Council for Hospitality Management Education (CHME)

Guidelines for the organisation and management of the Annual CHME Research, Learning and Teaching Conference

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Section One – Introduction

The annual Council for Hospitality Management Education (CHME) Research, Learning and Teaching conference is the main event in the organisation's calendar. The conference is a flagship event for CHME members and as such, has much influence on perceptions of value for money of membership.

The purpose of this document is to provide conference host institutions with broad planning frameworks and guidelines, the use of which should help to ensure the maintenance and enhancement of the quality of conferences. This document should be read in conjunction with the conference checklist. In addition, whilst the CHME Executive Committee seeks to extend much autonomy to conference organisers, it does have a responsibility to ensure that the annual conference helps to fulfill CHME's wider aims.

Section Two – Conference Objectives

The conference, which is usually held in May each year, draws together academics, students and industry practitioners from hospitality and related fields. It has several specific objectives:

1 To showcase high quality academic research within hospitality management, hospitality studies and related fields, notably events, leisure and tourism management.

Rigorous academic research within these field is increasingly used to extend knowledge, reveal and evaluate the nature of industry and public-sector policy and practice, influence policy and practice, stimulate consultancy and underpin teaching and student development. The conference should be used to showcase insightful and influential research to build knowledge, relationships and confidence within the academic community; help facilitate a critical appraisal of current research; and to help set future research agendas within hospitality management, hospitality studies and related fields. In addition, it should act as a catalyst for the dissemination of research findings through the publication of conference proceedings and, if appropriate, special editions of high-quality academic journals.

2 To showcase high quality pedagogic research and to disseminate examples of good practice in learning, teaching and assessment.

Academic schools delivering programmes in hospitality management, hospitality studies and related fields often have a strong reputation for pedagogic development and innovation, based on impressive results from formal quality audits and the award of comparatively high levels of government funds to support pedagogic projects. The conference should provide opportunities to enhance the value of pedagogic research and examples of best practice through dissemination to the academic community.

3 To provide a supportive and encouraging environment for academics who are relatively new to research.

There is recognition that the maintenance and enhancement of a research culture within hospitality management, hospitality studies and related fields is dependent upon identifying and encouraging talent. The conference should provide an environment in which those at an early stage in their research careers, including PhD students, can present their research findings to an audience of peers, and in which they can receive constructive and encouraging criticism.

4 To provide opportunities for meaningful networking.

Networking can enhance the strength of the academic community by helping to form new relationships and by maintaining and reinvigorating existing relationships. In addition, it can stimulate valuable collaboration. Conference hosts should consider how best to facilitate meaningful networking, not just through the academic elements of the conference programme, but also through the incorporation and active participation in appropriate social events.

5 To provide a forum for effective communication between the CHME Executive Committee and CHME members.

Whilst efforts are made to maintain two-way communication throughout the year, the annual conference provides the best opportunity to facilitate effective formal and informal communication between the CHME Executive Committee and CHME members. Conference hosts should seek to provide opportunities for such communication in recognition that it is essential for the health of the organisation.

6 To promote the adoption of an international perspective amongst CHME membership.

In recent years, the CHME conference has increasingly attracted delegates from non-UK institutions, including Scandinavia, Ireland, Australia, the Netherlands and the USA. Conference hosts should work to continue this trend by targeting a more expanded international market. This has the added benefit of encouraging international membership of CHME and international collaborative research.

7 To provide the host institution with opportunities for reputation and profile enhancement.

There is recognition that organising and managing the annual CHME Research, Learning and Teaching Conference is a major undertaking. The production of a successful conference can undoubtedly enhance the reputation and profile of the host institution, both within the academic community and more broadly. Whilst self-promotion should not be a central focus of the conference, host institutions are encouraged to benefit from the experience, for example, through presenting a highly professional and welcoming approach, securing positive public relations and providing opportunities for student involvement.

8 To provide a forum in which to conduct formal CHME business.

During the conference there will be meetings of the CHME Executive, normally the afternoon before the start of the conference, and the Annual General Meeting MUST be scheduled during the conference. No other sessions should be scheduled at this time to allow all member institutions time to attend and contribute. The conference hosts should liaise with the Chair of CHME to ensure that these elements are incorporated into the conference at appropriate times.

Section Three – Conference Bidding Procedure

The responsibility for deciding the host and location of the future annual CHME conferences lies with the Executive Committee. Agreement should be reached on conference locations for the two years subsequent to the forthcoming conference.

Stages in the bid procedure

1. Potential host institutions for the annual conference scheduled for two years after the forthcoming conference should submit a proposal to the CHME Executive prior to that conference. This should include brief commentary on how the potential host institution intends to fulfill the conference objectives (refer to Section Two) and host institution responsibilities (refer to Section Four). Please see Appendix 1 for the outline bid document which should be completed by the institution wishing to host a future conference.

2. Following the objectives consideration against broad criteria, the Executive Committee will reach a decision about the host and location of the annual conferences. These criteria are:

   - on the basis of evidence provided within the statements of intent, to what extent are institutions likely to meet the conference objectives 1–8 (refer to Section Two).

3. The CHME Executive Committee (or appointed nominee) is responsible for communicating the decision on host and location to all contacts from institutes from which statements of intent were submitted. The decision should then be reported at the next Executive Committee meeting and posted on the CHME website.

Section Four – Responsibilities of the Host Organisation

The host institution is given autonomy to organise and manage the annual conference and in doing so accepts all associated financial risk and liability. Through the provision of guidance, the Executive Committee must seek to ensure that the host institution fulfils the conference objectives (refer to Section Two). The responsibilities of each party are outlined below.

Specific responsibilities of the host institution:

Administration

- The conference host will be the official contact for all conference enquiries;
- Drawing-up a master plan of the event and updating the budget;
- Finalising the conference committee;
- Establishing payment systems considering online security, copyright issues and data confidentiality;
- Setting up a clear line of communication with the CHME Co-ordinator.

Venue

- Securing appropriate venues for all formal and social elements of the conference programme, posters and sponsor exhibition;
- Identification of a selection of appropriately priced accommodation options and, if possible, the negotiation of delegate packages with said accommodation providers;
- Consider pre, live and post conference supporting leisure programmes;
- Communication to all delegates regarding travelling to the conference venue;
- A conference room for half a day, the day preceding the main conference at the host institution for the CHME Executive Meeting;
- Provision of audio-visual requirements;
- Signage at the venue and a welcome desk;
- Internet access for delegates;
- See Equality, Equity, Diversity, Inclusivity and Belongingness (EEDIB, Section 5) requirements for further venue considerations.

Communication and promotion

- Development of a conference website, social media strategy and other promotional materials;
- Preparation of a timeline for the call for paper and plan the sequencing of further calls;
- Promotion of sponsorship packages;
- Management of the contacts' database;
- Generation of public relations.

Programme development and management:

- Co-ordination of all aspects of programme and logistics management;
- Setting up the paper submission system (EasyChair);
- Organising the academic element of the conference. This would include the call for papers and liaising with the CHME Research Director and theme/track chairs;
- All paper presenters will have 20 minutes for presenting and 10 minutes for

Q&A.

- All paper sessions will have a Chair who will be provided by the host organisation. The CHME Executive will provide support in sourcing Chairs.
- Identification and communication of an overall theme of the conference;
- Supporting the appropriate academic areas and themes as a means of achieving the overall aim of the conference;
- Design of the conference programme ensuring that the programme reflects current major research themes in hospitality management, hospitality studies, learning and teaching; and tourism, leisure and events management;
- Inclusion of the CHME AGM as part of the conference programme;
- Securing appropriate key-note speakers. Please read the EEDIB section below.
- Incorporation of social elements into the conference programme; including a gala dinner when awards are presented;
- Protocols for speakers, guests, dignitaries, press/media;
- Appropriate display of conference posters;
- Coordination of exhibitions between the sponsors and venue;
- Staff and volunteer management;
- Management of exhibitions and poster presentations;
- Preparation of written guidelines for moderators/facilitators;
- Production of a conference book of abstracts. This can be in pdf format;
- Design and printing of name badges;
- Responsible for printing and framing Best Paper Certificates for each track and all other sponsored awards;
- Framing certificates for the Fellows being awarded at the conference dinner- The Fellow Certificates will be produced by the CHME Coordinator;
- Liaising with the CHME Coordinator on the awards ceremony and any seating arrangements;
- Regular liaison with CHME Coordinator on all aspects of the above.

Finance

- Full budget responsibility including preparation and management of the conference budget;
- Full responsibility for any liability which is incurred before and throughout the conference;
- Ensure that there is a preferential rate offered for CHME member delegates, delegates from developing countries, students and CHME Fellows;
- Attraction of financial sponsorship and negotiation for sponsorship packages;
- Collection of conference fees from all delegates and provision of receipts;
- Settlement of financial commitments;
- Underwrite all financial commitments;
- Reporting to the CHME Executive on the finance; and
- Final settlement of account before the end of the calendar year of the conference with the CHME Treasurer.

Coordinator

- Identification of a named person (with appropriate expertise and experience) as coordinator who will act as the main link between the CHME Executive and host institution, as well as overseeing the administration and management of the conference. This person is expected to liaise closely with the designated

CHME Committee conference representative.

- Please note that there is a requirement for this identified individual to attend CHME Executive Committee meetings in the year before the conference and to become part of the CHME Executive for the following year to support the incoming conference host.

Indicative Timetable

Activity	**By When**
Presentation at preceding conference	May
First call for papers	September
Second call for papers	October
Submission of papers for reviewing Register of poster presentations	December
Reviews returned to authors	February
Final paper submission	March
Final papers to conference organisers	April
Conference	May
Conference Report to Executive Committee- refer to Legacy	September

Legacy

- To provide the CHME Executive with a conference report no later than three months after the conference has taken place. This report will include discussion regarding the number and origin of delegates; the number and type of papers submitted and accepted; issues and problems experienced during the planning and execution phases of the conference process; innovations; a financial statement and a reflection on the overall conference experience.
- To liaise with the academic institution who is hosting the conference in the following year as a means of passing on advice and guidance regarding hosting a successful conference.
- To ensure and contribute to the maintenance of the best practice file including details of sponsors, conference review, and hand-over to CHME Executive nominee.

CHME requires

- Five complimentary registration places which include the gala dinner;
- One complimentary registration place for the CHME Co-ordinator;
- Two gala dinner places for the CHME Fellows;
- Negotiated sponsor rates for CHME industry partners.

CHME will cover the cost of:

- UK Travel, one night accommodation and prizes for the CHME Fellows;
- Prize for the Teaching and Learning Track;

- Prizes for the CHME/COSTAR Awards;
- Page on the CHME Website to promote the CHME conference.

All of these responsibilities are underpinned by CHME's Equality, Equity, Diversity, Inclusivity and Belongingness policy. This is included in Section five. Please read carefully.

Section Five - Equality, Equity, Diversity, Inclusivity and Belongingness (EEDIB)

CHME stands for accessible, equitable, and inclusive policies and practices that promote human rights, fairness, dignity and a sense of belonging for all members, affiliates and partner organisations.

Representation and inclusion in planning

1. The proposed conference organising committee will include a range of people of different genders, ethnicities, levels and type of ability or disability, neurodiversity, sexuality, career stages and ages. The contribution of every individual, especially doctoral students and early career academics will be formally recognised in all conference platforms and materials.
2. The organisers will compose a balanced conference schedule that speaks to varied elements of professional, teaching and research practice. Consider including technical, collaborative and participative dimensions with the opportunity for networks to develop quasi organically. Themes, keynote speakers and topic streams will be carefully selected to reflect the diversity of CHME members, their constituents and their concerns.

Representation and inclusion in conference activities

3. There will be an equal number of men/women/nonbinary individuals, of diverse racio-ethnic profiles, disability and different age bands represented in:
    - Keynote speaker selection
    - Expert/industry panels
    - Discussion groups
    - Stream leads
    - Session chairs

    Due to their high visibility, keynote speakers and panel member selections must not represent the dominant identity (gender, race, etc). There is a continuing high incidence of all male speakers/panels at conferences and industry events and CHME does not support this.
4. Speakers or panel members should be selected for their expertise and authority on the given topic, NOT merely included as a tick box exercise to represent their identity affiliation if they belong to a minority group. In the past, we have seen women hotel leaders segregated into a separate panel on women's issues, while concurrently, a marketing trends panel was taking place where expertise and professional standing would have been more appropriately validated. The segregation reinforced the stereotype of "think expert, think male".
5. A variety of socialising activities and spaces will be offered so that delegates from different backgrounds, at various career stages and levels of confidence will feel welcome, safe and included (for example, not all individuals will feel comfortable in a dimly lit, noisy bar or pub where alcohol is a central ingredient).
6. Proposed venue spaces will be accessible and accommodate the needs of all attendees, including those with disabilities. These may include ramps,

elevators, wide doorways to facilitate the use of mobility vehicles and aids.

7. Scheduling will consider the different backgrounds of participants and not plan events on days of religious or cultural importance.
8. Consider the feasibility of recording specific sessions if full access is not possible for all participants.
9. There will be a ‘quiet space’ in the conference venue for delegates with sensory needs to restore themselves, and/or an area for multi-faith observance.

Respect, belonging and inclusion in communications

10. Gender neutral language and pronouns will be used in all conference materials and communications. Images should reflect diversity principles in action and avoid stereotypes.
11. Delegates’ dietary needs will be requested on registration. There will be a range of dietary options offered to respect religious, cultural and health sensitivities. The options will be presented at all breaks and meals and clearly labelled.
12. The transport links and accessibility status of the venue will be communicated at an early stage.
13. All conference materials will observe the principles of universal design regarding visual media.
14. A feedback questionnaire will collect information on how delegates felt their EEDIB needs were met, as well as the usual information sought.

Section Six - Academic Papers

The Research Group of the CHME Executive will be responsible for the identification of theme/track chairs (see below) who will organise the review of submitted papers and will liaise with authors and the host organisation. As a means of streamlining the reviewing process, please ensure that prospective authors are informed that papers should be sent to the central on-line depository for reviewing.

The table below indicates the conference themes and/or tracks and gives contact details for the identified track chairs:

Track Title	Track Chair	Email	Affiliation
Hospitality management	Alisha Ali	alisha.ali@shu.ac.uk	Sheffield Hallam University
Critical and cultural studies of hospitality	Peter Lugosi	plugosi@brookes.ac.uk	Oxford Brookes University
Learning, teaching and assessment in hospitality management education	Lisa Wyld	lisa.wyld@bnu.ac.uk	Buckinghamshire New University
One other at the discretion of the host organisation (and validated by CHME)	To be decided by the host organisation	To be decided by the host organisation	To be decided by the host organisation
One other at the discretion of the host organisation (and validated by CHME)	To be decided by the host organisation	To be decided by the host organisation	To be decided by the host organisation

Please note that the following categories of academic submissions have been decided to be appropriate for the CHME annual conference:

Papers – of approximately 1500 words, excluding references, these papers may be conceptual or empirical and should normally report on completed studies in one or more of the suggested track themes, however papers reporting on substantially developed work in progress will also be considered. All full papers will be subject to a double-blind reviewing process. If accepted, authors will normally be required to present in a 30-minute session (20 minutes for presenting the study and 10 minutes for questions) at the conference. See appendix 2 for the review sheet to be used for full papers;

Posters – authors should be encouraged to use posters as an alternative means of presenting their research. This may be a more appropriate format for reporting on less developed work in progress. Guidelines for the production of posters are included as appendix 4.

Section Seven - Awards and Prizes

a. The award of Best Paper for each stream will be coordinated by the CHME conference coordinator with the conference host, who will be responsible for liaising with the other track chairs with the aim of identification of a best paper from each track. Once identified, the coordinator will inform the conference organisers who will, in turn, produce the framed certificates for presentation at the Gala Dinner. The conference host will organise the judging of the Best Poster during the conference. This will, of course, be undertaken in time to allow the conference organisers to produce a framed certificate for presentation at the Gala Dinner. Digital certificates should also be offered to recipients who have far to travel.

b. The conference organisers are encouraged to recognise high quality research. A best full paper in each of the identified themes/tracks, and a best poster must be awarded. The Clive Robertson Award for the best paper should be presented in the 'Learning, teaching and assessment in hospitality management education' track theme.

c. These awards are normally limited to the presentation of a framed certificate, but it is, of course, up to the host institution to decide if an additional prize is included or if the award is sponsored-this will be presented at the gala dinner.

d. Currently, The Institute of Hospitality sponsors the best paper awards and Goodfellows sponsor an award for new researchers. These prizes need to be confirmed annually.

Section Eight – Responsibilities of the CHME Executive Committee (or their nominee):

1. Provision of guidance to host institutions specifically to ensure that conference objectives are being met; much of the day-to-day guidance will be given through the designated CHME Executive Committee conference representative.

2. Liaison on matters relating to marketing and communications, such as ensuring appropriate information is posted on the CHME website.

3. To respond positively to requests from the host institution, such as for specific contributions during the conference;

4. Coordination of the refereeing process;

5. Final approval of conference schedule/programme;

6. Nominate a member of the Executive to coordinate with host throughout the process.

Appendix 1: CHME Research, Learning and Teaching Conference Proposal Document

Host Institution/department/school:

Suggested conference committee:
Chair:
Members:
Conference Administrator:
PCO:

Suggested title and a brief rationale:
Title:
Rationale:

Major themes briefly described:

Speakers:
Keynote speakers:
Government Representatives:
Discussion panel members:

Statement of suitability of accommodation.
High-end accommodation:
Mid-range accommodation:
Budget accommodation:

Statement of prior experience of conference organising:

Appendix 2: CHME Research Conference Review Form

Full papers

Thank you for agreeing to review paper submissions for the conference. Your time and effort are very much appreciated. Without you, the double-blind refereeing process for conference submissions could not operate!

This form is for use by you to report your views on the *full paper* submission(s) you have been asked to examine by the Track Chair(s). Submissions in this category will be approximately 1500 (+/- 10%) words in length (excluding references) and can be reporting either on completed empirical or conceptual studies or on substantially developed work in progress. Please note that only full papers achieving an overall score of 1 or 2 will be accepted. If a paper requires major revision in order to be accepted, it should be recommended that the authors present their work as a poster. If a paper falls far short of acceptable standards, then it should be rejected outright.

Full papers will be more formally presented and will be scheduled 30 minutes each, 20 minutes for presentation and 10 minutes for discussion.

Please rate the paper giving your recommendation as to whether or not you consider that it should be accepted. In the additional comments section please summarize the strengths and weaknesses of the paper and indicate where the author might improve the paper. Authors will have the opportunity to revise their paper in light of the reviewers' comments.

When complete, **please return this form to the appropriate Track Chair(s)** who will send this form, along with the other reviewers' form, directly to the author(s) with a final decision.

***Please complete**:*

Paper Title:	Paper Number

	1	2	3	4	5
Relevance of topic					
Clarity of aims and objectives					
Clarity of background and rationale for study					
Literature review – awareness of current/relevant literature; critical review of literature					
Use of concepts and/or theories					
Methodology					
Presentation of results					
Appropriateness and implications of conclusions					
Originality/contribution to knowledge/practice					
Appropriateness of style and presentation					
Conformance of writing guidelines					
OVERALL EVALUATION					

Key: 1 = Acceptable/Of publishable standard/High
2 = Acceptable-publishable with minor changes/Medium
3 = Acceptable-publishable with major changes/Low
4 = Unacceptable/Not suitable for publication/Zero
5 = Not applicable/unable to assess/no opinion

Recommendation:

Decision – Please cross one box only	
Accept as a full paper	
Possibly accept as a full paper	
Reject	

Comments:

[*Please insert the strengths and weaknesses of the paper, and indicate where the author might improve the paper]*

Each year CHME awards a 'Best Paper' in each of the conference themed tracks. Please indicate below if you feel that this paper is of sufficient quality to be considered as a possible best paper for this track.

Delete as appropriate.

Yes: Why?

No: Why?

Many thanks for your help

Appendix 3: CHME Research Conference - Notes for Contributors Poster Guidelines

A conference poster is a large document that can communicate your research to an audience. The purpose of a poster is to outline a piece of empirical or theoretical work in a form that is easily assimilated and stimulates interest and discussion. In preparing a poster, simplicity is the key and thus the trick to a good poster is to know what to include and what to leave out. Diagrams and pictures should be used where possible to keep down the amount of text.

In planning your poster, you may start first with a list of headings under which your information will fit. A poster should include:

- **Name:** You should include your name at the top of your poster.
- **Title:** Try to keep your title to a length of 1 to 2 lines if possible.
- **Introduction:** A brief introduction (about 150 words) to your research area. You may begin with a definition of the problem, together with a concise statement of the objective(s) of the research. You may also highlight the potential value of your project/contribution your project may make.
- **Contribution to theory/practice:** You should highlight how your work will contribute to the development of theory and/or business practice.
- **Methodology and Methods (where applicable):** A short methodology section that describes only the necessary details of your study.
- **Results (if applicable):** Data may be presented as graphically as possible. All graphs and tables should have clear labels and legends.
- **Conclusion (if applicable):** Conclusion may address your predictions and/or contributions and why you believe you got the results you did. You should also include the implications of your results (for theory and/or practice). You may even include directions for future research or suggestions for improving your research design.

IMPORTANT – you may be as innovative and creative as you wish with these posters as long as they reflect the criteria above. You will want the audience to be drawn to explore your poster, so you should use pictures, colour and text as a means of enhancing your poster.

Appendix 4: Creating your Poster

PowerPoint is one of the easiest packages that can be used to prepare a poster. Start doing some planning for your poster with A4 paper size and choose whether you want portrait or landscape mode (landscape is the most common mode). To do this take “Page setup” from the file menu then use the drop-down list on the dialogue box to change the “slide sized for” to A4. However, **the actual size of a printed poster should be on an A1 sheet.**

When you are ready to start putting text into your poster, open it with no items on the Page using the blank slide format. This is a completely blank slide with no boxes on. Start adding text by inserting a “Text box” from the “Insert” menu. You can move your text box to an appropriate position as you prefer. You can adjust the font or colour of your text as you want. A good guideline for the minimum size of font in the A4 size which can be read easily when the poster is scaled to A1 is 8 or 10 in Arial. You will be able to put a coloured box around your text by choosing the “Line colour” from the “Insert” menu, select the “Pictures” menu and choose “AutoShapes” from the menu.

You may also import graphics and pictures into PowerPoint. To include your graphs in your poster, simply copy the graphs you wanted and paste them into your PowerPoint slide. To insert a picture, select the “Insert” menu, choose “Picture” menu and insert from either “Clip art” or “From file”.

Colour is an important part of your poster. A common rule suggests you should have no more than 4 colours. However, this excludes graphs and pictures. This will encourage a more uniform look and feel to your presentation. If you wish to include a background, please make sure that you use very light colours. However, it is always advisable to leave your background white in colour.

Some important points that need to be considered during the process of designing your poster to avoid problems:

- **Keep it as simple as possible and make sure that the graphics are kept as small as possible.**
- **Do not overcrowd the poster with text as this may confuse the reader.**
- **Do not use fancy formats and fonts that might look impressive but they often detract from the message.**
- **Do not have unnecessary information in your poster.**

Appendix 5: Paper Guidelines

Length of papers
Papers should be 1500 words long (excluding notes, references, author details, keywords and abstract). Revised papers should not exceed 2000 words.

Front cover
Contributors must check that each of the following has been supplied correctly:

- Article Title
- Author's Name
- Author's postal and e-mail address
- Abstract of 100–200 words
- Keywords (six to eight, in lower case where possible)
- The title details should be centred and follow the format for heading 1

Presentation/House Style
All articles should be written in Word and double-spaced, with 2.5 cm margins on all sides. The font should be 12 point. The main body text should be justified, with paragraphs separated by a line.

Headings
Please do not exceed three levels of headings. The recommended format for headings are:

Heading 1 (12 point, Capitalised, Bold,)
Heading 2 (12 point, Capitalised, Bold, Italicised,)
Heading 3 (12 point, Capitalised, Italicised,)

Quotations
The recommended style for quotations embedded into a paragraph is single quote marks, with double quote marks used for a second quotation contained within the first. All long quotations (over 40 words) should be 'displayed'– i.e. set into a separate indented paragraph with an additional one-line space above and below, and without quote marks at the beginning or end.

Notes
Endnotes may be used for comments and additional information only. In general, if something is worth saying, it is worth saying in the text itself. A note will divert the reader's attention away from your argument. If you think a note is necessary, make it as brief and to the point as possible. Use Microsoft Word's note-making facility and ensure that your notes are endnotes, not footnotes. Place note calls outside the punctuation, i.e. after the comma or the full stop. The note call must be in superscripted Arabic (1, 2, 3).

References
All references in the text should be according to the latest edition of APA Style: Reference examples. The reference list should be presented alphabetically at the end of the document.

Updated: October 2025