

Council for Hospitality Management Education (CHME)
White Paper: The Future of Hospitality Management Education
A CHME and Institute of Hospitality Funded Project

Overview

CHME, in association with the Institute of Hospitality, is commissioning a trends analysis and forecasting project that examines past and future data of Hospitality Management student numbers in Further and Higher Education. The project should focus on data from both UK and European institutions.

A UK Hospitality Workforce Commission (2018) report states that the hospitality industry employs 3.2 million people, produces £130 billion of economic activity and generates £39 billion in taxation for the UK Government. Additionally, the report notes that hospitality is the third largest private sector employer and represents 10% of UK employment. However, anecdotally, indications suggest that recruitment to hospitality courses may be in decline and universities and colleges are disinvesting in the area at a time when skills shortages at all levels are at an all-time high. Challenges stemming from Brexit, future immigration policy, low productivity and skills shortages have resulted in a sector in flux (UK Hospitality & CGA Future Shock Report, 2018). Therefore, there is a clear need for the education sector to provide leadership in developing talent to combat the current skills shortage in hospitality, now and in the future.

Scope of Project

The objectives of the study are:

- To provide an evidence-based situational analysis of the current challenges in the UK and European hospitality industry in terms of skills/talent requirements.
- To carry out an audit of UK and European Hospitality Management student numbers (all UG and PG courses, full-time and part-time, with or without placement) in Further and Higher Education (2009-19); data should include details of factors such as age, gender and ethnicity.
- To forecast UK and European Hospitality Management student numbers for the next decade (2020 -2030).
- Based on future insights, to provide recommendations for the senior management of tertiary sector educational establishments regarding the economic, social and cultural value of hospitality education.

Work Specification

CHME is seeking to appoint appropriately experienced individual(s) to produce a hospitality management education analytics white paper. The primary focus of this is to audit the UK and European Hospitality Management student numbers in Further

and Higher Education (2008-18) and to produce forecasts for the next ten years. The timescale for the project is 9 months with a completion date of **28 February 2020**.

The white paper must incorporate:

- An executive summary
- Industry background
- Tertiary hospitality education sector overview
- Methodology
- Findings (audit and forecast)
- Recommendations for the Future of Hospitality Education
- Bibliography

In addition, we would welcome creative and innovative suggestions on any proposed additional information that might be included. The successful tenderer will be expected to present the final report to the relevant stakeholders.

Submission Process

Interested parties should submit a written response to this invitation to tender. Submissions must encompass:

1.1 Outline of professional experience/track record

- Summary of experience and client-bases;
- Experience of managing comparable research projects;
- A clear understanding of the further and higher education environment.

1.2 Approach

A detailed outline of the planned approach to undertaking this project, with emphasis on the evidence that will be provided in support of the audit, forecasts and recommendations.

1.3 Terms

The maximum budget for this project is £5000 (inclusive of VAT). Submissions should provide a clear budget, with details of costs assigned to specific tasks.

Please provide details of your resource availability and a brief methodology for completing this work in the timescale.

Evaluation

CHME shall assess the Tenderer's submission on the basis of the information submitted by the Tenderer. Each criterion shall be scored out of 5 raw marks in accordance with the scoring guidance.

Please note that failure to meet any mandatory requirements included within the specification/scope of services shall result in your bid being rejected from the competition.

Criteria shall be weighted as follows:

Criteria Evaluation Matrix

No.	Criteria	Max Raw Score Available (Marks)	Award Weighting (%)
1.	Relevant experience of the project team	5	10%
2.	A clear understanding of further and higher education environment	5	20%
2.	Rigour of proposed study design and methods	5	40%
3.	Value for money	5	30%
TOTAL		20	100%

Scored criteria will be scored initially out of 5 on a consensus-based whole number basis. Raw scores out of 5 will be awarded for each question. Responses will be allocated a score of 0, 1, 2, 3, 4 or 5 for each scored criterion as detailed in the relevant questions.

Each raw score will be divided by 5 and the sum then multiplied by the above weightings (e.g. 10% for criteria 1) to give a weighted score. For example, a score of 3 marks (out of an available 5 marks) allocated to a scored criterion with a weighting of 10% will be calculated as a weighted score of 6. These weighted scores will be carried to two decimal points.

Criteria Assessment

(Max raw score of 5 marks)

Score	Interpretation
5	<p>Excellent response, fully supported by excellent, comprehensive and relevant details on the key elements requested.</p> <p>Response inspires an extremely high degree of confidence to the Tender Assessment Panel.</p>
4	<p>Very good response, well supported by very good relevant details on the key elements requested.</p> <p>Response inspires a high degree of confidence in the Tenderer's proposed methodology.</p> <p>Strengths far out-weighed any weaknesses in the response.</p>
3	<p>Good response, supported by good relevant supporting details on the key elements requested.</p> <p>Response inspires a good degree of confidence to the Tender Assessment panel.</p>
2	<p>Satisfactory response supported by adequate relevant supporting details on the key elements requested.</p> <p>The response provides a satisfactory degree of confidence to the Tender Assessment panel.</p>
1	<p>A limited response containing limited relevant supporting information on the key elements requested.</p> <p>Weaknesses far out-weighed strengths in the response.</p> <p>The response provides a low degree of confidence to the Tender Assessment panel.</p>
0	<p>No response or unacceptable information provided.</p>

SUBMISSION CLOSING DATE AND TIME

Tender submissions must be submitted as instructed below, no later than the 'Closing Date and Time', **via email**, shown below:

Closing Date and Time: 12 noon on *Wednesday, 15 May 2019*.

Tenderers are required to submit their submission to Isabell Hodgson, CHME Coordinator, i.r.hodgson@sky.com, before the closing date and time above.