

CHME 2016

Conference Programme

Tuesday 3rd May 2016

12.30 – 17.00

STR Global Certification in Hotel Industry Analytics Workshop and Train-the-Trainer Session

Part 1

Room BA-00-021/22

Wednesday 4th May 2016

9.00 – 13.00

Concurrent Workshops

Session 1	Session 2	Session 3	Session 4
8.30 – 12.00	12.00 – 13.00	9.00 – 10.30	11.00 – 12.30
STR Global Certification in Hotel Industry Analytics Workshop and Train-the-Trainer Session Part 2	Russell Partnership Technology HOTS Simulation	Reflections on the Current State and Future Potentialities of Critical Hospitality Studies	Journal Article Refereeing
Room BA-00-021/22	Room BA-00-021/22	Room BA-00-008	Room BA-00-008

11.00 – 13.00

CHME Executive meeting followed by lunch

Room BA-02-012

13.00 – 14.00 Arrive, registration and tea/coffee

Foyer

14.00 – 14.15

Opening address

Professor Marie McHugh, Dean, Ulster University Business School

Conor Lecture Theatre, BA-01-009

14.15 – 15.15

Keynote 1

Dr Ian Yeoman

The Future of Food

Conor Lecture Theatre, BA-01-009

15.15 – 15.45 Afternoon tea/coffee

Foyer

15.45 – 18.00

Tour of the Titanic Centre (optional – cost £12) / Posters available for viewing

19.00 – 20.30

Belfast City Hall

Tour and drinks reception

Free guided tours begin at **18.30**

Thursday 5th May 2016

8.15 – 9.00 Arrive, registration and tea/coffee
Foyer

9.00 – 9.15
Welcome
Professor Una McMahon-Beattie
Conor Lecture Theatre, BA-01-009

9.15 – 10.15
Keynote 2
Dr Francesca Zampollo
Food Design, Moving Beyond Food
Conor Lecture Theatre, BA-01-009

10.15 – 10.45 Morning tea/coffee
Foyer

10.45 – 12.15
Theme Papers
Session 1

10.15-14.00
Food Village
Foyer

Track 1	Track 2	Track 3	Track 4	Track 5	Track 6
Hospitality Management	Critical and Cultural Studies of Hospitality I	Teaching, Learning and Assessment	Innovation and the Food and Beverage Consumer	Niche Tourism	Critical and Cultural Studies of Hospitality II
BA-01-009	BA-03-020	BA-03-021	BA-03-022	BA-03-023	BA-02-005
Chair: Conrad Lashley	Chair: Paul Lynch	Chair: Stephanie Jameson	Chair: Clare Carruthers	Chair: Adrian Devine	Chair: Andy Roberts

<p>When hospitality needs to be 'child's play': Hosting parents and carers with children in food service venues</p> <p>Peter Lugosi¹ Richard N.S. Robinson² and Maria Golubovskaya²</p> <p>Oxford Brookes University¹ and University of Queensland²</p>	<p>Modelling power; based on women's low participation at senior levels in elite kitchens</p> <p>Alan White</p> <p>Cardiff Metropolitan University</p>	<p>Entrepreneurial learning – The role of the process, the people and the place</p> <p>Anna Sörensson and Maria Bogren</p> <p>Mid Sweden University</p>	<p>Product reformulation in the food and beverage manufacturing and retail industries – the evidence from promotional food and drinks items</p> <p>Sinead Furey, Lynsey Hollywood, Una McMahon-Beattie, Elizabeth Dowler¹, Amy Burns, and Ruth Price</p> <p>Ulster University and University of Warwick¹</p>	<p>The development of whiskey tourism in Northern Ireland – market characteristics and potential demand</p> <p>Vincent Hurl, Amy Burns, Clare Carruthers and Gary Elliott</p> <p>Ulster University Business School</p>	<p>Exploring hospitality within hospital meals by means of visual methodologies</p> <p>Lise Justesen</p> <p>Professionshøjskolen Metropol</p>	
<p>How core values inspire success in independent restaurants</p> <p>James Ellerby and David Egan</p> <p>Sheffield Hallam University</p>	<p>Performative hospitality: an opera in six acts as a transformative methodological approach for researching hospitality environments</p> <p>Darryl Gibbs, Claire Haven-</p>	<p>Projective technique methodology for qualitative data collection: a useful tool for undergraduates, masters students and researchers in hospitality, tourism and events</p>	<p>"Why do kid's menus always have chicken nuggets?": Observations on hotel Food and Beverage Services</p> <p>Brian Hay</p> <p>Heriot-Watt University</p>	<p>Spiritual attitude, motivation and repeat attendance at the Beltane Fire Festival</p> <p>Ross Tinsley, Russell Rimmer and Catherine Matheson</p> <p>Edinburgh Napier</p>	<p>Hospitality knowledge and tribalism: Legitimation, grammar, and its epistemic device</p> <p>Kelvin Zhang</p> <p>Edinburgh Napier University</p>	

	Tang and Caroline Ritchie Cardiff Metropolitan University	Andy Roberts Cardiff Metropolitan University		University		
Social Destinations – An Exploratory Study of Social Media Use by Destination Marketing Organisation Dean Creavey Institute of Technology Tallagh	Celebrity chefs and the construction of taste: from über macho to culinary crusader Ariane Lengyel and Andy Gatley University of West London	Engaging the 'gen. Y student: Curriculum, innovation and challenges Mary O'Rawe Dublin Institute of Technology	Exploring consumers quality perceptions of local NI food and drink produce Rachel Malcolmson, Lynsey Hollywood, Heather Farley, Gillian Armstrong Ulster University Business School	Film tourism potential in Ireland: from Game of Thrones to Star Wars Peter Bolan, Matthew Kearney and Michael Crossan Ulster University Business School and IT Tralee	The origins of hospitality are current and contemporary: hosting pilgrims Luciana Gonzalez ¹ and Anne Zahra ² University of Rio De Janeiro State ¹ and University Of Waikato ²	
12.15 – 13.15 Buffet lunch @ The Academy restaurant						
13.15 – 14.00 CHME AGM Conor Lecture Theatre, BA-01-009						
14.00 – 15.30 Theme Papers Session 2						

Track 1 Hospitality Management I	Track 2 Critical and Cultural Studies of Hospitality	Track 3 Teaching, Learning and Assessment I	Track 4 Innovation and the Food and Beverage Consumer	Track 5 Niche Tourism	Track 6 Hospitality Management II	Track 7 Teaching, Learning and Assessment II
BA-01-009 Chair: Una McMahon-Beattie	BA-03-020 Chair: Clare Carruthers	BA-03-021 Chair: Paul Barron	BA-03-022 Chair: Sinead Furey	BA-03-023 Chair: Stephen Boyd	BA-02-004 Chair: Ioannis Pantelidis	BA-02-005 Chair: Lyn Fawcett
The shelf space of a phone screen: the media value of OTAs Jeroen Oskam and Tjeerd Zandberg Hotelschool, the Hague	Accommodating new age interests Jill Poulston and Tomas Pernecky Auckland University of Technology	Flipping Amazing: Using the Flipboard app to enhance student learning through new mobile digital environments Peter Bolan, Matthew Kearney, Clare Carruthers and Maria Simone-Charteris Ulster University Business School	Gender, Cooking Skills Confidence and Efficacy in Students Aged 11-14 Dawn Surgenor Una Mc Mahon-Beattie and Amy Burns Ulster University Business School	'Smartness' – enabler or barrier to stakeholder participation in Smart Tourism Events? John Bustard, Peter Bolan, Adrian Devine and Karise Hutchinson Ulster University Business School	A Tale of Three Cities: insight into the impacts of holiday rentals in France Conrad Lashley ¹ and Niki Christian Nutsch ² Stenden Hotel Management School ¹ Hospitality Research and Education United Kingdom ²	Hospitality Intelligence (HI) level in the U.K. educational sector: A preliminary study on Hospitality-Culinary students' perspective Nikolaos Sakellarios, Paraskevi Orfanou and Ewen Crilley University of Derby
Studying human capital parameters to propose new hospitality managerial models: a midscale focus	Hospitality and hostility between the Lavras Novas-MG district community (BR) and the service providers in tourism: an	Triggers, emotional mediators and reflective action in hospitality pedagogy Martin Jost and	Tourist Food Consumption: Interactive Effect of Novelty Seeking and Personality Traits Kate Mingjie Ji,	Tourism Destinations – from geographical areas to dynamic movements Dennis Grauseland and	Hosting events in the digital age - Examining the challenges and opportunities presented to event organisers at purpose built	Exploring the perceptions and attitudes of students on being prepared for the multicultural workplace

<p>Gaétan Talens^{1,2,3}, Philomène Bayet-Robert^{1,2} and Bernard Ruffieux^{3,4}</p> <p>Institut Paul Bocuse^{1,2}, University of Grenoble-Alpes, Grenoble Institute of Technology^{3,4}</p>	<p>analysis in the period from 2008 to 2015 under the theory of optics of stakeholders</p> <p>Vanuza Bastos Rodrigues and Elizabeth Kyoko Wada</p> <p>Universidade Anhembi Morumbi</p>	<p>Russell Rimmer</p> <p>Hotel and Tourism Management Institute, Switzerland</p>	<p>Anthony Ipkin Wong, Anita Eves and Caroline Scarles</p> <p>The Hong Kong Polytechnic University</p>	<p>Anders Justenland</p> <p>University College Northern Denmark</p>	<p>and non-purpose built venues</p> <p>Rachel Moore and Brenda McCarron</p> <p>Ulster University Business School</p>	<p>Frances Devine, Adrian Devine and Gary Elliott</p> <p>Ulster University Business School</p>
<p>Poor form to perform... are operational performance models critical in sustaining hospitality businesses?</p> <p>Nikki McQuillan and Michael McQuillan</p> <p>Ulster University Business School</p>	<p>The home-food economy: the alternative economy of online mediated commensality</p> <p>Gavin Urie</p> <p>Edinburgh Napier University</p>	<p>Active learning in event management in theory and practice: highlighting two ideas for future research and development</p> <p>Harriet Purkis</p> <p>Ulster University Business School</p>		<p>Digital marketing and food tourism: towards a better understanding of food tourists' engagement</p> <p>Joanna Kempniak, Lynsey Hollywood, Peter Bolan and Audrey Gilmore</p> <p>Ulster University Business School</p>	<p>A New Zealand airport customer experience model</p> <p>Erwin Losekoot¹ and Peter Lugosi²</p> <p>Auckland Institute of Studies (AIS)¹ Oxford Brookes University²</p>	<p>Easing the Transition into Higher Education</p> <p>Pauline Gordon</p> <p>Edinburgh Napier University</p>
<p>15.30 – 15.45 Afternoon tea/coffee</p> <p>Foyer</p>						
<p>15.45 – 17.00 Panel Discussion</p> <p>Celebrating Food and Drink in Northern Ireland</p>						

Conor Lecture Theatre, BA-01-009
<p>17.00 – 17.30 Poster Session Foyer</p>
<p>19.00 Harbour Commissioners' Office Gala Dinner</p>

Friday 6th May 2016
<p>8.45 – 9.00 Arrive, registration and tea/coffee Foyer</p>
<p>9.00 – 9.15 Welcome Professor Stephen Boyd Conor Lecture Theatre, BA-01-009</p>
<p>9.15 – 10.15 Keynote 3 Professor Peter Walker 'In Belfast, Between the Mountain and the Gantries' Conor Lecture Theatre, BA-01-009</p>
<p>10.15 – 10.30 Steve Hood, STR Global</p>

Conor Lecture Theatre, BA-01-009

10.30 – 11.00 Morning tea/coffee

Foyer

11.00 – 12.30

Theme Papers

Session 3

<p>Track 1 Hospitality Management I BA-01-009 Chair: Emma Martin</p>	<p>Track 2 Critical and Cultural Studies of Hospitality BA-03-020 Chair: Jill Poulston</p>	<p>Track 3 Teaching, Learning and Assessment BA-03-021 Chair: Peter Bolan</p>	<p>Track 4 Hospitality Management II BA-03-022 Chair: Peter Lugosi</p>	<p>Track 5 Niche Tourism I BA-03-023 Chair: Amy Burns</p>	<p>Track 6 Niche Tourism II BA-02-005 Chair: Lynsey Hollywood</p>
<p>Emotional Intelligence and Hotel Employees in Vietnam Quynh Nguyen, Adele Ladkin, and Hanaa Osman Bournemouth University</p>	<p>Quality of life of lifestyle entrepreneurs Maria João Vieira Edinburgh Napier University</p>	<p>The continued debate on experience versus education Dougie Yourston University of Gloucestershire</p>	<p>Budgeting and communications following the financial crisis Martyn Jones¹ and Lisa Jack² University of Winchester¹ University of Portsmouth²</p>	<p>Exploring the potential of the Antrim Coast and Glens as the first National Park for Northern Ireland: a resident's perspective Stephen Boyd and Nicola Allen Ulster University Business School</p>	<p>Understanding Youngsters' Tourism Experience: The Influence Of Values On The Choice For A Wildlife Tourism Package Elena Cavagnaro, Simona Staffieri¹ and Tamara Huisman Stenden Hotel Management School, The Netherlands, Italian National Institute of Statistics¹, Rome</p>
<p>Managing innovation</p>	<p>The contemporary</p>	<p>Teaching and</p>	<p>Which Comes First</p>	<p>Business Travel and</p>	<p>Developing an Event</p>

<p>in the tourism micro firm: a framework for sensing, seizing and reconfiguring dynamic capabilities</p> <p>Arthur Kearney, Denis Harrington and Felicity Kelliher</p> <p>Waterford Institute of Technology</p>	<p>café: a hospitable space for thinking</p> <p>David Egan, Helen Egan and Emma Martin</p> <p>Sheffield Hallam University</p>	<p>Learning Challenges in Hospitality Management Education</p> <p>Stephanie Jameson¹, Peter Lugosi² and Peter McGunnigle²</p> <p>Leeds Beckett University¹ and Oxford Brookes University²</p>	<p>For Hotel Financial Controllers – Hospitality or Accounting?</p> <p>Cathy Burgess</p> <p>Oxford Brookes University</p>	<p>the Relationship with Corporate Mobility</p> <p>Beatriz Chueco Perez and Elizabeth Kyoko Wada</p> <p>Avipam Turismo, Sao Paulo, Brazil</p>	<p>Strategy – The Key Ingredients</p> <p>Adrian Devine and Frances Devine</p> <p>Ulster University Business School</p>
<p>A study on the effects of the economic crisis, on the two and three star hotels in Patmos island, Greece</p> <p>Dimitrios Grillis, Michael Papaioannou and David Egan</p> <p>Sheffield Hallam University</p>	<p>Community non-participation in homestays in Kullu, Himachal Pradesh, India</p> <p>Jyoti Sood¹, Paul Lynch² and Constantia Anastasiadou²</p> <p>University of Himachal Pradesh¹ and Edinburgh Napier University²</p>	<p>Evolution of learning among international hospitality students on an accelerated programme of study</p> <p>Tim Duffy¹, Martin Jost² and Russell Rimmer³</p> <p>University of West of Scotland¹, Hotel and Tourism Management Institute, Switzerland (HTMi)² and HTMi and Queen Margaret University, Scotland³</p>	<p>Online bookings: a Northern Ireland Perspective</p> <p>Emma Hewitt, Laura Wells and Mairead McEntee</p> <p>Ulster University Business School</p>	<p>The development of Cycling Tourism in Northern Ireland</p> <p>Junjie Wang and Robert McKenna</p> <p>Ulster University Business School</p>	
<p style="text-align: center;">12.30 – 13.00</p> <p style="text-align: center;">Closing of conference and CHME 2017 UCN Presentation</p>					

Alternative tree planting
Conor Lecture Theatre, BA-01-009

13.00

Sandwich lunch in The Academy restaurant
Departure