

Conference Themes

Today's hospitality industry is thriving with innovative practices and new ways of thinking in the communication, design and operations of businesses to inspire, change and elevate the guest experience. CHME 2016 seeks to explore the dimensions of innovation and customer-centricity in hospitality. We encourage contributions that address future orientated and customer focused research in hospitality theory, practice and education.

We invite the submission of research papers and posters on the following themes:

Hospitality Management

Critical and Cultural Studies of Hospitality

Learning, Teaching and Assessment in Hospitality Management Education

Innovation and the Food & Beverage Consumer

Niche Tourism

Important dates:

Draft submission date: **15th January 2016**

Final paper submission date: **7th March 2016**

These should be submitted to: chme2016@gmail.com

Major Themes 2016

Hospitality Management

The Hospitality Management theme would particularly welcome submissions which explore the opportunities, issues and implications for the future of hospitality management. For example: the evolution of digital marketing in the hospitality arena; the social media marketing revolution; the power of user-generated content; the changing nature of hospitality management; the developments of ethical management practices and the training carried out by large multi-national, hospitality and tourism companies would be of particular interest. The intention, in part, would be to generate discussions on the future management of Hospitality businesses.

Critical Cultural Studies of Hospitality

This theme encourages submissions on critical and cultural research of hospitality and related subjects and contexts e.g. tourism and events. Contributions which focus on the changing nature of hospitality; the developments of ethical practices, the importance of cross-cultural service encounters and the training carried out by large multi-national, hospitality and tourism companies would be of particular interest. The intention, in part, would be to generate discussions on the differences between nationalities in the delivery of hospitality

Learning, Teaching and Assessment in Hospitality Management Education

This theme intends to develop discourse on issues that affect hospitality education in Higher Education (HE) and consider future challenges affecting the subject area. Topics that embrace this theme include: learning styles and teaching methods; quality assurance in hospitality management education; the links between HE and industry; the future provision of practical experience within the HE environment; the pedagogy of hospitality in HE; innovation in hospitality education; engaging hospitality students; means of assessing hospitality modules; the internationalisation of the hospitality classroom; approaches and the use of technology in hospitality education.

Innovation and the Food and Beverage Consumer

Track Chairs: Dr Amy Burns and Dr Lynsey Hollywood

This theme encourages papers and posters related to understanding the role of the consumer within the hospitality industry and how to tailor products/services/experiences to the needs today's food and beverage customer. We would welcome submissions focusing on the food and beverage opportunities, issues and implications for food producers, researchers, hoteliers and entrepreneurs within the hospitality industry. Further topics including consumer behaviour, product innovation and the marketing of food and beverage products, service and experience within the hospitality in general are encouraged.

Niche Tourism Development

Track Chair: Dr Peter Bolan

The growing sophistication of tourists in the 21st century has caused a shift from traditional forms of tourism characterised by a mass standardised market fuelled, in particular, by inclusive tours focused on undifferentiated sun and sea locations towards more engaging and meaningful holidays. In order to satisfy the travel tastes and demands of the 'new tourist', a segmentation in tourism has occurred and forms of niche tourism have emerged such as those related to adventure, health, nature, and culture. This theme encourages papers and posters related to current or emerging forms of niche tourism.