

WELCOME TO CHME 2018

Provisional Programme as of Tuesday, 22 May 2018 12:02

27<sup>th</sup> Council for Hospitality Management Education (CHME) Annual Research Conference - CALL FOR PAPERS AND POSTERS

Innovation in Hospitality: connecting all stakeholders to deliver memorable experiences

22-25 May 2018 Bournemouth University, UK [www.bournemouth.ac.uk/CHME](http://www.bournemouth.ac.uk/CHME)

Register on [https://www.eventbrite.co.uk/e/council-for-hospitality-management-education-2018-tickets-37838282321?\\_eoba=1715778101.1516471310#tickets](https://www.eventbrite.co.uk/e/council-for-hospitality-management-education-2018-tickets-37838282321?_eoba=1715778101.1516471310#tickets)



Contact us

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Days for your diary: 8-10 April 2019, TTRA Europe 2019, Tourism in the era of connectivity, Bournemouth University Department of Tourism and Hospitality



**27<sup>th</sup> Council for Hospitality Management Education (CHME) Annual Research Conference**  
**Innovation in Hospitality: Connecting all stakeholders to deliver memorable experiences**  
**22-25 May 2018 Bournemouth University, UK [www.bournemouth.ac.uk/CHME](http://www.bournemouth.ac.uk/CHME)**

Bournemouth University is proud to host the 27th Council for Hospitality Management Education's Annual Research Conference in May 2018. The hospitality industry strives to cope with the changing forces in the environment in which it operates. Such changes are multifaceted and driven by dynamic economic, political, social and technological forces. Innovation in hospitality is crucial so that all stakeholders can offer improved and memorable customer experiences in a situation of flux. The Council for Hospitality Management Education conference is the best avenue to drive our agenda for research and learning in hospitality with regards to products and services, process, marketing, people and institutional innovation. The conference theme relates to innovative practices in all aspects of the hospitality experience including in hospitality education. There is also growing academic interest in issues related to the hospitality experience such as the sharing economy, talent management, technology and distribution, food innovation and design, crisis and risk management and gender and religion.

The CHME18 conference will address the following main themes and subthemes

- Hospitality Management
- Learning, Teaching, and Assessment in Hospitality
- Critical and Cultural Studies in Hospitality
- Today's and Tomorrow's consumer
- Technology and Innovation in Hospitality.
- Experiences and consumers of the future
- The sharing economy and challenges to commercial hospitality
- Collaborative consumption and co creation
- Management of talent in the hospitality industry
- HR and Leadership in Hospitality
- Technology and distribution
- Food innovation and design
- Luxury vs functionality
- Gender and religion
- Female leadership in hospitality
- Crisis management, risk management, safety and security
- The Future of hospitality.

Through the CHME 18, we engage industry professionals and government officials in a dialogue on how to best utilise our education and research outputs for the benefits of the industry and to share best practice. We also feature a PhD workshop and a MSc/BSc students Conference.

For more information please contact CHME2018 Chair, Dr Hanaa Osman [hosman@bournemouth.ac.uk](mailto:hosman@bournemouth.ac.uk)  
or Professor Dimitrios Buhalis Head of Department of Tourism and Hospitality [dbuhalis@bournemouth.ac.uk](mailto:dbuhalis@bournemouth.ac.uk)



## Welcome from the CHME2018 Chair and Host

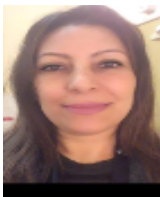
We are delighted to welcome you to the 27th Council for Hospitality Management Education (CHME) Annual Research Conference hosted by Bournemouth University's Department of Tourism and Hospitality. Bournemouth University's Department of Tourism and Hospitality is at the forefront of global innovation and was recently ranked 8th in the QS World University Rankings for Hospitality & Leisure Management.

CHME2018 attracted leading academics and professionals from all around the world and we are keen on developing meaningful collaborations and to co create the future of research and professional practice in Tourism and Hospitality. With more than 20 globally renowned invited speakers from both academia and industry, we have ensured that CHME2018 will initiate the future hospitality agenda towards 2030.

CHME18 also recognises and celebrates the excellent work of students from different institutions through our PhD and MSc-UG student workshops. We dedicate sessions to industry professionals, to promote constructive dialogue on the current and relevant issues facing industry. These innovations should lead to job-creation, commercial products and services, government policies, and industry excellence.

We have put together an exciting social networking programme to delight our guests and showcase Bournemouth as a tourism and hospitality powerhouse attracting 11 million visitors per year and supporting 16,000 jobs. Our social programme celebrates our strong link with industry partners and the cocreation of excellence with all stakeholders. We are grateful to our partners for their support and engagement in all initiatives and for cocreating a better future for all involved.

We would like to thank all our invited speakers for sharing their expertise, our track chairs and reviewers for managing the evaluation process and the presenters for developing innovative concepts. We are also grateful to our sponsors, supporters, volunteers, and conference committee for their invaluable help throughout the creation of this event. We look forward to a memorable experience, full of excitement, collaborations and friendships that will lead us towards excellence in hospitality



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## About the Department of Tourism & Hospitality

Bournemouth University Department of Tourism & Hospitality is recognised globally as a leading contributor to knowledge creation and dissemination in tourism and hospitality. In 2018 Bournemouth University was ranked 8th in the QS World University Rankings for Hospitality & Leisure Management. A team of 35 academic staff and over 800 undergraduate, postgraduate and doctoral students, make us one of the biggest and most prolific departments in the world. The combination of staff expertise and enthusiasm, knowledge excellence and co-creation with industry, generate innovation and best professional practice. Our approach is about creating value with everyone we work with, locally and globally, and to share the benefits with society.

Our in-depth and cutting-edge research in tourism and hospitality means that what we do is always evidence-based. We have expertise in many different fields to address issues in a multidisciplinary and multicultural way. We aspire to drive the future innovation agenda globally. Our academics have, for example, worked with the Scottish government to provide the evidence base for business decisions made at prestigious tourism organisations, such as VisitScotland. Research funded by the European Commission contributes to the creation of the Holy Grail Route and the creation of accessible tourism innovations to support disabled travellers, as well as the promotion of vegetable consumption among adolescents and elderly. We're also home to three of the world's leading tourism journals: the International Journal of Tourism Research, Tourism Review and Tourism Economics, as well as the leading international textbook Tourism Principles and Practice, among other publications.

Our approach to teaching is to inspire and empower - we want our students to develop their professional skills in a tourism and hospitality context, and to have the confidence to tackle future global challenges. We foster an intellectually challenging but nurturing educational environment, encouraging our students to develop not only professionally, but also personally. We work closely with key academic and tourism industry professional bodies and associations regionally and internationally, including the United Nations World Tourism Organisation (UNWTO), VisitBritain, VisitScotland, VisitWiltshire, Bournemouth Tourism, Merlin Entertainments Resort Theme Parks, TUI, Hilton Hotels, Corinthia Hotels and many others.

We are an Institute of Travel & Tourism Centre of Excellence, while many of our undergraduate and postgraduate degrees are accredited by the UNWTO. We work closely with the Tourism Management Institute, the Institute of Hospitality, the Association of British Travel Agencies and the British Hospitality Association. Globally we are an Affiliate Member of the United Nations World Tourism Organisation and the Pacific Asia Tourism Association. We are proud of our industry collaborations that enable us to co-create best professional practice through constant interaction and engagement. We are privileged to work in Bournemouth and Poole, a living tourism and hospitality laboratory. This enables our research and teaching to have great relevance and impact in the global marketplace. We look forward to co-create tourism and hospitality excellence with you in the near future.

[www.bournemouth.ac.uk/tourism](http://www.bournemouth.ac.uk/tourism)

Monday 21 May 2018 Preconference CHME2018

	FG04
09:30-16:00	<p><b>Scoping the Hospitality Management and Marketing of the future Think Tank</b>  <b>Facilitators: Dimitrios Buhalis and Fevzi Okumus</b>  Scoping the Hospitality Management and Marketing Think Tank engages leading researchers in mapping the future of hospitality. The topics of this think tank will lead to the development of the research agendas and the best educational practice for the future. The think tank invites international leaders in the field to discuss how Hospitality Management and Marketing should evolve to address key disruptions in the marketplace.  Topic guidelines:</p> <ul style="list-style-type: none"> <li>• Design, service co-creation and creating experiences;</li> <li>• Generation X, Y, Z and ultimately <math>\Omega</math>;</li> <li>• Product innovations and flexible co-creation;</li> <li>• The sharing economy and competitive environment;</li> <li>• Technology, robotics, artificial intelligence and smart systems;</li> <li>• Distribution and digital marketing;</li> <li>• Sustainability, waste management and Social Corporate Responsibility;</li> <li>• Safety, Security, Resilience;</li> <li>• Talent management and human resources;</li> <li>• Gracious Hospitality vs Return on Investment;</li> <li>• Ownership, Management, Franchising and emerging contracts;</li> <li>• Inclusive design Accessibility and special needs.</li> </ul> <p>Think tank attendees will be asked to collaborate in developing projects and publications that will help the industry shape the future.</p> <p><b>BY INVITATION ONLY ---</b>  <b>10:30-12:30 Diagnosis and prognosis</b>  <b>12:30-13:30 Lunch Break</b>  <b>13:30-15:30 Action Plan: Projects, publications, milestones</b>  <b>15:30-16:00 Synthesis and leadership</b></p>
19:30-late	SOCIAL GET TOGETHER: Pre-conference Get together – CHME2018– Revolution 163-167 Old Christchurch Rd, BH1 1JU Tel:+44 1202 232132 (at delegates' expense)
17:00-19:30	REGISTRATION AT THE Suncliff Hotel



BUS	08:25 U4 Bus from Cumberland Hotel to University Talbot Campus OR regular U1 Busses from Lansdowne to University Talbot Campus				
	PhD Workshop and Research Publication Retreat	Students' Hospitality Excellence Conference	Certification in Hotel Industry Analytics (CHIA) - Workshop	WORKSHOPS	OTHER PRE ACTIVITIES
	Barnes (145)	Cobham (145)	Lawrence (98)	Stevenson (98)	
09:00-10:30	<b>PhD Workshop in Hospitality</b> <b>Chairs: Adele Ladkin Dimitrios Buhalis</b>  <b>Intro: Successful PhD Journeys: Adele Ladkin and Dimitrios Buhalis</b>  <b>PhD Workshop in Digital and Hospitality</b> <b>Lead: Dimitrios Buhalis, Ulrike Gretzel</b> Connor McDevitt, Big data and restaurant marketing: An investigation into the role of data analytics in creating and maintaining customer loyalty for SME restaurants Aarni Tuomi, Exploring robotised restaurants with service design. Clare Dodsley The emergence of the sharing economy: its disposition in relation to commercial hospitality and the relationship between host and guest Tomasz Tomczyk, Engagement empowers revenue maximisation: impact of technology enabled price personalisation on value Co-Creation Soheon Kim, The technology-evoked time rebound effect and its impact on consumer behaviour in tourism.	<b>Students' Hospitality Excellence Conference</b> <b>Leisure Management</b> Chair : Dorothy Fox  Scott Wilkes, The effect a stammer has on social participation in sport amongst young people Harriet Toole, An adaptive model of trust-development practices in corporate client — event agency relationships Atanas Nikolaev, An ethnographic exploration of the embodied experiences of women at a leisure centre in the South West region of England	CHIA training workshop * STR Global Certification in Hotel Industry Analytics Workshop and Train-the-Trainer Session  Steve Hood	<b>WORKSHOP: Learning, Teaching and Assessment in Hospitality.</b> The changing nature of HE provision in the UK and how this is impacting upon the professionalism of hospitality management academics.  Dr John Dunning Sheffield Business School With Crispin Farbrother Bournemouth University	
10:30-11:00	Coffee				
11:00-13:00	<b>PhD Workshop in Service Management</b> <b>Lead: Levent Altinay, Ioannis Pantelidis, Fevzi Okumus</b>  Mattia Rainoldi, Work and leisure in the digital age: A future perspective. Quynh Nguyen, Hotel employees practice EI during interactions with customers and colleagues in Vietnam. Yujia Chen, Service failure, customer satisfaction, and repurchase intention: Why tourists will not choose peer-to-peer accommodation again? Thaib Alharethi, Exploring the development of customer loyalty in the hotel industry antecedents and consequences. Houda Al Balushi, The Role of In-flight Meal on Satisfaction and Re-booking Intention: A Study of Arabian Gulf full service carriers.	<b>PhD Workshop in Talent Management and HR</b> <b>Lead: Bruce Tracey, Peter Lugosi, Adele Ladkin</b> Yoo Ri, The impact of spatial clustering on the labour productivity of hotels in the UK. Huthayfah Madkhali, The Holiday Destination Selection Process among Saudi Tourists. He Lamei, How can improve cost efficiency to achieve tourism firms' cost saving? Evidence from China. Yitong Yu, Abusive supervision in hospitality and tourism. Rohit Reji George, Talent management strategies affecting employee engagement levels: a comparative study of western and domestic owned hotels in India. Ugwezi Akomas (Pearl), The development of relational control in international franchise networks in emerging markets.	CHIA training workshop STR Global Certification in Hotel Industry Analytics Workshop and Train-the-Trainer Session  Steve Hood	<b>WORKSHOP</b> Be Food Smart and Eat Your Veggies Workshop:  Heather Hartwell	
13:00-14:00	Networking LUNCH - STUDENT HALL – with MSc Event Management student showcase				

13:00-14:00	Networking LUNCH - STUDENT HALL – with MSc Event Management student showcase				
	Barnes (145)	Cobham (145)	Lawrence (98)	Stevenson (98)	
14:00-15:30	<b>The future of the hospitality research PhD students discussion with Faculty:</b>  <b>Chairs: Adele Ladkin and Dimitrios Buhalis</b> Levent Altinay      Ulrike Gretzel Cihan Cobanoglu      Peter Lugosi Hilary Murphy      Fevzi Okumus Ioannis Pantelidis      Bruce Tracey Adam Blake      Adele Ladkin	<b>Students' Hospitality Excellence Conference</b> <b>Leisure Management Chair:</b> Duncan Light My Linh Hoang, A Study of Onefinestay's guest experience in comparison to high-end hotels: Evidence from Onefinestay's blog analysis. Tereza Paskova, An Investigation of the role of emotional intelligence in the tourism and hospitality industries: a tool for increasing internal customer satisfaction and productivity Ethan Youel, A critical analysis of the Bordeaux Classification of 1855 and its relevance in the modern wine industry	CHIA training workshop STR Global Certification in Hotel Industry Analytics Workshop and Train-the-Trainer Session Steve Hood	<b>WORKSHOP:</b> Sustainability and Food Waste Workshop – lessons from Brazil Heather Hartwell Bournemouth University Vanessa Mello Rodrigues (Universidade Federal de Santa Catarina UFSC Brazil)	
15:30-16:00	Coffee and Posters				
16:00-17:30	<b>Research Publication Retreat - Meet the Editor and Publish high impact papers</b> Chair: Adele Ladkin and Adam Blake Bournemouth University <b>Fevzi Okumus University of Central Florida: Publish or Perish in hospitality</b>  <b>PANEL DISCUSSION</b> Professor Levent Altinay, Editor in Chief, Service Industries Journal, Oxford Brookes University, UK. Professor Clayton Barrows, Editor of the International Journal of Hospitality & Tourism Administration, University of New Hampshire, USA. Professor Dimitrios Buhalis, Editor in Chief, Tourism Review, Bournemouth University, UK. Professor Cihan Cobanoglu, Editor in Chief Journal of Hospitality and Tourism Technology, University of South Florida, USA. Professor Ulrike Gretzel, Associate Editor, Annals of Tourism Research, University of Southern California, USA. Professor Jay Kandampully, Editor, Journal of Service Management, Ohio State University, USA. Dr Peter Lugosi, Reviews Editor, Hospitality & Society, Oxford Brookes University, UK. Professor Fevzi Okumus, Editor-in-Chief, International Journal of Contemporary Hospitality Management, University of Central Florida, USA. Professor Hanqin Qiu, Editor-in-Chief, Journal of Quality Assurance in Hospitality and Tourism, Nankai University, China. Dr Ioannis Pantelidis, Co-Editor-in-Chief, Journal of Tourism and Hospitality Research, University of Brighton, UK. Professor Bruce Tracey, Editor-in-Chief, Cornell Hospitality Quarterly, Cornell University, USA. Professor Perry Hobson, Editor-in-Chief, Journal of Vacation Marketing, Taylor's University, Malaysia.	<b>Students' Hospitality Excellence Conference</b> <b>Digital Hospitality</b> Chair : Ethan Youel  Adrienne Tingyao Liu, Effects of cultural distance on perceived destination image, examining tourist-host social contact as mediator Agne Bendaraviciute, eWOM: an analysis of users motivations and perceptions of language styles of management responses Charlie Simmons, Digital immersion: origins of stimulation within streaming and eSports	CHIA training workshop STR Global Certification in Hotel Industry Analytics	<b>WORKSHOP:</b> Hospitality industry support for people in need: Lets Feed Bournemouth Sarah Ali Choudhury (Gourmet Indian Catering) & Routes to Roots Andy Lennox and Sophie Cox (Koh Thai) and Chris Wakefield (Bournemouth Borough Council) Chair: Ian Jones Bournemouth University	AGM EXECUTIVE MEETING 10 People – 2 hours
19:30-late	SOCIAL GET TOGETHER: The Overcliff, Suncliff Hotel, 29 East Overcliff Drive, Bournemouth, BH1 3AG Tel 01202 291 711 (at delegates' expense) AND CHME2018 VIP Dinner – By invitation only				

\*CHIA training workshop STR Global Certification in Hotel Industry Analytics Workshop and Train-the-Trainer Session

REGISTRATION AND COST: Industry professionals – The workshop is \$595, which includes the certification fee (the discounted cost for AHLEA members is \$545) Students cost \$75, Register by emailing [chia@ahlel.org](mailto:chia@ahlel.org)

17:00-20:00 CONFERENCE REGISTRATION AT THE Suncliff Hotel, 29 East Overcliff Drive, Bournemouth, BH1 3AG Tel 01202 291 711



<b>BUS</b>	<b>08:25 U4 Bus from Cumberland Hotel to University Talbot Campus OR regular U1 Busses from Lansdowne to University Talbot Campus</b>				
08:00-09:00	Registration Lees(275)				
09:00-09:30	Welcome to CHME2018 - Paul Barron Chair CHME, Hanaa Osman, CHME2018 Conference Chair, and Dimitrios Buhalis, Head of Tourism and Hospitality Department Bournemouth University John Vinney Vice Chancellor Bournemouth University - Welcome to Bournemouth University - BU2025 and Creating, Sharing, Inspiring				
09:30-11:00	<b>Hospitality Strategies in the era of disruption Chair: Hanaa Osman Room Lees (275)</b> Ulrike Gretzel, University of Southern California USA: Live Brands – New Frontiers of Social Media Marketing (sponsored by Administrative Sciences) Alexandros Paraskevas, University of West London, UK: Crisis Management, Safety, Security and Anti-terrorism Strategies for global hospitality Levent Altinay, Oxford Brookes University, Entrepreneurship towards innovation in Hospitality				
11:00-11:30	<b>BREAK AND NETWORKING AND POSTER SESSION</b> Lisa Wyld, Birte Schmitz: An exploration into the use of assessment centers in hospitality management education to enhance graduate employment opportunities Colm Barcoe, Garvan Whelan: Investigating the use of social media channels Colm Barcoe, Garvan Whelan: Capitalising on the Cultural Link Between Ireland and North America Using Social Media: A Destination Marketing Study Nikolaos Stylos, Jeremy Zwiegelaa: Conceptualising the use for big data in tourism organisations Simon Thomas and Joanna Milner Developing a student employability strategy: The case of STEEP at BU				
11:30-13:00	Lees (275)	Barnes (145)	Cobham (145)	Lawrence (98)	Stevenson (98)
	<b>Hospitality Strategic Opportunities and Challenges – Bournemouth Case Study</b>  <b>Chairs: David Bailey BAHA and Debra Adams BU</b> Andrew Woodland, BAHA Theo Iakimov, Miramar Hotel Michael Clitheroe, Balmer Lawn Mark Cribb, Urban Guild Jose Marcano, Hermitage Hotel  <ul style="list-style-type: none"> <li>• HR and staffing</li> <li>• BREXIT</li> <li>• Market development</li> <li>• Product regeneration and repositioning</li> </ul>	<b>Hospitality management: HR and Leadership Chair: Sarah Rawlinson</b>  Evangelia Marinakou, Kate Ansell, Emily Harbottle, Antony Iontton, Helene Nordby, Managing Change and Workforce Challenges in Luxury Hotels: An HR Perspective Rohit Reji George, Susan Horner, Employee engagement: exploratory study of a 3-star hotel in the UK Diane Connelly, Dai-In Han and Dario tom Dieck, Shaping the ideal employee for the hospitality industry in the 21st century Clare Vasta, John Fenby, An evaluation of the psychological type in relation to academic and industry success within the Romanian Hospitality industry Sultan Alzyoud, Shobana Nair Partington, Christopher Mitchell, Dario Tom Dieck, The mediating role of psychological safety in encouraging innovative behaviour in the hotel industry	<b>Technology &amp; innovation in hospitality: Marketing and Technology Chair: Daisy Fan</b>  Iis Tussyadiah, Florian Zach, Jianxi Wang, Attitudes toward autonomous technology in hospitality and tourism André Luiz Vieira Soares, Luiz Mendes-Filho, Ulrike Gretzel and Alexandre Augusto Biz, Institutional theory, legitimization and technology adoption: insights from hotel managers in Natal, Brazil Gina-Laura Micodan and Babul Thomas Gomes, The impact of the sharing economy on the hotel sector in London. A comparative analysis of Airbnb and the Hilton Hotel Group. Rosanna Leung and Dimitrios Buhalis, Re-engineering hospitality operations with smart city network sensors Sally Wolfenden, Philip Alford, Roger Vaughan, Dean Patton, Linking entrepreneurial marketing orientation to digital transformation in small hotels	<b>Learning, Teaching, and Assessment in Hospitality Chair: Stephanie Jameson</b>  Matt Casado, Curriculum insights: A model for career-specific foreign language teaching in hospitality programs Conrad Lashley, What To Do About How To Do: reflections on the future direction of hospitality education and research Fiona Moffat, Andrew Jenkins, Using lecture capture technologies (LCT), flipped classrooms and blended learning in hospitality higher education Greg Gannon, Summer Row, They will go WOW! International internships and students' sense of employability Shelagh Mooney and Stephanie Jameson, One year on: Hospitality students' changing perceptions of a hospitality career in New Zealand and the UK.	<b>WORKSHOP: Migrant hospitality or hospitality of the migrant?</b> Facilitated by: Peter Lugosi, Ioannis Pantelidis, Charalampos Giousmpasoglou
13:00-14:00	<b>HOSCO LUNCH AND NETWORKING - STUDENT HALL – [with MSc Event Management student showcase]</b>				


13:00-14:00	HOSCO LUNCH AND NETWORKING - STUDENT HALL – [with MSc Event Management student showcase]				
14:00-15:30	<b>Hospitality Strategies: Preparing for the future - Horizon 2030 Chair: Adele Ladkin Bournemouth University Lees (275)</b> John Bruce Tracey, Cornell University, USA: Preparing and developing the global hospitality talent for 2030 Cihan Cobanoglu, University of South Florida Sarasota-Manatee USA: Using technology to develop hospitality services Christos Karatzenis and Anna Zalane, The Fulham Shore PLC [The Real Greek <a href="http://www.therealgreek.com">www.therealgreek.com</a> ]: Authentic restaurant experiences and hospitality competitiveness				
15:30-16:00	Sarah Ali Chounhury Gourmet Treats - BREAK AND NETWORKING				
	Lees(275)	Barnes (145)	Cobham (145)	Lawrence (98)	Stevenson (98)
16:00-17:30	<b>Food gastronomy &amp; restaurant Management</b> <b>Chairs: Heather Hartwell Philippa Hudson and Crispin Farbrother</b> Andy Lennox, Koh Thai Ioannis Pantelidis, Brighton University Sarah Ali Choudhury, Gourmet Caroline Benjamin, Food Allergy Aware Katharine Wright, Dorset Food & Drink Professor Anita Eves, University of Surrey	<b>Hospitality management- Current Issues</b> <b>Chair: Anya Chapman</b> Kasha Minor, Caroline Ritchie, The impact of hotel engagement with Daily Deal promotions upon working environment of hotel front office staff in small and medium hotels Feifei Xu, Liqing La, Chao Huang Feng Zheng, The spatial distribution of accommodation sharing Michel Altan, Hospitality-oriented food services in healthcare: is anything changing? Michopoulou, E., Darcy, S., Ambrose, I., Buhalis, D., Accessible hospitality and tourism: opportunities and challenges	<b>Hospitality management and gender balance</b> <b>Chair: Dorothy Fox</b> Basak Denizci Guillet, Karin Weber, Cathy Hsu, Anna Pavesi, Deniz Kucukusta. Women as Leaders in Hospitality Industry Shelagh Mooney, The problem with the phrase 'Female Leadership In Hospitality' Babul Thomas Gomes, Tourism As A Driver For Promoting Gender Equality And Participation Of Women In The Labour Market? A Case Study Of The Domestic Tourism Industry In Cox's Bazar, Bangladesh Jill Poulston, Sexual harassment in the media: Hospitality workers say 'me too'	<b>Critical and cultural studies in hospitality: Consumption and Cocreation</b> <b>Chair: Sean Beer</b> Clare Fung and Alice Hon, What makes hotel guests sleep well? The roles of bed amenities, room cleanliness, and environment Peter Lugosi, Maria Golubovskaya, Jade Konz, Sarah Quinton, Richard Robinson, Family Friendly Pubs: making space for work and Leisure Brian Hay, The challenges of Funeral Marketing Elizabeth Kyoko Wada, Carlos Alberto Alves, Roseane Barcellos Marques, Perspectives of hospitality in Brazil Sarah LeFebvre, Marissa Orlowski, A feminine appeal? Gender association and its effect on consumer order intentions for alcoholic beverages	<b>WORKSHOP: Revenue Management</b> Total Hotel Revenue Management - It's not just about the rooms! Developing a dynamic RM curriculum for hospitality educators. Facilitated by: Debra Adams and Tomasz Tomczyk Bournemouth University and Cathy Burgess, Oxford Brookes University
17:00-18:00	Jimmy's Iced Coffee – Keep your chin up!				
17:30-18:00	CHME2018 BUS @ 17:40 from BU Talbot Campus to The Russell-Cotes Art Gallery and Museum, Russell Cotes Rd, Bournemouth BH1 3AA OR U1 Bus to Lansdowne.				
18:00-19:30	Social Visit - Russell-Cotes Art Gallery and Museum and 'Human Bus' through the gardens.				
19:30- 20:15	Co-creation of the CHME line and Networking games at Bournemouth Gardens and 'Human Bus' to The Real Greek Bournemouth.				
20:15-late	SOCIAL GET TOGETHER Welcome reception and Bournemouth Experience: Social Dining hosted by <b>the Real Greek Bournemouth</b> BH2 Exeter Crescent, Bournemouth BH2 5DD.				



07:30-08:30	The CHME2018 5km Morning Run on the beach Organised by Anders Justenlund (University College, Northern Denmark) and Peter Russell (Russell Partnership Technology)				
BUS	08:25 U4 Bus from Cumberland Hotel to University Talbot Campus OR regular U1 Busses from Lansdowne to University Talbot Campus				
09:00-10:30	Lees(275)  <b>Female entrepreneurship and women in hospitality management</b>  Chairs Lia Marinakou BU Suzie (Wotton) Thompson Vice President - Marketing, Distribution & Revenue Management, Red Carnation Hotels Rosie Wallace Marsham Hotel Olivia O'Sullivan Green House Hotel Sophie Cox Koh Thai	Barnes (145)  <b>Food Consumption</b> <b>Chair: Heather Hartwell</b> Lise Justesen, Niels Heine Kristensen, The breakfast club: dynamic hospitable meal practices Claire Haven-Tang, Andrew Thomas and Diane Sedgley, To what extent do food tourism 'labels' enhance local food supply chains? A case study of Southeast Wales Grzegorz Kapuściński, Jeff Bray, Sarah Price, Heather Hartwell, Katherine Appleton, Laure Saulais, Frederico J. A. Perez-Cueto, Ioannis Mavridis, Food information presentation: consumer preferences in workplace settings Kate Ringham, Samantha Miles, CSR Reporting Guidance: Implications for practice in the foodservice sector David Butterton, Christopher Dutt, Veganism, a diet without meat, fish or dairy: are consumers willing to make the switch?	Cobham (145)  <b>Learning, teaching &amp; assessment in hospitality</b> <b>Chair: Crispin Farbrother</b> John Dunning, Examining hospitality management academics' professionalism: Challenging times in higher education Miriam Firth, Skills and Knowledge needed by hospitality graduates: where are the gaps in hospitality higher education Sofia Rebelo, Kate Dashper, "Women are the business – heels optional": A programme to support, develop and inspire future female leaders in hospitality, tourism and events Dorthe Simonsen, Allan Winther, Creating win-win situations for academics and companies engaged in long-term educational partnerships Dougie Yourston, Should I stay or should I go now? Gen Y graduate attitudes to the hospitality and event sectors	Lawrence (98)  <b>Technology &amp; innovation in hospitality: Social Media and cocreation</b> <b>Chair: Iis Tussyadiah</b> Laura Zizka, Marc Stierand, Dimitrios Buhalis, Hilary Murphy and Viktor Dörfler, In search of co-creation experts in tourism Seraina Anagnostopoulou, Dimitrios Buhalis, Ioanna Kountouri, Lefteris Manousakis, and Andrianos Tsekrekos, Reputation Driving Profitability: How Online Reviews Affect Financial Performance David D'Acunto, Annamaria Tuan, Daniele Dalli, Giampaolo Viglia, Do consumers care about CSR? Analyzing online hotel review content through a big data approach Flavio Tiago, Tiago Silva, Teresa Borges-Tiago, Jose Verissimo, Social media in tourism: are hotel brands co-created? Colm Barcoe, Garvan Whelan, A proposed framework for measuring the effectiveness of social media: a study of Irish tourism	Stevenson (98)  <b>Critical and Cultural Studies in Hospitality: Consumption and Co-creation</b> <b>Chair: Peter Lugosi</b> Phung Trang, Lorraine Brown and Hanaa Osman, The Travel Motivations of Female Solo Travellers: The case of Vietnamese students in the UK Alison McIntosh and Cheryl Cockburn-Wootten, Community hospitality: improving advocacy and support for refugees Dorothy Fox, Hotel and Resort Garden: Do they matter to English Guests? Juliana Langgat, Suzana Pavic, Boumediene Ramdani, Sustainable practices adoption in hotel restaurants: Enablers and barriers Chanamart Intapan, Chukiat Chaiboonsri , Pairach Piboonrungrroj, Songsak Sriboonchitta, Sustainability in Thailand's MICE industry: Bayesian approach
10:30-11:00	BREAK AND NETWORKING AND POSTER SESSION Lisa Wyld, Birte Schmitz: An exploration into the use of assessment centers in hospitality management education to enhance graduate employment opportunities Colm Barcoe, Garvan Whelan: Investigating the use of social media channels Colm Barcoe, Garvan Whelan: Capitalising on the Cultural Link Between Ireland and North America Using Social Media: A Destination Marketing Study Nikolaos Stylos, Jeremy Zwiendelaar: Conceptualising the use for big data in tourism organisations Simon Thomas and Joanna Milner Developing a student employability strategy: The case of STEEP at BU				
11:00-12:30	Global Hospitality Management challenges Chair: Dimitrios Buhalis Lees (275) Fevzi Okumus, University of Central Florida's Rosen College of Hospitality Management: Leadership and Strategic management in hospitality Dale MacPhee, GM Waldorf Astoria Edinburgh – The Caledonian, General Manager, Hilton Hotels : Global Hospitality Management Challenges Hanqin Qiu, Dean of the College of Tourism and Service Management, Nankai University, China.: Educating the global hospitality talent of the future				
	Lees(275)		Barnes (145)		
12:30-13:30	Building the future talent of Hospitality after BREXIT Chair Charalampos (Babis) Giousmpasoglou John Guthrie, UKHospitality Anne Pierce, Springboard Recruit more people into the hospitality industry and into University courses		2017 Emerald/EFMD Outstanding Doctoral Research Awards Tourism and Hospitality Management Winners Session - Chair Giampaolo Viglia Michael Kruesi, Management contracts and franchising: A two-study Examination of non-equity entry mode choice in the hotel sector Arminda Almeida-Santana : Advances in Tourism Marketing in a Global Market. Towards a Better Understanding of Loyalty, Social Media, Island Tourism and Cultural Convergence Florian Kock, The Role of Tourists' Country Images and Country Biases in the Globalized Marketplace		
13:30-14:30	STR SHARE CENTRE LUNCH AND NETWORKING - STUDENT HALL + GROUP PHOTO OPPORTUNITY				

**Thursday 24 May 2018 Second Day – CHME2018 DAY2- Learning, Teaching, and Assessment Critical and Cultural Studies in Hospitality Female entrepreneurship [www.bournemouth.ac.uk/CHME](http://www.bournemouth.ac.uk/CHME)**

13:30-14:30	STR SHARE CENTRE LUNCH AND NETWORKING - STUDENT HALL + GROUP PHOTO OPPORTUNITY				
	Cobham (145)		Barnes (145)		Lees(275)
14:30-16:00	<b>Gender, Career Progression and Pay</b> <b>Chair: Dale MacPhee, GM Waldorf Astoria Edinburgh and Simon Thomas BU</b> Julia Feuell, OTT – Online Travel Training Edward Gallier, Jury Inns Gemma Stewart, Koh Thai		*** CHME AGM ***		<b>Service Excellence, customer service and entrepreneurship in Hospitality</b> <b>Chair: Tim Gale</b> Jay Kandampully, Ohio State University, Service quality management and customer loyalty in hospitality Nigel Hemmington, Auckland University of Technology -AUT, New Zealand: Competitive guest experience management Perry Hobson, Taylor’s University in Malaysia, Virtual Reality and the future of Hospitality
16:00-16:15	BREAK AND NETWORKING				
16:15-17:30	Lees(275)	Barnes (145)	Cobham (145)	Lawrence (98)	Stevenson (98)
	<b>Hospitality competitiveness</b> Chair: Ioannis Pantelidis, University of Brighton  Serena von der Heyde, Georgian House Hotel, London Rebecca Hawkins Responsible Hospitality Partnership Peter Russell, Russell Partnership Technology: HOTS Simon Brooks, Seventa	<b>WORKSHOP STR SHARE CENTRE facilitated by: Steve Hood</b>  BIG DATA IN HOSPITALITY AND TOURISM– Hospitality and Tourism data for research and experiential learning	<b>Hospitality management: HR and Leadership</b> <b>Chair: Simon Thomas</b>  Charalampos (Babis) Giousmpasoglou, Thi Hoang, Emotional labour and employee burnout in luxury hotels: A Cross-Cultural Perspective Marissa Orlowski, Diego Bufquin: An examination of the effects of social perceptions on frontline restaurant employees’ burnout and turnover intentions. Georgiana Busoi, Alisha Ali, Organisational support as an influencer of emotional labour of holiday representatives William Murray, Motivational fluidity: Exploring the preferred job rewards of Canadian hotel employees	<b>Critical and cultural studies in hospitality: focus on culture</b> <b>Chair: Richard Ward</b>  Conrad Lashley, Michael Chibili, Attitude to Hospitableness : insights from an industry study Vanuza Rodrigues Bastos, Ana Claudia Guimaraes Antunes, Elizabeth Kyoko Wada, Hospitality and service offerings in religious tourism: The case of the national sanctuary of our Lady Aparecida Carol Zhang, Lawrence Fong, Shina Li, National identity and cultural festivals Ravisara Limlahapun, Tatiana Kalganova, Influence of technology on consumer behaviour in the digital era	<b>Today’s and tomorrow’s consumer: Online Consumption</b> <b>Chair: Philipp Wassler</b>  Lydia Walker, Miguel Moital, An examination of the personal selling techniques employed by amateur sales people (Festival ambassadors) Chaang-luan Ho, Yu-Chun Lin, Ming-Chih Chen, Yu-Lan Yuan, Chih-Wei Lin, An empirical test of a model of consumer information search for M-commerce: A case of tourism products Colm Barcoe & Garvan Whelan, Attracting the north American holidaymaker to Ireland using social media channels: an Irish marketing strategy Erica Bortolotte, Elizabeth Kyoko Wada, Adiler Caroline Vilkas, The importance of travel blogs for Brazilian travellers on trips to the USA
17:30-18:30	STR SHARE CENTRE Social – Drink Reception				
18:30	U6 Bus 18:12-18:35-19:01 to BIC – Bournemouth International Centre for Bournemouth Pier or U4 Bus 18:10 or 19:10 to Bournemouth Square - walk through the gardens to the Pier				
18:30-20:00	CHME2018 PLAY TIME: Bournemouth Pier Zip Line adventure (at delegates expense) CHME2018 SWIM by the Pier- Led by Stephanie Jameson (Leeds Beckett University) and Dorothy Fox, Bournemouth University and Bournemouth Lifeguard Corps				
20:00-late	CHME18 CELEBRATION AND PARTY Key West Bar and Grill, Bournemouth Pier, Bournemouth, BH2 5AA				

BUS	08:25 U4 Bus from Cumberland Hotel to University Talbot Campus OR regular U1 Busses from Lansdowne to University Talbot Campus				
08:00-09:00	Registration				
09:00-10:30	Lees (275)	Barnes (145)	Cobham (145)	Lawrence (98)	Stevenson (98)
	  HOSPITALITY PROFESSIONAL PRACTICE FORUM : INSTITUTE OF HOSPITALITY Peter Ducker Institute of Hospitality John Lohr HOSCO Paul Clarke Hallmark Hotels Edward Gallier Jurys Inn Sara Uzzell White Hall Hospitality	<b>Hospitality and Tourism</b> <b>Chair: Jay Kandampully</b>  David Adeloye, Domestic tourism in terrorism and risk perception studies: a case of forgotten research Kate Mingjie Ji, Brian King, Studying embodied hospitality experience using ZMAT Haiyan Song, Anyu Liu, Modelling and Forecasting the Imported Wine Demand of China Dennis Olsen, Xuan Lorna Wang, Age diversity in hospitality marketing: the case of mature consumers in hotel advertising communication	<b>Hospitality management:</b> <b>Pay, HR and Leadership</b> <b>Chair: Clayton Barrows</b> Richard Telling, The dark side of hospitality: The impact of adolescent work among Italian family-owned restaurants Anna Kralj "But why? an exploration of HR attributions and employee attitudes in a casino" Irina Gewinner, Academic tourism destinations: The case of German and Russian early career researchers Erdan Ma, Higher occupational commitment, more likely to be burnout?	<b>Today's and tomorrow's consumer:</b> <b>Future Consumerism</b> <b>Chair: Philip Alford</b> Isabel Rodriguez Sanchez, Allan Williams, Hugo Garcia Andreu, When and why customers resist tourism innovations Simon Lind Fischer, Dennis Granslund, Henrik Pahus: New Understandings of sharing economy in the hospitality sector Heppy Millanyani, A study on firms' intervention in an online consumer review site and its effect on service quality Diego Ribeiro Santos, Cícera Carla Bezerra da Silva, Cintia Goldenberg, Elizabeth Kyoko Wada, Identifying hospitality and memorable experiences in online restaurant reviews: a content analysis	<b>Projects and application showcase</b> Richard Ward, GDPR and Hospitality Eila Linna, Eija Raasakka Lapland, Tourism Safety and Security, System and Tools Nigel Claridge, Sustainable Innovation in Sweden, The European initiative Nearly Zero Energy Hotels (neZEH)
10:30-11:00	BREAK AND NETWORKING AND POSTER SESSION				
11:00-12:30	<b>The future of Global Hospitality innovations- Chair: Lia Marinakou Lees (275)</b> Tony Matharu, Managing Director Grange Hotels, London: Using technology for hospitality innovations Paul Philips, Kent University: Understanding the impact of online reviews and reputation management on hotel performance				
12:30-12:45	Maria Gebbels Welcome to CHME2019 @ University of Greenwich				
12:45-13:30	JURYS INN LUNCH AND NETWORKING				
13:30-15:00	<b>Tomorrow's consumer: Technology and Innovation – Chair: Dimitrios Buhalis Lees (275)</b> Sal Gowili, General Manager at The Ritz London: Excellence in Hospitality Innovations Andrew Lockwood, Forte Professor of Management University of Surrey: From Service encounters to hospitality innovations				
15:00-15:30	BREAK AND NETWORKING				
15:30-17:00	Lees (275)			Barnes (145)	
	<b>Research and Knowledge cocreation, REF2021 and publications – WORKSHOP Chair Adam Blake</b> Fevzi Okumus University of Central Florida: Publish or Perish in hospitality <b>Journal editor panel discussion: Meet the Editor and publish the paper</b> Levent Altinay Service Industries Journal Clayton Barrows is the Editor of the International Journal of Hospitality & Tourism Administration Dimitrios Buhalis Tourism Review Cihan Cobanoglu Journal of Hospitality and Tourism Technology (JHTT) Peter Lugosi Hospitality & Society Fevzi Okumus International Journal of Contemporary Hospitality Management Jay Kandampully, Editor, Journal of Service Management Ioannis Pantelidis Journal of Tourism and Hospitality Research Perry Hobson,Vacation Marketing			<b>WORKSHOP: HOTEL SIMULATION GAMES AND EMPLOYABILITY</b> Chair: Crispin Farbrother BU Peter Russell, Russell Partnership Technology : HOTS Cihan Cobanoglu: innRoad, M3 Link and M3 AccKnowledge John Lohr, HOSCO	
17:00-17:30	CHME2018 Conclusions and Farewell - Paul Barron Chair CHME, Hanaa Osman Chair CHME2018, Dimitrios Buhalis Bournemouth University				
20:00-late	SOCIAL GET TOGETHER Farewell Party and Cocktails Koh Thai Lounge Bournemouth 38-40 Poole Hill, Bournemouth BH2 5PS (at delegates' expense)				

## Confirmed Invited Speakers

### Professor Levent Altinay is Professor of Strategy and Entrepreneurship and Research Area Leader for Oxford School of Hospitality Management UK



Professor Levent Altinay is Professor of Strategy and Entrepreneurship and Research Area Leader for Oxford School of Hospitality Management and the Editor-in-Chief The Service Industries Journal. Levent's research interests are in the areas of entrepreneurship, strategic alliances and international business. Using primarily qualitative methods as well as mixed methods, he is particularly interested in how entrepreneurs start up and develop their businesses and how firms establish partnerships internationally. He is a visiting Professor the Faculty of Economics, Department of Business Studies and Environment, University of Piemonte Orientale, Italy, Koc University, Istanbul, Turkey and The L.N. Gumilyov Eurasian National University, Astana, Kazakhstan. Levent was a member of the Business & Economics Panel in Research Assessment Exercise (RAE) 2014 in Hong Kong. He sits on the editorial boards of more than twelve journals including Journal of Services Marketing, The Service Industries Journal, Management Decision and International Journal of Contemporary Hospitality Management. He is the Associate Editor, Europe, for Journal of Service Theory and Practice JSTP. He has also chaired/co-chaired six international conferences and is the co-author of a hospitality management research methods, entrepreneurship and strategic management text books: Planning Research in Hospitality and Tourism (2016). Entrepreneurship in Hospitality and Tourism with Maureen Brookes (2015). Strategic Management for Hospitality and Tourism (2010).

### Professor Cihan Cobanoglu, College of Hospitality and Tourism Leadership (CHTL) University of South Florida Sarasota-Manatee (USFSM), USA



Dr Cihan Cobanoglu is a McKibben Endowed Chair Professor of the College of Hospitality and Tourism Leadership (CHTL) at the University of South Florida Sarasota-Manatee (USFSM) and the Editor of the Journal of Hospitality and Tourism Technology (JHTT). He serves as the Director of the M3 Center for Hospitality Technology and Innovation and Coordinator of International Programs for the College of Hospitality and Tourism Leadership. He is a Certified Hospitality Technology Professional (CHTP) commissioned by Hospitality Financial & Technology Professionals (HFTP) and Educational Institute of American Hotel & Lodging Association (AHLA). He is the Editor of the Journal of Hospitality and Tourism Technology (JHTT), co-editor of International Interdisciplinary Business-Economics Advancement Journal (IIBA Journal), co-editor of Journal of Global Education and Research and a co-author of five textbooks and two conference proceedings. He is also currently serving as the President of Association of North America Higher Education International (ANAHEI). Dr. Cobanoglu served as the chair of the American Hotel and Lodging Association's (AHLA) Technology and E-Business Committee from 2009 to 2011 and also a member of CHTP Advisory Council and Editorial Advisory Board of HFTP. His research involves the use and impact of technology in hospitality industry. He founded and managed the eXperimental Guestroom (X-Room) at the University of Delaware's Courtyard by Marriott from 2007 to 2009. Prior to joining the University of South Florida Sarasota-Manatee, Dr. Cobanoglu served as an Associate Professor of hospitality information technology at the University of Delaware. Dr. Cobanoglu is the recipient of University of Delaware's Excellence in Teaching Award in 2009 and the International Council on Hotel, Restaurant and Institutional Education's (I-CHRIE) John Wiley & Sons, Innovation in Teaching Award in 2009.





Professor Ulrike Gretzel is a Senior Fellow at the Center of Public Relations, Annenberg School of Communication, University of Southern California USA and Director of Research at Netnografica, an innovative market research company focused on deriving deep insights from social media data. Her research tackles topics related to the credibility of information found on social media, social media-related consumer behaviors like selfie-taking, the role of social media influencers and consumer engagement with travel and hospitality brands. She applies her research findings to answer questions ranging from strategic branding on social media to platform-specific engagement tactics. Before joining USC, she was a Professor in the Business School at the University of Queensland in Brisbane, Australia. She also held full time appointments at the University of Wollongong and Texas A&M University and taught courses at IULM in Milan, Italy and MODUL University in Vienna, Austria. She received her Ph.D. in Communications from the University of Illinois at Urbana-Champaign and holds a master's degree in International Business from the Vienna University of Economics and Business.

Her research focuses on persuasion in human-technology interactions, information search and processing, electronic decision aids, smart technologies, online and social media marketing, adoption and use of technologies, as well as non-adoption and digital detox. Ulli has published over 60 peer-reviewed articles in major e-Commerce, tourism and marketing journals. She has co-edited two books on social media marketing and has co-authored a book on persuasive recommender systems published by Springer.

### Sal Gowili, General Manager at The Ritz London



With a passion and broad knowledge of the luxury hotel business, Sal joined The Ritz in 2011 as Front of House Manager, before quickly progressing to Rooms Division Manager. He was appointed Hotel Manager in 2013 and General Manager in 2016. In his capacity as General Manager of The Ritz London, Mr Gowili continues to build on the hotel's 110 years reputation and its legendary service, known as the byword for luxury and elegance, while maintaining its position amongst the great hotels of the world and at the forefront of the London hotel market.

The Ritz enjoys one of London's best locations overlooking The Royal Green Park. Mr Gowili oversees the hotel's 136 rooms and suites, The Ritz Restaurant, The Palm Court, The Rivoli Bar and private dining rooms of the adjoining 18th century William Kent House, and manages a team of over 300 colleagues. Under his leadership The Ritz London has achieved outstanding revenue growth, whilst maintaining the very highest levels of guest service. Prior to joining The Ritz, Sal obtained a degree in Chemical Engineering and spent 11 years in various management positions within Red Carnation Hotel Company, with his first management position in the 5\* flagship property: The Milestone Hotel, after moving from Hilton Park Lane.

## John Guthrie UKHospitality



John was appointed Employment Policy Adviser in April 2016. He has been involved with the Association's work over the last five and a half years working with Ufi on the Association's major policy reports, the submission to the DCMS Select Committee Inquiry on Tourism and our contributions to the Low Pay Commission. In his new role, he will take responsibility for the Association's evidence to the LPC and all other employment issues. John's background was in Human Resources where he spent 25 years with Cadbury Schweppes, Grand Metropolitan (now Diageo) and the Hilton Group. He has a strong knowledge of the pubs, restaurants and hotels sector and understands the crucial role that people make in our businesses.

## Professor Nigel Hemmington Dean Faculty of Culture and Society & Pro Vice-Chancellor International at Auckland University of Technology New Zealand



Professor Hemmington's career began in England where he worked at some of the country's most prestigious events including Wimbledon Tennis, the Chelsea Flower Show and the Windsor Horse Show; he has even worked at Buckingham Palace. Before moving to New Zealand in 2009 to take up his role as the Dean of the Faculty of Applied Humanities, Professor and Pro Vice-Chancellor, Professor Hemmington was the Dean of the Faculty of Services Management at Bournemouth University and was also a Reader and Director of Research at Oxford Brookes University. In 1997 he was the president of the Institute of Hospitality, the international professional body for the hospitality industry. He is also a fellow of the Institute of Hospitality, a fellow of the Institute of Continuing Professional Development, a fellow of the Chartered Institute of Marketing, a chartered marketer and an honorary member of the City and Guilds of London Institute. His research has also led to consultancy with commercial and industry organisations including Air Rarotonga, the Caribbean Tourism Organisation (where he developed a human resource strategy for the tourism industry), the Cook Islands Tourism Corporation and SkyCity New Zealand. He has published more than 100 articles and conference papers in academic and professional publications. His research and consultancy interests are in the areas of consumer experiences, professional development and learning and consumer behaviour in hospitality and tourism. Professor Hemmington is currently interested in the development of the concept of hospitable tourism within the context of the consumer experience and the experience economy.

**Professor Perry Hobson, Pro Vice-Chancellor for Global Engagement at [Taylor's University](#) in Malaysia.**



Professor Perry Hobson, PhD is the Pro Vice-Chancellor for Global Engagement at [Taylor's University](#) in Malaysia. His academic background is in hospitality and tourism, and holds a BSc (Hons) in Hotel & Catering Management from Oxford Brookes University (UK), a MS in Hotel, Restaurant and Travel from the University of Massachusetts at Amherst (USA), and a PhD from Southern Cross University (Australia). He has been the Editor-in-Chief of the SSCI indexed [Journal of Vacation Marketing](#) since 1999, and was installed as a [Fellow](#) of the Council of Australasian Universities for Tourism & Hospitality Education (CAUTHE) in 2014. He was made Honorary Fellow of the UK's Council for Hospitality Management Education (CHME) in 2017. He also sits on the Board of [The International Centre of Excellence in Hospitality & Tourism Education](#) (THE-ICE). He has been heavily involved with various associations and is a past-President of both APacCHRIE, and CAUTHE in Australia.

**Professor Jay Kandampully is a Professor of Service Management, Ohio State University, USA and Editor in Chief of the Journal of Service Management**



Professor Jay Kandampully is a Professor of Service Management in the Ohio State University, USA. Kandampully is the Editor in Chief of the Journal of Service Management (JOSM) and serves on the editorial advisory board of 10 refereed international journals. He holds a PhD in service quality management, and an MBA, specializing in services marketing, both from the University of Exeter, England. His professional qualification is in Hotel Management from Salzburg, Austria and from the University College Birmingham, UK. His educational qualifications have been well supported by nine years managerial experience in Europe, India and in the USA. Additionally, he speaks six languages. Kandampully's most recent book is entitled "Service Management Principles for Hospitality and Tourism" (coauthor David Solnet). Kandampully is the author of the bestselling textbook "Services Management: The New Paradigm in Hospitality" (translated into Chinese), and the lead editor of the book, "Service Quality Management", (translated into Chinese, Korean and Arabic). He is the editor of the following books: "Service Management: The new Paradigm in Retailing" (this book is translated into Chinese); "Service Management in Health and Wellness Services"; "Customer Experience Management: Enhancing Experience and Value through Service Management." Additionally, he has published more than 130 articles and has presented numerous papers at international conferences on issues relating to service management and marketing, service brands and service innovations.



### Christos Karatzenis Director of Operations for The Real Greek restaurant chain.



Christos Karatzenis serves as Director of Operations at The Real Greek Food Company Limited. Christos has over 30 years of restaurant operation background and was a hospitality professional from his childhood, being the son of famous Chef Jimmy Karatzenis who operated Jimmy's Place in Kolonaki neighbourhood in Athens. His family is still running Epirus Tavern - a legend in Athens' gastronomy scene, established by his father Jimmy in Varvakeios Market, Athens. Christos moved in to London in 2005 to utilise experience in the restaurant business. He joined The Real Greek team in summer 2011 and was part in the growth from 6 branches to 20. He was appointed Director of Operations in October 2017. Christos has a wealth of experience in the restaurant industry, working with brands such as Greek As It Gets restaurant in London. He was operations manager at Ponti's Group and General Manager at La Tasca Canary Wharf. In the past he owned his own catering business back in Greece and he was also a food service project manager at the Athens Olympic Games in 2004. The Real Greek operates 20 restaurants in London and the South England region. The food they serve comes from the delicious and healthy diet of the Eastern Mediterranean, where people have a passion for food, family and life. The wonderful flavours and the variety found in Greek food can be traced back to ancient times – and on this diet Ancient Greeks, like Alexander the Great, conquered the world! Dishes that are inspired by those epic journeys and benefit from the many different cultures and influences that now shape modern Greek cuisine. The menu and the atmosphere in the restaurants bring back the memories and the spirit of Greece. Eating in Greece is never rushed; people take their time, engage in discussion and love to share food with friends and family.

### Professor Andrew Lockwood is the Forte Professor of Management in the School of Hospitality and Tourism Management, University of Surrey, UK



Professor Andrew Lockwood is the Forte Professor of Management in the School of Hospitality and Tourism Management at the University of Surrey. He was the Associate Dean Learning and Teaching, Faculty of Arts and Social Sciences, University of Surrey for more than 9 years and the Chairman of the Executive Council of the Institute of Hospitality between 2008 and 2013. He was born into the family bakery business and grew up in hotels in Scarborough so naturally his career progressed into food and accommodation. He did his BSc in Hotel and Catering Administration here at the University of Surrey and spent his professional training year at Grosvenor House Hotel on Park Lane in London. On graduation he joined the then second largest UK hotel company on a management-training scheme. After a number of years running other people's hotels, he was offered the opportunity of taking over the family's 40-bedroom hotel, which he continued to do until we decided to have a family. Eventually he moved on to become Assistant Head of Department at Guildford College and from there moved to become a lecturer at the University of Surrey. He completed his PhD in Hospitality Operations

Management in 1998 at the University of Surrey. He has been leading hospitality at the University of Surrey for more than 27 years where he has developed a substantial research in the area of operations management in the hospitality tourism and service industries specialising in aspects of quality management but also looking at aspects of service failure, service recovery, employee empowerment, total quality management and now especially productivity as we have just been awarded a major ESRC grant in this area. He has supervised sixteen PhD students to completion in these areas.



## Dale MacPhee, GM Waldorf Astoria Edinburgh – The Caledonian, General Manager, Hilton Hotels



Dale MacPhee GM at the Waldorf Astoria Edinburgh – The Caledonian in Scotland. Waldorf Astoria Edinburgh – The Caledonian, part of the Hilton family. Originally from Nova Scotia, Canada, Dale has lived in Europe for 20 years, in locations including Bucharest, Prague, Istanbul and London. After graduating in Political Science at Dalhousie University, Dale joined the Hilton Halifax for a summer job as Front Desk Receptionist 25 years ago. She has worked for Hilton Worldwide ever since, joining their luxury division, Waldorf Astoria as their first female General Manager in 2010. Dale's leadership style has allowed Waldorf Astoria Edinburgh obtain several accolades through the years and in September 2017 Dale was awarded Hotelier of the Year by Business Women Scotland Magazine.

## Tony Matharu is Managing Director of Grange Hotels, London



Tony Matharu is Managing Director of Grange Hotels, London's Leading Independent Hotel Group. He is responsible for designing, building and managing 18 luxury 4 star and 5 star central London hotels. Tony combines his passion for hospitality with philanthropy, sport and community engagement. He was awarded 'Hotelier of the Year' in 2013; received a 'Special Recognition Award' for his Contribution to London's Success and a Technology and Innovation Award in 2014. He founded a global hospitality consultancy which has created a number of innovative and award winning technology solutions, together with two award winning spa and guest amenity brands: Ajala Spa and Redwood & Feller.

## Anna Zalane, Restaurant Manager The Real Greek



Anna is The Real Greek Restaurant Manager at Soho London. A journalist, film producer and event producer and management professional. Before 9 years she fell in love with London and ended up in hospitality. She is fascinated about consumers and customer interaction. Also she is interested in team development and training. She has studied in Latvian University Psychology and Pedagogy and also holds a Management degree with a specialisation in cultural festival director from the Latvian Culture College. Anna's life moto is: where there is will, there is the way! She is very passionate about saving environment and she believes that restaurant business can help to solve many environmental issues. In the end of 2017, inspired by Anna's ideas, there was taken decision to ban plastic straws in all The Real Greek restaurant chain. They were replaced with environment friendly paper straws.

### Professor Fevzi Okumus University of Central Florida's Rosen College of Hospitality Management, USA



Professor Fevzi Okumus is the CFHLA Preeminent Professor within the Hospitality Services Department at the University of Central Florida's Rosen College of Hospitality Management and the Editor in Chief of the International Journal of Contemporary Hospitality Management. He was the founding Chair of the Hospitality Services Department from 2007-2013. He received his PhD in Strategic Hotel Management from Oxford Brookes University, UK. His research areas include strategy implementation, corporate social responsibility, competitive advantage, knowledge management, crisis management, destination marketing, information technology and developing countries. He has widely published in leading journals. He has over 225 academic publications (over 100 refereed journal articles, three books, 12 book chapters and 85 conference presentations and reports). His publications have received over 4250 citations and he has an h-index of 33. He chaired/co-chaired and served on numerous PhD dissertation and master thesis committees. He is the Editor-in-Chief of the International Journal of Contemporary Hospitality Management (IJCHM) and also serves on the editorial boards of 24 international journals. He is a frequent speaker at international conferences. He is a Visiting Professor at San Yet Sen University's Business School in Guangzhou, China. He has received numerous research awards and recognitions including "The Michael D. Olsen Research Award" in 2016; "The University of Central Florida Scroll & Quill Society Award" in 2017 and the "CFHL Preeminent Professor" again in 2017.

### Professor Alexandros Paraskevas Chair in Hospitality Management, London Geller College of Hospitality and Tourism, University of West London, UK



Alexandros Paraskevas is Professor in Strategic Risk Management and Chair in Hospitality Management at the London Geller College of Hospitality and Tourism, University of West London, UK. His hospitality industry background includes internal auditing and operations management positions for over a decade with Marriott and Starwood. His academic background includes 15 years of service at the Oxford School of Hospitality Management (Oxford Brookes University). Alexandros researches the governance and management of risks/crises both in an organisational and tourism destination context. He has led numerous hotel industry projects in the areas of risk, crisis, disaster management and business continuity and authored several academic articles and book chapters on these topics. He is one of the authors of Planning Research in Hospitality and Tourism (2008, Butterworth-Heinemann). As proponent of Complexity Theory, he has been a member of the Complexity Research Group at the London School of Economics and a Director of the Complexity Society (UK). A visiting scholar in Austria, Finland, Hong Kong, Mexico, Spain and Taiwan, Alexandros has worked with governments and tourism professional associations on safety and security issues and on crisis communications strategies. He has served as advisor of the International Hotel and Restaurant Association's (IH&RA)

Global Council on Security, Safety and Crisis Management and is a member of ASIS (the American Society for Industrial Security professionals) and HEAT (ASIS' Council for Hospitality and Tourism).

## Professor Paul Phillips is Professor of Strategic Management, University of Kent, UK



Professor Paul Phillips is Professor of Strategic Management, University of Kent. Paul joined Kent Business School in 2004, as Deputy Director and he served as Director of Kent Business School for 3.5 years (2007-2011). In 2001, he was appointed to the Charles Forte Chair of Hotel Management, which was created by a generous endowment from Forte plc in 1986 at the School of Management, University of Surrey, UK and before that he held academic appointments at Cardiff Business School. Paul's early business career was as a qualified accountant and a Senior Management Consultant with Price Waterhouse. Professor Phillips holds an MBA and PhD from Cardiff Business School, and is a qualified marketer. Paul acted for a wide range of clients in the public and private sectors, which included providing strategic advice to organisations such as the World Bank, Caribbean Development Bank, Shell, Guinness and a variety of hospitality and tourism organisations. Paul has served as Chair of the UK Association of Business Schools (ABS) Research Steering Committee, and Member of the ABS Executive Committee. Paul is an expert on performance measurement and management, tourism and hospitality; strategic planning effectiveness and e-business strategy. He acts as a conduit between the academic and business worlds to provide solutions for those organisations who are trying to address change management, performance management and technology management issues. Paul has specialized international experience for private sector, Governments and Government Agencies.

## Dr Anne Pierce MBE – Chief Executive, The Springboard Charity



Anne Pierce has over 20 years experience in the field of careers, education and training. Anne completed a PhD at the Dorset Institute of Higher Education (now Bournemouth University) in 1988. She then had a nine year tenure at the Hotel and Catering Training Board which was subsequently de-regulated to become the Hospitality Training Foundation and secured its recognition by the UK Government as the National Training Organisation – with responsibility for labour market research, the development of flexible training support, careers promotion, vocational education and training and policy development. In November 1997 she became Chief Executive of Springboard – a national charity which helps young, unemployed and disadvantaged people prosper through nurturing them into careers in hospitality, leisure, travel and tourism. Springboard UK works with and for the industry and is dedicated to promoting hospitality, leisure and tourism as a first choice career, attracting new talent and working with its business partners to address HR challenges and skills shortages. She was awarded an MBE in 2004 for her contribution to the Hospitality industry, received the coveted Special Award at the 2008 Cateys and the Special Award at the 2013 Footprint Awards.



### Professor Hanqin Qiu, Dean of the College of Tourism and Service Management, Nankai University, China.



Professor Hanqin Qiu the Dean of the College of Tourism and Service Management, Nankai University, China. Until recently she was Professor of Tourism at the School of Hotel & Tourism Management, The Hong Kong Polytechnic University, China. She received her BA from Nankai University in Mainland China, her MA from University of Waterloo in Canada, and her PhD from University of Strathclyde in UK. She has been the Editor-in-Chief of *Journal of Quality Assurance in Hospitality and Tourism*. She has published more than 80 refereed journal articles in the leading hospitality and tourism journals. Professor Qiu is also a regular speaker at international conferences and events and has been teaching China tourism related subjects at both the undergraduate and graduate levels. Her research interests are tourism studies, consumer behaviour, and China hotel and tourism development and policy issues. Currently she is the chairlady of learning and teaching committee at School of Hotel and Tourism Management in which she is leading the development of *HKPolyUx MicroMasters Credential in International Hospitality Management*. This is

designed to develop learners' ability to manage high quality hospitality and tourism business across the globe, the MicroMasters is offered in the form of MOOC (Mass Open Online Courses) via the edX platform. This innovative programme prepares learners for the careers in-demand today by offering expertise in the dynamic field of international hospitality management through four courses, namely "Luxury Management", "Hospitality and Tourism Technology and Innovation", "Managing Marketing in the Hospitality and Tourism Industry", and "Managing Human Resources in the Hospitality and Tourism Industry".

### Professor Bruce Tracey, Cornell University's School of Hotel Administration, USA



Professor Bruce Tracey is Professor of Management at Cornell University's School of Hotel Administration. He has taught courses in human resources management for undergraduate, graduate, and professional audiences throughout North America, Europe, Middle East and Africa, and Asia, and he has won several awards for his efforts. In addition to Cornell, Dr. Tracey has taught in a variety of degree programs, including TKK Executive School of Business, Helsinki, Finland; Cornell-Nanyang Institute for Hospitality Management, Singapore; Institut de Management Hotelier International, Paris, France; and Ecole Hôtelière Lausanne, Switzerland. He has facilitated numerous executive education courses throughout North America, Europe, the Middle East, Africa, and Asia. From 2010-2013, Bruce was the Editor of the *Cornell Hospitality Quarterly*, the industry's foremost journal of applied research. As editor, he was responsible for directing the course of the journal and overseeing the double-blind review process. He has conducted research on a wide range of strategic and operational-level HR topics, including the roles and

relevance of HR flexibility, impact of training initiatives on individual and firm performance, employee turnover, employment law, and leadership. Professor Tracey has presented his work at numerous regional, national, and international conferences, and his research has been published in many of the top-tier discipline and applied outlets, including the *Journal of Applied Psychology*, *Personnel Psychology*, *Journal of Management*, *Organizational Research Methods*, *Cornell Hospitality Quarterly*, and the *University of Pennsylvania Journal of Labor and Employment Law*. Professor Tracey's sponsors for research and consulting include Four Seasons Hotels and Resorts, Hilton Worldwide, Marriott International, Mövenpick Hotels and Resorts, Wynn Resorts, Hillstone Restaurant Group, and Uno Chicago Grill. He has been cited in the *New York Times*, *USA Today*, *Fast Company*, and the *Orlando Sentinel*.





Edward is a Mental Health Nursing student at Bournemouth University where he was awarded a music scholarship and plays in the big band and orchestra. Edward started learning piano aged 4 and went on to study at the Royal Academy of Music in London. He has played in venues such as the Royal Albert Hall, La Scala in Milan and on the main stage at the opening and closing London 2012 Olympic ceremonies.

## CONFIRMED WORKSHOPS

### CHME 2018 – Innovative research in Hospitality Smart Hospitality workshop ([www.foodsmartproject.net](http://www.foodsmartproject.net))

FoodSMART is an EU Horizon 2020 project where the main goal is to provide a flexible, customisable and accessible mobile interface and improved menu design that delivers a personalised dietary recommendation across public sector settings. A smart hospitality co-creation platform allows foodservice operators the ability to become part of corporate health while simultaneously improving the opportunity to tailor their service to customer needs.

The one hour workshop will introduce the project and allow participants to test the next generation of prototype by downloading the Android system App. Feedback will be collected on their evaluation.

The project translates the latest academic research results into a greater understanding of human computer interaction in real life settings while informing a powerful commercial opportunity for the foodservice industry. The challenge is to provide products and services that facilitate and enhance positive food choice in all population segments especially in a canteen where meals are taken on a consistent basis.

Voluntary BU undergraduate and graduate students will help the workshop participants in particular as technology translators to learn how to use the app.

### Marketing

**Think smart; eat smarter.** We will introduce FoodSMART, an EU project which allows consumers to be better informed regarding canteen dish provision. The technical solution is a portable prototype which uses QR codes and smartphones to provide information and deliver personalised advice when eating out. Visit the web site for a demonstration



**STR Certification in Hotel Industry Analytics (CHIA) Training Session Workshop**  
**Conducted by the STR SHARE Center prior to the CHME 2018 Research Conference**  
**Tuesday, May 22<sup>nd</sup>, at Bournemouth University, UK**



You are cordially invited to attend a “Certification in Hotel Industry Analytics” (CHIA) training session workshop conducted at Bournemouth University prior to the 2018 CHME Research Conference. The session will be held on Tuesday May 22<sup>th</sup>, 2018.

**The Certification in Hotel Industry Analytics (CHIA)**

The “Certification in Hotel Industry Analytics” is being offered globally to undergraduate/graduate students, professors, and industry professionals through a joint effort between STR, AHLEI and ICHRIE. Nearly 10,000 CHIA certifications have been granted since the certification was launched in 2011. The CHIA is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs and a growing number of hotel industry professionals are obtaining the designation. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients have proven that they can “do the math” and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. After attending the workshop, participants will have the opportunity to take the certification exam. More details will be provided. Upon passing the exam, recipients receive a certificate and can use the CHIA designation on their business cards and resumes/CVs.

**The CHIA Workshop**

During the session we will review the CHIA content, which includes:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking
- Hotel Industry Performance Reports

All training material and the workshop agenda will be sent to attendees in advance of the session. The session also prepares instructors to be able to present the CHIA training to their students at their own schools. A more detailed content outline is available upon request.

**Workshop cost and registration information**

Professors/Instructors – The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. Register by emailing [sharecenter@str.com](mailto:sharecenter@str.com)

Students – The workshop is \$75, which includes the certification. Register by emailing [chia@ahlei.org](mailto:chia@ahlei.org)

Industry professionals – The workshop is \$595, which includes the certification fee (the discounted cost for AHLEI members is \$545). Register by emailing [chia@ahlei.org](mailto:chia@ahlei.org)

**Session Location and Additional Details**

The session will be conducted at Bournemouth University Talbot Campus, Fern Barrow, Dorset United Kingdom BH12 5BB. The room will open at 8:30 am. The workshop will begin at 9:00 am and end at 5:30 pm. There will be coffee/drink breaks and a break for lunch at around 12:30. Breakfast will not be provided. Dress code is business casual. Training materials will be made available to participants prior to the session. It will be optimal for participants to review the training material prior to the session if at all possible. Please bring the training materials with you to the workshop on a laptop, or you can bring them in hardcopy format. There are a lot of slides so if you create hardcopies of the PowerPoints, you might want to print multiple slides per page and use both sides of the page. Training will be presented in English. Once you have completed the training you will have the opportunity to take the CHIA exam online at your earliest convenience. It is a 50 question multiple choice test with a 90 minute time limit. Upon successful completion (70% or greater), you will receive your CHIA certificate. We would be delighted to have you join us for an educational and enjoyable experience. Space is limited, so if you think you might be interested we encourage you to reserve your seat soon. Please email [sharecenter@str.com](mailto:sharecenter@str.com) with any questions.



## JOURNALS SUPPORTING CHME2018

Journal of Hospitality and Tourism Technology (JHTT).

Tourism Review

Welcoming good papers :

- International Journal of Contemporary Hospitality Management
- Cornell Hospitality Quarterly
- Hospitality and Society
- Service Industries Journal
- Journal of Hospitality and Tourism Technology
- Journal of Tourism and Hospitality Research
- Journal of Quality Assurance in Hospitality and Tourism

Special Issue

Special Issue

## PRACTICAL INFORMATION

FEES 22-25 May 2018 Council for Hospitality Management Education CHME 2018

Conference Bournemouth University <http://www.bournemouth.ac.uk/CHME>

	Delegates	Price £
Early Bird Before Friday 30 March 2018	Full CHME/BAHA/BHA/loH Members	320
	Non CHME/BAHA/BHA/loH members	420
	Students	190
Full registration After Friday 30 March 2018	Full CHME/BAHA/BHA/loH Members	395
	Non CHME/BAHA/BHA/loH Members	495
	Students	295
Day Ticket		185

## SOCIAL GET TOGETHER - to be confirmed

Monday 21 May 2018 PrePreconference Day Get together – CHME2018 DAY-1 – Revolution 163-167 Old Christchurch Rd, BH1 1JU Tel:+44 1202 232132 (at delegates' expense)

Tuesday 22 May 2018 Preconference Day – CHME2018 DAY0 : The Overcliff, Suncliff Hotel, 29 East Overcliff Drive, BH1 3AG Tel 01202 291 711 (at delegates' expense)

Wednesday 23 May 2018 First Day – CHME2018 DAY1: Social Visit - Russell-Cotes Art Gallery and Museum and Real Greek Bournemouth BH2 Exeter Crescent, Bournemouth BH2 5DD

Thursday 24 May 2018 Second Day – CHME2018 DAY2: CHME CELEBRATION Key West Bar and Grill, Bournemouth Pier, Bournemouth, BH2 5AA

Friday 25 May 2018 Third Day – CHME2018 DAY3: Farewell party and Cocktails Koh Thai Lounge Bournemouth 38-40 Poole Hill, Bournemouth BH2 5PS (at delegates' expense)

**CONFERENCE VENUE :** Bournemouth University Department of Tourism and Hospitality

Faculty of Management, Bournemouth University, **Talbot Campus**, Dorset, BH12 5BB

**PARKING** There is limited parking on campus

**BUSES** There are several regular buses from the town centre to the campus.

Free Complementary Vouchers will be provided for the duration of the conference.

One U5 bus will leave every day at 08:25 from Cumberland Hotel for Talbot campus.

**AIRPORTS** Recommended are Bournemouth BOH, Southampton SOU, Heathrow LHR, Gatwick LGW – National Express busses are running from most airport to Bournemouth.

**RUNNING TO CAMPUS:** For those enjoying running the distance from Cumberland Hotel to Talbot Campus (BH12 5BB) is 2.7 Miles or 4.4km and there are changing facilities.

**TAXI TRANSFER** Darren Harvey [reservations@eagleflyer.co.uk](mailto:reservations@eagleflyer.co.uk) at [www.eagleflyer.co.uk](http://www.eagleflyer.co.uk)

Tel: +44 1202 375570 can give you BU preferential rates for airport transfer

£100 from/to Heathrow for 4 seats, £110 for 8 seats each way.

£110 from/to Gatwick for 4 seats, £125 for 8 seats each way.

£110 from/to Luton for 4 seats, £125 for 8 seats each way.

£175 from/to Stanstead for 4 seats, £185 for 8 seats each way.

£50 from/to Southampton for 4 seats, £60 for 8 seats each way.

## ACCOMMODATION

Bournemouth has sufficient accommodation in all styles, tastes and budgets.

We have negotiated special rates at the OCEANA HOTELS, HALLMARK HOTELS and MIRAMAR Hotel – See online information.

These hotels are on the sea front and clustered together to facilitate movement and social events. There are very close to the Lansdowne Campus from where delegates can take a bus for the Talbot Campus. U5 bus will leaving at 08:25 daily to serve these hotels.





**27<sup>th</sup> Council for Hospitality Management Education (CHME) Annual Research Conference - CALL FOR PAPERS AND POSTERS**  
**Innovation in Hospitality: connecting all stakeholders to deliver memorable experiences**  
22-25 May 2018 Bournemouth University, UK [www.bournemouth.ac.uk/CHME](http://www.bournemouth.ac.uk/CHME)



Days for your diary: 8-10 April 2019, TTRAEurope2019, Tourism in the era of connectivity, Bournemouth University Department of Tourism and Hospitality

**Contact us**

Dr Hanaa Osman, CHME 2018 Conference Chair: [hosman@bmth.ac.uk](mailto:hosman@bmth.ac.uk)

Prof Dimitrios Buhalis CHME 2018 Conference Host: [dbuhalis@bmth.ac.uk](mailto:dbuhalis@bmth.ac.uk)

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Dr Evangelia Marinakou: [emarinakou@bmth.ac.uk](mailto:emarinakou@bmth.ac.uk)

Dr Daisy Fan [dfan@bmth.ac.uk](mailto:dfan@bmth.ac.uk)