

## Newsletter

Summer 2022

The latest news, views, and announcements

### The Future of Hospitality Management Education

An addendum to the white paper commissioned by CHME and the IoH will be available on the CHME website soon.

### Conference News

Latest updates on the CHME Conference held at Edinburgh Napier University May 2022 and more.

### CHME External Examiner Register

The External Examiner register provides a useful list of members interested in examiner roles. We encourage you to register on the website.



## Welcome

Welcome to the Summer Newsletter from CHME. As another academic year draws to a close and we look forward to a summer break, it is an opportune time to reflect on the excellent range of activities that CHME have engaged in despite all the challenges of the pandemic. We consider that CHME continues to offer value to its members, offering a wide and growing range of benefits. 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 decided to not increase the membership fee yet again. Moving forward, we will continue to make every effort to reflect the Council's values, build on the work undertaken to date and profile the excellent teaching and learning, research, and industry engagement activities within member institutions.

**Professor Una McMahon-Beattie**  
Chair



## 30<sup>th</sup> Annual Research Conference

The 30th Council for Hospitality Management Education (CHME) 2022 took place at Edinburgh Napier University from 25th-27th May 2022 with the theme the Human Touch in Hospitality. Brana Jianu, PhD Student at the University of Surrey tells us of her conference experience.

I attended my first academic conference at Edinburgh Napier University - CHME 2022, titled "Human Touch in Hospitality", where I also presented my first research paper. In retrospect, as a PGR just starting in academia, CHME 2022 helped me enhance my academic research network, learn about fascinating new research in hospitality and tourism, opened doors for new collaborations and offered the opportunity to present my research to some of the world's top hospitality academics.

CHME 2022 opened with a compelling and thought-provoking keynote session by Professor Donna Chambers. After two years of imposed restrictions on 'human touch', I could not think of a better way to kick off the conference than with the simple message of integrating the fundamentals of hospitality into the ethics of love. I found particularly inspiring the Q&A session with Chef Tom Kitchen and his career journey from an early age, Dr Miriam Firth's presentation on practically preparing students for the demands of hospitality service encounters and Professor Brian King's fascinating talk on change leadership and his experiences teaching across the globe. Panel discussions frequently provoked constructive debates between the audience and panellists, such as the current critical problem of labour

shortages. Equally, it was refreshing to hear about the exciting, latest research and to reflect on topics I might not have otherwise pondered about, such as Peter Lugosi's intriguing presentation on the role of tourists in contributing to the co-performance of hospitable experiences.

My impressions of the conference were further pleasantly enhanced when, instead of going up to attendees, they went out of their way to contact me, including tenured professors and conference organisers. This made a world of difference, making me feel very welcome and comfortable in this new setting and certainly contributed to the success of delivering my own presentation, which was equally welcomed by an incredibly friendly and supportive audience who offered their valuable feedback. Socially, the beautifully organised Gala Dinner was a fantastic experience. The food was delicious, the magician act sparked giggles and controversial conversations, and the evening culminated in the Best Papers Awards ceremony.

Overall, CHME 2022 was a fantastic experience. Thank you to all the CHME 2022 attendees and organisers for such a pleasant welcome into the CHME family. I certainly look forward to seeing you all again next year for CHME 2023 in the Netherlands.



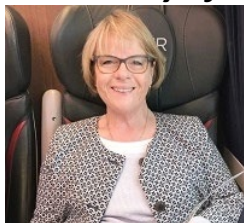
## CHME People

### *CHME Honorary Fellowship*



CHME is delighted to welcome the latest CHME Fellow to our role of honour. Peter Ducker, who recently retired as CEO from the Institute of Hospitality, was awarded a Fellowship following his long-standing relationship with and support to CHME. Congratulations Peter.

### *In Memory of Vicky Harris*



It is with great sadness that we must report the passing of one of our CHME family. Vicky Harris passed away last Thursday 31st March after a short illness. Vicky was well known to CHME members through a variety of activities. She was Head of Department

and then Head of School at Leeds Metropolitan University (now Leeds Beckett University) from the 1980s through to 2006 when she took early retirement from her long and distinguished academic career

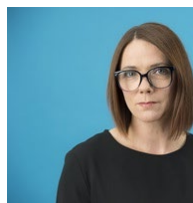
### *CHME Coordinator to Retire*

Isabell Hodgson has been CHME Coordinator since 2011 and it is now her intention to stand down at Christmas 2022. Huge thanks to Isabell who has continued to act as the main 'go to' person for CHME, making sure that we are all following process and produces the minutes and actions for the CHME Executive meetings. We will miss her commitment, diligence, professionalism and CHME knowledge base!

We are currently reviewing the coordinator's job description and will be looking to appoint a new Coordinator. Isabell you will be a hard act to follow!



### *Thanks to Louise*



A special thank you to Dr Louise Todd, Associate Professor in Festival and Event Management at Edinburgh Napier University, and the conference coordinator for the CHME 2022 conference.

## Students Benefits

Students continue to benefit from a range of CHME initiatives including:

- Student video competition. The first winners of this were Ulster University in 2021 and we would encourage members to work with their students to enter the competition.
- Springboard mentoring.
- Continued sponsorship of the Passion4Hospitality (P4H) event which returned in November 2021.
- EMCup – several CHME members enter this prestigious competition.
- Promotion of the Ken Hom Scholarship Competition in partnership with the Oxford Cultural Collective



## CHME Student Award



CHME is continually striving to both celebrate hospitality as a career option and recognise excellence in future managers. The Council continues to encourage members to make a Council for Hospitality Management Education award to one of your hospitality students. The criterion 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/industry project or the highest overall marks for their final year.

Once the criteria for this award have 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 the name of the recipient for publication on our website, **so please email Isabell our coordinator with the details- [i.r.hodgson@outlook.com](mailto: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.

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## CHME Activities

### *The Future of Hospitality Education*

CHME commissioned and published a Hospitality Management education analytics white paper entitled “The Future of Hospitality Management Education” in April 2020. Subsequently, to evaluate the impact of Covid-19, an addendum was commissioned in 2021 which is due for publication shortly.



### *Extending Networks*

The committee continues to pursue beneficial, reciprocal relationship with sister organisations such as CAUTHE, and The ICE to expand the range of member benefits and access to valuable networks. A member of the committee also sits on the Educators Forum of the Hoteliers' Charter which is currently designing a schools focused initiative to promote hospitality as a career of choice and is agreeing guidelines for excellent in supporting university and college placements.



### *External Examiners*

Don't forget about the External Examiner register which provides a useful list of members interested in/available for examiner roles. Please encourage your staff/colleagues to register on the website.

### *Update of the CHME Constitution*

Thank you to all the members who contributed to the update of the CHME Constitution. The updated constitution will be available on the website shortly.

### *Otolo*

Members and their students now have access to Otolo, a new online alumni network for hospitality. It hosts opportunities to share ideas and make connections. Students can connect with global industry leaders, choose a mentor to help guide them through the start of their career. It offers monthly events which allow students to learn directly from experienced industry professionals who offer guidance and insight, the ability to connect with people globally from the get-go, and the chance to search for careers or apprenticeships (<https://myotolo.com/>).



### *EP Insights Magazine*

CHME have negotiated access to the EP Insights Magazine (<https://www.epinsights.co.uk/>) for CHME members. EP is a well-known communicator on business thinking and opinion in the hospitality, leisure, travel, and tourism industry, providing a central reference point for discussion and debate on the key issues affecting hospitality.



## ***The CHME Writing Hub***

At the CHME 2022 conference, we presented our ideas on the CHME Writing Hub.

### **What is the CHME Writing Hub?**

A space (virtual or physical at each CHME conference) that enables researchers to develop research papers or ideas or accelerate their development through support and mentorship. CHME relies on the continued growth and development of its academic community, and we want to reciprocate. We hope that this Writing Hub will promote knowledge creation and exchange which can be of value to the wider hospitality academic community and our industry. See attached PowerPoint for more information.

It was great to see the positive response to this and we would like to move this to the next step in understanding which format/s you would find beneficial. Please use the poll below to record your responses. If you have any suggestions on alternative formats or would like to work with us in developing the CHME Writing Hub, please let me know by completing this short survey: <https://forms.gle/utFBDsh756cWWLGD6> by June 30th 2022.

## ***Hospitality & Society Journal***

Hospitality & Society



CHME continues to support the Hospitality & Society Journal with online access to CHME members. We continue to encourage all our members to read the journal and consider submitting a paper for review.

## **We want to hear from you, our members!**

CHME's executive committee is your committee of fellow volunteers and your input and voice is always welcomed whether you have a comment to add, an article for the newsletter or wish to serve on the committee itself. We are keen to encourage contributions from members. There are currently some fantastic teaching and learning, research and impact, and industry engagement initiatives happening in our member institutions, and we would be keen to profile these. We continue to benefit from ongoing sponsorship from StR/SHARE who sponsor two academic awards (Innovation in Teaching and Research Impact) that are self-nominated and judged by the committee so why not get your work recognised.

Through the continued efficient management of finances, the committee finds itself in a reasonably healthy financial situation. We would be keen to hear ideas as to how to utilize funds from members. Funds spent must, of course, be to the benefit of CHME/the Industry/members. For example, we would be very happy to hear ideas for research/pedagogic projects that could be funded by CHME. Thanks to Maria for keeping on top of the finances.

We would also be keen that members actively post to the CHME Twitter account (@CHMEhospitality) and CHME Facebook page.

In addition, we now have the PhD LinkedIn Group which has been very successful. Why not follow us.



## News from our Members

## Going Dutch – CHME Honorary Fellow Moves to Europe

### THE INC 2022 Conference



CHME supported the 3<sup>rd</sup> THE INC (Tourism, Hospitality and Events International Conference) *“Tourism, Hospitality and Events: Innovation and Resilience During Uncertainty”* co-organised by the University of Derby, at Cyprus University of Technology in Limassol, Cyprus in June 2022. The INC 2022 conference has set the research output bar very high hosting four highly esteemed journals Event Management, Tourism Planning and Development, International Journal of Contemporary Hospitality, and Tourism Management. There will be special issues in Event Management and Tourism Planning and Development expected to be published in mid-end 2023. The conference was supported by CAB International, Goodfellows and Routledge and international tourism organisations ABTA, AEME, Institute of Hospitality, TMI, and CHME. The official launch of the Association of Tourism, Hospitality and Events Networks in Academia (ATHENA) a new research association consisting of 17 tourism-oriented research centres from 11 different countries took place during the conference. Delegates enjoyed 85 paper presentations delivered from more than 110 delegates coming from 33 countries across all five different continents. It presented three keynote speakers and an editors’ corner with sessions delivered by top tier journal editors. Conference proceedings can be download from the official website of THE INC 2022.

The next 4<sup>th</sup> THE INC 2024, will be hosted by another CHME member. The Hotel School, The Hague in Amsterdam, Netherlands in June 2024.



After 10-years of living in Malaysia, Perry Hobson has taken up a new role as the Director of the Academy of Tourism at Breda University of Applied Sciences. BUas (or NHTV as it used to be known) is celebrating its 55th anniversary this year. As Perry commented, “This move also pretty much completes my global circumference career journey – which has so far taken me from the UK to the USA, then onwards to Hong Kong, down to Australia, up to Malaysia and now back to Europe and to The Netherlands”. He very briefly lived in The Netherlands for a few months as a Visiting Lecturer at what was then the CHN (now NHL-Stenden) before moving to Australia, noting that, “it was a very enjoyable experience, and I’m really pleased to have the opportunity to move back for longer”. BUas teaches the vast majority of its tourism, hospitality and events courses entirely in English, is accredited by THE-ICE (see - <https://the-ice.org>) and currently ranked at #23 in the QS Subject Rankings for Hospitality & Leisure. Within BUas there is an Academy of Tourism, an Academy of Leisure & Events and also an Academy of Hotel & Facility Management, “so of the 7,000 undergraduate and postgraduate students at BUas, over 4,000 are studying hospitality, tourism and/or events” he noted. He is looking forward to welcoming CHME members to The Netherlands for the CHME 2023 conference that is being hosted by colleagues at NHL-Stenden. Perry was made an Honorary Fellow of CHME in 2017, at the CHME conference in Denmark.



## ***Gastronomy Summit 2022 – Promoting a progressive agenda in food, drink, and hospitality Ulster University, Belfast – 11th to 13th April 2022***

Gastronomy Summit 2022, an international conference co-hosted by Ulster University, the Oxford Cultural Collective, Food NI and Tourism NI, explored how food, drink and hospitality can help local communities flourish. Held on Ulster University's campus, the event also marked the opening of ***Academy: The Centre for Food, Drink and Culture***, the University's new educational hub that will play a central role in both student learning and the development of Northern Ireland as a gastronomic destination.



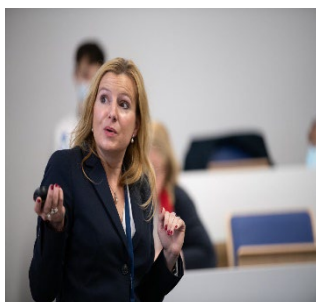
Gastronomy Summit 2022 was a hybrid event, which brought together representatives of universities, industry, third sector organisations and public bodies, as well as journalists, writers, and activists. Its focus was on application, impact and achieving meaningful change in business, education, and society. Given the quality of contributions, and the rich discussions and legacy projects they inspired, plans are now being laid for Gastronomy Summit 2022 to become a biennial event.



Colleagues from a range of institutions worldwide, including many who are members of CHME, tackled the Summit's overarching theme from multiple perspectives. Topics included: reshaping culinary curricula in South Africa to reflect indigenous cultures; the role of food tourism in empowering local communities; the evolution and preservation of culinary heritage in the context of domestic dining; and helping communities thrive through support for the food, drink, and hospitality sectors.



Keynote speakers, all of them distinguished figures in their respective fields, considered different aspects of community regeneration, including the role of civic society in embedding peace and reconciliation, overcoming systemic racism, the strategic development of food and drink destinations and the protection of vulnerable communities and the foods on which they rely. Keynote contributors included Michael Caines MBE, renowned chef, hotelier, and broadcaster; Dr Jessica's B Harris, historian and broadcaster, whose book *High on the Hog* was the inspiration for a recent hit Netflix series; Dan Saladino, presenter of the BBC Radio 4 Food Programme; Dr Joxe Mari Aizega, Director of the Basque Culinary Centre; and Melissa Thompson, food writer and activist for racial equality in the food world.



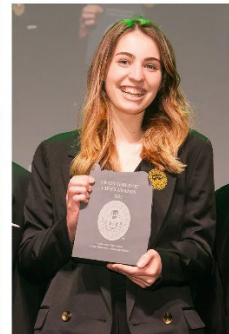


### **Edge Hotel School celebrates 10 years**



### **Westminster Kingsway College Chef Lecturer and Apprentice Named Winners in Craft Guild of Chefs Awards 2022**

Jose Souto, who has taught at the college for 18 years, scooped the Chef Lecturer Award, while chef de partie apprentice Grace Hawksley was presented with the Apprentice Chef Award.



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## **Have Your Say. Join the CHME Executive Committee**

We are very happy to welcome new members on to the committee and feel that the introduction of new members not only motivates existing committee members, but also encourages the forward direction of the Council. We are therefore very keen to hear from anyone who wishes to join the committee. As per normal processes, anyone interested in joining the committee should submit a (maximum) one page proposal that details how they feel they might contribute and what ideas or initiatives they feel we could be developing and exploring. Potential new members are nominated by existing members and proposals are reviewed at the AGM. Send your nominations to the CHME Secretary [Sarah.Rawlinson@Northampton.ac.uk](mailto:Sarah.Rawlinson@Northampton.ac.uk)

