



CHME CONFERENCE 2026

Advancing Excellence in Hospitality

CALL FOR PAPERS

We are delighted to announce that the 34th CHME conference will be hosted by the University of Surrey, UK, from 9th to 12th June 2026.

The UK hospitality industry is a cornerstone of the economy and requires continual development of skilled professionals. CHME 2026 will be a hub for discussing pioneering education and applied research, crucial for adapting to the dynamic hospitality sector. By focusing on skills development, innovation, and impactful partnerships, this conference will significantly contribute to the growth and sustainability of the UK hospitality industry, benefiting our stakeholders and the broader economy.

The 34th CHME conference aims to offer a distinctive forum where participants from academia, industry, sector bodies and government can actively exchange and challenge ideas through cutting-edge research, case studies and practical insights. The conference theme, 'Advancing Excellence in Hospitality', is of great relevance for everyone in hospitality, tourism and events education.

We welcome submissions that engage with contemporary challenges and opportunities in hospitality and related sectors. We invite theoretical, empirical and methodological contributions, rigorous case studies, including country-specific analyses. Submissions are expected to have underlying theory, practical implications and, where relevant, advanced or innovative methods.

Authors may select a track and submit work relevant to Hospitality, Tourism, or Events.

TRACKS AND SUGGESTED TOPICS

Track One - Hospitality Management

Dr Alisha Ali, Dr Tracy Xu, and Dr Pablo Pereira-Doel

- The future of work in hospitality.
- The impact of emerging technologies, hybrid work models, workforce diversity, and strategies for fostering resilience and mental health.
- Empirical and theoretical contributions that offer innovative insights into how organisations can navigate transformation while enhancing productivity and employee wellbeing.
- How technology and digital innovation can be leveraged for hospitality excellence.
- The utilisation of big data analytics for operational efficiency, customer engagement and strategic innovation.
- Sustainability through technology and digital innovation (e.g., energy optimisation, waste reduction, and water conservation solutions).
- The development of smart hospitality environments.
- Other topics including hospitality marketing, strategic management in hospitality, hotel and hospitality design, revenue management etc.

Track Two - Critical and cultural studies of hospitality

Prof Peter Lugosi, Dr Lorna Wang and Dr Slava Filimonau

- Hospitality excellence for all.
- Hospitality, diversity, equity and inclusivity.
- Hospitality and human rights.
- Transforming society through hospitality, including employee wellbeing, contribution to communities and local economies, charitable work and philanthropy.
- Environmental and socio-economic sustainability, including but not limited to carbon footprint, water consumption, food and other solid waste management.
- Regenerative principles and practices, including case studies.
- Disaster and crisis management, (organisational) resilience, dynamic capabilities of firms and individuals.
- Responsible integration of technology in hospitality.

Track Three - Learning, teaching and assessment in hospitality management education

Prof Lisa Wlyd and Dr Bora Kim

- Shaping hospitality leaders: Employability, innovation and inclusivity in hospitality education.
- Innovative pedagogy, curriculum design, and assessment methods.
- Digital learning, simulation and immersive technologies in teaching and learning.
- Partnerships with industry and professional bodies and communities for education.
- Developing leadership, intercultural competence and global citizenship in students.

SUBMISSION GUIDELINES

All submissions must be original and not simultaneously submitted to another journal or conference. Full papers and posters (with accompanying summary documents) must be submitted via the EasyChair conference management system:

<https://easychair.org/conferences/?conf=chme2026>

Full papers

- 1,500 words (max.) for initial submission, excluding notes, references, author details, keywords and abstract.
- Submissions should include the article title, an abstract of 120 words, and 6-8 keywords in the main manuscript.
- Author names, affiliations and email addresses should be supplied separately via the Easychair system.
- All submissions will be blind reviewed. Authors should amend the work in light of the reviewers' comments and then submit the final version via Easychair.
- Revised full papers should not exceed 2,500 words.

- Best papers may be invited to a fast-track peer review in the conference's companion journals, Tourism & Hospitality Research <https://journals.sagepub.com/home/thr> and Hospitality & Society <https://intellectdiscover.com/content/journals/hosp>. Subject to sufficient number of best papers, these may appear as part of a special issue.

Posters

- Poster submission proposals should be by an initial abstract (500-words max.) and should also be uploaded to Easychair. These will be included in the conference proceedings.
- An A1-sized poster, which should include author details, title, introduction, methodology/methods, results (if applicable), impact/practical implications and conclusion should then be submitted by the final submission deadline.

Important Dates and Deadlines:

Deadline for paper and poster submissions: 16 January 2026 **Extended to 30 January 2026**

Feedback on submissions by: 6 February 2026 **Feedback on extended submissions by 20 February 2026**

Deadline for the final paper submissions: 27 March 2026

Enquiries:

Submission queries: CHME2026@surrey.ac.uk

General questions: CHME2026 Conference Chair, Mark Ashton m.ashton@surrey.ac.uk