.r.hodgson@outlook.com](mailto:i.r.hodgson@outlook.com) CLOSING DATE**  
**Friday 22nd April 2022**



## **Petition to Extend Skilled Worker visas to non- managerial hospitality workers**

Do you think the Government should make skilled non-managerial hospitality workers, such as highly trained sommeliers, cocktail bartenders, Maitre'Ds, eligible for the Skilled Worker visa list to meet pressing labour shortages within the industry? The petition is asking the government to recognise the skills needed within the industry and make skilled, non-managerial hospitality workers eligible for the list to meet pressing labour shortages. The petition will run until 24 July 2022. At 10,000 signatures, the government will have to respond to the petition and be considered for debate in parliament. The petition is available on the Gov.UK website.

<https://petition.parliament.uk/petitions/606704>

## 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.

In addition to those students featured in our Autumn newsletter we congratulate **Vicka Samiun**, MSc International Hospitality Management at Sheffield Hallam University.



Vicka says “choosing Sheffield Hallam University to study for my master’s degree was one of the best decisions I have ever made. It changed the way I think, broadened my analytic skills, and sharpened my multicultural skills. I will treasure the memory forever in my heart.”

## News from our Members



### NHL Stenden University of Applied Sciences launches regenerating hospitality and travel competition.

NHL Stenden Hotel Management School (Leeuwarden, the Netherlands) has joined forces with Smart Travel Lab and the Ryerson University Hotel Management School to launch a challenge for hospitality management students: "The Regeneration Collection".

The Regeneration Collection believes that the world is changing to be more sustainable and focused on active regeneration of the environment and local communities, and that hospitality and tourism should play an active role in making ecosystems thrive again.

The challenge harnesses students' creativity in designing and prototyping regenerative accommodations. The end in

mind is to accelerate the development of regenerative accommodations and destinations all around the world.



### Sheffield Hallam University named 2021 outstanding entrepreneurial university of the year.

Sheffield Hallam University lifted the Outstanding Entrepreneurial University trophy at the seventeenth annual Times Higher Education (THE) Awards - widely referred to as the 'Oscars of higher education'

The University's sustained investment has seen entrepreneurship and employability principles embedded throughout the whole organisation, including its teaching, regional partnerships and research programmes.



### Edinburgh Napier University to team up with net zero challenge fund recipients

Edinburgh Napier has been named academic partner to three businesses which have received Net Zero Challenge Funding.

Scottish food and drink producers have been awarded a share of £160k for sustainable projects as part of an industry-wide commitment to net zero.

Seventeen businesses from across the country have secured the funding from the Scottish Food & Drink Net Zero Challenge Fund for collaborative projects with Scottish universities to accelerate their journey to net zero.

