



**The 30th Council for Hospitality Management Education  
(CHME) Annual Research Conference**

**The Human Touch in Hospitality  
24<sup>th</sup>-27<sup>th</sup> May 2022**

**Book of Abstracts**

## Book of Abstracts

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## Track 1: Hospitality Management

### ALGORITHMIC CONTROL IN HOSPITALITY WORKPLACES: THE IMPACT ON EMPLOYEE WELL-BEING

**Branislava Jianu, Iis Tussyadiah and Graham Miller**

#### **ABSTRACT**

The topic of algorithmic control has recently been at the forefront of controversy in the management literature. The rise of algorithmic management is considered as one of the most disruptive forms of technological change in the management of personnel, with considerable potential impact on employee well-being. We contribute to extant knowledge on algorithmic management by identifying the mechanisms of algorithmic normative control, in addition to mechanisms of rational control. Furthermore, based on the consecrated theories of job design and workplace motivation, we propose a framework of worker well-being in algorithmically managed workplaces by investigating the interplay of algorithmic mechanisms of control (i.e., rational and normative), algorithmic affordances, and components of workplace experience.

#### **KEYWORDS**

algorithmic management, algorithmic control, future of work, employee well-being

*Presentation: Thursday 26<sup>th</sup> May 2022 – 11.30am 2/05*

**HOLIDAYS FOR PEOPLE WITH DEMENTIA: CURRENT STATE OF TECHNOLOGICAL FACILITATION**

**Erin Ling, Iis Tussyadiah and Anyu Liu**

**ABSTRACT**

Leisure holidays can create a range of emotional, social and physical well-being positive impacts on people with dementia (PWD) and their family carers. Current hospitality literature has extensively examined the importance of advanced technology improving guest experience; however, it lacks attention to PWD guests. Moreover, existing research primarily focuses on strategic management and organisational cooperation on accessible hospitality; there is a significant deficit of exploration on the vital role of technologies in facilitating PWD for a holiday experience. This study summarises key attributes of technological applications designed for PWD by reviewing 47 dementia-related mobile apps. The results present gaps and inform design requirements for applications assisting PWD to go on holidays independently.

**KEYWORDS**

Holiday, hospitality, leisure travel, people with dementia, smart mobile applications, assistive technology

*Presentation: Thursday 26<sup>th</sup> May 2022 – 11.30-12.30, Room 2/05*

DESTINATION MARKETING AND PROMOTION: ATTITUDES OF LOCAL FOOD AND DRINK  
PRODUCERS

**Ewen Crilley and Eleni Michopoulou**

**ABSTRACT**

Food and drink tourism is an increasingly important aspect of many destinations, as it demonstrates economic benefit and raises social awareness of local cuisines and culture. Destinations are therefore turning their focus on marketing and promotion of food and drink products and experiences. The increase of food and drink tourists has an impact on the local producers and food businesses. A case study within the Peak District in Derbyshire interviewed local food and drink producers to explore their attitudes and investigated how they promote and market their own products and whether there are any synergies in how DMOs market and promote destinations. A qualitative methodology was used and semi structure interviews were conducted. Findings highlighted key themes around the strategies and challenges in food and drink promotion.

**KEYWORDS**

Food tourism, culinary experiences, destination development, destination marketing, place attachment, local producers.

*Presentation: Thursday 26<sup>th</sup> May 2022 – 2.15pm, Room 2/05*

USER GENERATED CONTENT BY FRONTLINE STAFF

**Florian Zach and Huihui Zheng**

**ABSTRACT**

User generated content research often focuses on the consumer side. In this study we analyze posts by hospitality employees to better understand employee complaints. Specifically, we investigate employees' online postings about guests that behave poorly. We assess data 18 months before and after March 2020, the start of government mandated safety measures. While we do not investigate violators of mask wearing and social distancing, we find that the number of posted complaints increased after March 2020 and that the sentiment of these posts increased over time. These learnings are beneficial for the oftentimes small-structured hospitality industry. In other words, the hospitality industry can learn about current issues plaguing their employees, in particular related to hot-button issues such as COVID regulations.

**KEYWORDS**

User-generated content, online complaints, employee complaints, outlier guests, toxic language, online shaming, COVID-19

*Presentation: Thursday 26<sup>th</sup> May 2022 – 2.15pm, Room 2/05*

**AUTOMATION FOR SUSTAINABLE TOURISM DEVELOPMENT: A SYSTEMATIC LITERATURE  
REVIEW**

**Gilang Maulana Majid, Iis Tussyadiah, Yoo Ri Kim and Anjan Pal,**

**ABSTRACT**

Applications of intelligent automation such as robotics and artificial intelligence in tourism should follow the principles of sustainable tourism to ensure sustainability and mitigate any negative impacts. This systematic review explores how existing research on automation in tourism has contributed to sustainable tourism development. Using the UNEP and WTO's twelve aims for sustainable tourism agenda to interpret the contribution made by each of the 212 papers reviewed, five major themes are identified: automation to enhance tourist experience, to preserve heritage, to promote quality of life, to measure tourist experience, and to conserve the environment. This paper provides an important theoretical contribution to the fields of information technology and tourism by encouraging more automation research on the environmental aspects of tourism.

**KEYWORDS**

artificial intelligence, automation, robot, sustainability, tourism

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 2pm, Room 2/05*



**CORPORATE SOCIAL RESPONSIBILITY (CSR) ENGAGEMENT AND REMOTE WORK**

**Kelsy Hejjas, Andrew Bratton and Magdalena Gilek**

**ABSTRACT**

Homeworking arrangements are increasing, even in service industries such as leisure and hospitality, where office-based staff are working either fully or part time from home. Despite benefits associated with homework, including increased flexibility, limitations include a direct impact of this work arrangement on employee engagement. Corporate social responsibility (CSR) provides a potential means to offset the limitations of homeworking. However, little is understood about CSR engagement in the homeworking context. This research in progress subsequently investigates this gap in understanding, using qualitative semi-structured interviews conducted in leisure and hospitality organisations to analyse both peer leadership for CSR and homeworking as moderators to employee CSR engagement.

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 2pm, Room 2/05*

**HOSPITALITY ROBOTICS: MAPPING THE FIELD**

**Klaas Koerten, Jeroen Oskam, Ties Van Bruinessen and David Abbink**

**ABSTRACT**

Robotic assistance for work processes in the hospitality industry is receiving increased attention in academic research. Unfortunately, academic literature about hospitality robotics is currently disjointed, making it hard for hospitality professionals to decide which processes to target, and which available robotic systems would result in benefits (or limitations) for the organisation, employees, or guests. Similarly, it is hard to understand what robotic functionalities need to be developed for a particular processes, or what future functionalities to expect from ongoing developments in the robotics field. The Hotelschool The Hague has joined hands with the Delft University of Technology to research hospitality robotics in a novel way, taking the interactions into account that are influenced when a robot enters a work environment.

**KEYWORDS**

hospitality robotics, literature review

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 11.15am, Room 2/05*

## CONSUMER PERCEPTIONS OF THE POTENTIAL USE OF SERVICE ROBOTS IN SPAS

**Sung Lim Cho and Louise Buxton**

### **ABSTRACT**

Spa service encounters are heavily dependent on human touch, nevertheless, there is interest in hospitality in the use of technology, including service robots (SR). Proposed benefits include delivery of high-quality services; however, barriers are high cost, distrust, and an inability to provide human-centred experiences. A clearer understanding of consumer perceptions of SR may assist organisations in deciding whether to adopt this technology. The findings of this study show that consumers value the human aspect of the spa experience and, perhaps not surprisingly, would not trust robots to delivery spa treatments. However, consumers are open to the use of SR at touchpoints such check-in and check-out. Thus, if spas were considering implementing SR, this would be a good place to start.

### **KEYWORDS**

Spas, human touch, service robots, consumer perceptions

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 11.15am, Room 2/05*



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## Track 2: Learning, Teaching and Assessment in Hospitality Management Education

### THE BENEFITS OF LIVE AND APPLIED RESEARCH PROJECTS.

**Charles Spring and Lisa Wakefield**

#### **ABSTRACT**

The tourism and hospitality industry offers an abundant experiential opportunity for study, collaboration and networking with a range of different organisations. Giving students the possibility of developing positive work experiences they need to be involved from the outset to develop, self-efficacy and the opportunity to become reflective practitioners. Co creation with stakeholders and higher education should be considered. This is exemplified through the development of the innovative live and applied projects highlighted in this research. Creating conditions that encourage learners to work collaboratively with employers, where self-reflection is part of the teaching and learning process is an advantageous way for higher education establishments to work innovatively during these times of rapid and continuous change.

#### **KEYWORDS**

Co- creation, networking, collaboration, teaching and learning experiences, Live and Applied Projects, innovation.

*Presentation: Thursday 26<sup>th</sup> May 2022 – 2.15pm, Room 2/06*

UNIVERSITY AND EMPLOYER PERCEPTIONS OF WORK BASED LEARNING PARTNERSHIPS IN  
THE SCOTTISH TOURISM SECTOR

**Lynn Waterston**

**ABSTRACT**

This paper explores how universities and employers in the Scottish tourism sector collaborate when developing work-based learning partnerships. The findings aim to inform practice on how collaboration can be enhanced.

A qualitative approach was employed, specifically phenomenology. This enabled the researcher to elicit rich data on the lived experiences of university employees involved in industry liaison and with employers from the Scottish tourism sector.

Findings indicate the need for increased priority for developing WBL partnerships with clear aims; enhanced communication; additional resources for universities and flexible WBL opportunities to meet the needs of employers. It was found that a more proactive approach to WBL partnerships for employers may be beneficial as part of their recruitment and retention strategies.

**KEYWORDS**

work based learning, collaborative practice, university-industry partnerships.

ENHANCING INDUSTRY ENGAGEMENT WITHIN HOSPITALITY AND TOURISM EDUCATION: A  
COLLABORATIVE LEARNING APPROACH

**Alisha Ali, Dave Egan and Natalie Haynes**

**ABSTRACT**

Adopting an engaged scholarship lens, this research investigates how university-industry collaboration can be strengthened through collaborative learning between universities in delivering hospitality and tourism management education to support youth employability in South Africa. Scholars have argued for hospitality and tourism programmes to have greater business engagement and provide graduates with industry-ready skills. This paper reports on an Erasmus+ funded project called SUCSESS which tackles the above issue from a different perspective by creating spaces for academics at different universities to co-produce this required knowledge. The findings demonstrate that academics are willing to engage in this type of activity and this learning is helping them to re-think their teaching and learning practices to be more industry engaged.

**KEYWORDS**

hospitality education; co-production, engaged scholarship#

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 11.15am, Room 2/06*

HOSPITALITY EDUCATION: LEARNING FROM OTHER SECTORS

**Sarah Rawlinson and Victoria Naisola-Ruiter**

**ABSTRACT**

This paper explores the role curriculum design of hospitality degrees can play to improve recruitment and retention of talent in the hospitality industry. It presents an approach to hospitality education based on best practice in other sectors. Analysis of three rounds of interviews with industry experts using the Delphi method were conducted on their experiences of talent management in the hospitality industry. The experts agreed that hospitality management education content and structure is inherited from traditional approaches to hospitality which are less relevant to hospitality recruiters today. They argued that hospitality education should be a partnership between industry and universities where the industry has a more prominent role in the development of its future talent. The paper argues for a fundamental change in the way hospitality degree programmes are structured.

*Presentation: Wednesday 25th May 2022 – 11.15am, Room 2/06*



WELCOME - PLEASE HAVE A SEAT: CAMPFIRE AS A TOOL FOR LEARNING ABOUT  
HOSTMANSHIP.

**Macmillan Fernandes, Erwin Losekoot, Laura Velten, Rob van Vlokhoven, Alexander de  
Vries and Brenda de Zwaan**

**ABSTRACT**

This paper considers the value that campfire sessions can have as a vehicle for education. Campfires have also been a part of society, in ancient civilisations and more recently in the Scouting movement. This paper reflects on the successful use of campfires to encourage student to share stories around the theme of hostmanship, building on the limited academic literature on that topic, as well as the literature on hospitality. It then compares the experience of a group of students with the literature on using campfire sessions in education, and finds that the lessons learned by this group of students closely match both the seven principles of hostmanship and the literature on the value of campfires in education.

**KEYWORDS:**

Hostmanship, campfire, storytelling, hospitality, education

*Presentation: Friday 27<sup>th</sup> May 2022 – 11am, Room 2/07*

**YOU ARE ON MUTE! THE LESSONS OF COVID-19**

**Dougie Yourston**

**ABSTRACT**

With COVID-19, academia was forced overnight to change and adapt their learning provision, with content and teaching going online. This study considers the experiences and perceptions of undergraduate hospitality students from a learning predominately traditional / blended model to fully online.

To capture the experiences and perceptions, this study drew on anonymous Module evaluation data sets. The data provided a rich insight to the experiences, challenges and benefits of learning through MS TEAMS and PowerPoint. The findings indicate online learning includes flexibility and ability to revisit the content, but also that communication remains fundamental. Further success was dependent on the reliability of the technology, the lecturing team's technological competency, and the ability to switch on the microphone: you are on mute!

**KEY WORDS:**

online education, COVID-19, technology, flexible learning, technological competency

*Presentation: Friday 27th May 2022 – 11am, Room 2/07*

THE IMPORTANCE AND EFFECTIVENESS OF BUSINESS SIMULATION PROGRAMS AS TEACHING TOOLS, FOR ENHANCING UNIVERSITY HOSPITALITY GRADUATES' WORKFORCE PREPAREDNESS AND KNOWLEDGE.

***Michail Papaioannou***

**ABSTRACT**

As business schools focus increasingly more on experiential learning in order to support the general pedagogical shift towards a learner-centred model, business simulations can offer innovative teaching tools that facilitate the development of essential general management skills as well as other important working qualities. This paper examines hotel management graduates' workforce preparedness and knowledge, having used a business simulation during their studies. The research seeks to establish the importance and effectiveness of business simulations as well as their ability to enhance the industry skills of students. It further aims to provide an understanding of these relationships, tackling the existing gap in literature and calls for further research. A qualitative research, involving 8 interviews with graduates working within the hotel industry and used HOTS as part of their degree, showed that business simulations have the ability to provide realistic experiences, bridging the gap between theory and practice. The findings show that business simulations can not only help students develop decision-making, teamworking, problem-solving and analytical skills, but also provide them with the necessary confidence and business reporting familiarity that is needed in the hotel industry.

**KEYWORDS:**

HOTS, business simulation, hotel industry preparedness, hotel industry knowledge, hotel management graduate skills, hospitality education, innovative learning

*Presentation: Friday 27th May 2022 – 11am, Room 2/07*

**UK DIGITAL SKILLS – WHAT TRAINING DO ORGANISATIONS PROVIDE?**

**Katarzyna Minor and Emmet McLoughlin**

**ABSTRACT**

This research forms a part of a wider EU funded project designed to explore social, sustainability and digital skills in tourism-related organisations. This paper reports on UK findings of digital skills training provisions and considers their suitability in line with the digital needs of those organisations. The results of the paper are twofold. First, the current training provision does not offer the response needed to tackle the current digital skills gaps. Second, there is an existing digital resistance, in which the businesses fail to recognise the benefits of such training, potentially leading to missing out on future business opportunities

**KEY WORDS:**

digital skills gap, UK digital training, SMEs, training needs, training provision

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 2pm, Room 2/06*



### **STR SHARE Center**

STR, the leader in hotel industry data and research, launched the SHARE Center in 2011 to “give back” to academia. The SHARE Center works with over 1,000 universities from 80 different countries and has been honored by multiple schools and academic associations. The SHARE Center provides large volumes of different types of hospitality and tourism data to professors for academic research, student projects and for use in the classroom. The SHARE Center offers several student certifications that focus on big data and analytics, including the most popular Certification in Hotel Industry Analytics (CHIA), obtained by over 32,000 students, professors and industry professionals; as well as the Certification in Advanced Hospitality and Tourism Analytics (CAHTA). Research roundtables are conducted regularly to promote industry relevant research in different topic areas. The SHARE Center also provides training programs, student competitions, and free train-the-trainer sessions. SHARE Center staff frequently speak at academic conferences and for related organizations on a range of topics, including global hotel industry updates, research opportunities, and bridging the gap between industry and academia.



## Track 3: Critical and Cultural Studies of Hospitality

### HOSPITALITY AS A SOCIAL PRACTICE: A BREAKFAST CLUB FOR CITIZENS WITH DEMENTIA

**Marianne Søgård Andersen and Lise Justesen**

#### **ABSTRACT**

The growing number of citizens with dementia has increased focus on the facilitation of citizen involvement in meals. In the present study a hospitality approach in the form of a breakfast club, with shifting host and guest roles, is suggested as a space where citizens with dementia have the opportunity to create themselves as competent social beings. In this process health care professionals discover citizens with dementia as competent persons and as a result reevaluate their professional roles. As such a mutual learning space is created that provides a dynamic frame for exploring mutual understandings. A network analysis is conducted on the basis on 20 hours video recordings and participant observations of 29 club events. Furthermore 6 interviews/conversations were conducted with core staff members.

*Presentation: Thursday 26<sup>th</sup> May 2022 – 11.30am, Room 2/06*

ROARING 20'S REDUX? 1920S NEW ZEALAND AS AN EXAMPLE OF TOURISM'S RECOVERY  
AFTER A PANDEMIC

**Ann Cameron**

**ABSTRACT**

How quickly does memory fade and travel recover? Looking back to the 1918 Influenza Pandemic, gives clues, along with warnings. This paper reviews newspaper reporting from the period to understand the recovery. While hotels were closed in November 1918, by 1920 travel and tourism recovered swiftly in New Zealand and the hotels bounced back, although always subject to the vagaries of the international economy. The downturn in demand after the 1929 stock market crash came initially as a relief, although no one expected the world situation to deteriorate as it did. Which raises the question, will the 2020s roar or does the challenges to rules based international relations mean that we may not see the bounce back?

**KEYWORDS**

Influenza pandemic, New Zealand hotel history, guest lists, conspicuous consumption

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 11.15am, Room 2/07*

HOW STANDARDIZED ARE THE CHINESE PACKAGE TOURS TO THE UK?

**Mingjie Ji, Zhihao Chen and Nigel Morgan**

**ABSTRACT**

This research visualizes the spatial patterns of People's Republic of China package tour itineraries at peak season to the UK. The similarities in the patterns are then confirmed by statistical tests. The study confirms the important role of tour operators and package tours in distributing tourists in the UK and in confirming and accentuating various 'hotspots.' It highlights the power relationships and the spatial dynamism in the formation of concentrated destination impacts. The study makes recommendations for managing tourist impacts in the post-pandemic world in the UK and elsewhere, largely related to encouraging tour operators and travel agencies to diversify their tourist product offerings.

**KEYWORDS**

package tours, GIS, China outbound tourism

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 2pm, Room 2/07*



**WINE CONSUMER BEHAVIOUR AND ATTITUDES: A FOCUS ON AUSTRALIAN CHARDONNAY**

**Daniel Ma and John Dunning**

**ABSTRACT**

This study explores British wine consumers through the lens of a popular international grape, Chardonnay, and in particular Australian Chardonnay. This versatile grape has experienced highs and lows in popularity, with the term “Anything but Chardonnay” (ABC) coined for those who avoid it outright. 943 consumers were surveyed, over half consumed Australian Chardonnay regularly; and tended to be younger, married, better educated, and more affluent. They consumed more and spent more per bottle; and had a better expertise and engagement with wine. One in ten were “ABCs”. Chardonnay was consumed more by younger women and older men. Millennials preferred quality over quantity and valued sustainable/ethical winemaking. Consumers also believe that it has improved over recent years.

**KEYWORDS**

consumer insight, wine consumers, australian chardonnay, anything but chardonnay, sustainability, chardonnay, SOLA wine, wine consumer behaviour

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 11.15am, Room 2/07*

HOMELESS PERSONS' NARRATIVES OF EMPLOYMENT: WORK AS SPACES OF  
HOSPITALITY/HOSTILITY

**Richard Robinson, Peter Lugosi, Tyler Riordan and Cameron Parsell**

**ABSTRACT**

Engagement in stable, fair and meaningful employment is often seen as essential to overcoming social exclusion for disadvantaged individuals. This study adopts a hospitality lens to examine homeless men's experiences of work and employment. The paper is based on interviews with homeless men undertaking work-related training in Australia. The data highlight transformative qualities of hospitable employment and work (spaces) including the sense of focus and meanings they help to construct. The data also show how and why spaces of work can become hostile, reinforcing notions of social exclusion and perpetuating precarity. These findings thus offer conceptually novel but impactful ways of conceiving the role of work and employment as domains of practice in socially disadvantaged individuals' lives.

**KEYWORDS**

Employment, Homeless(ness), Hospitality, Precarity, Work

*Presentation: Wednesday 25th May 2022 – 2pm, Room 2/07*

**STUDENTS FOR HOSPITALITY, HOSPITALITY FOR STUDENTS: CAN WE MAKE ZERO-HOUR CONTRACTS WORK FOR BOTH STUDENT-WORKERS AND EMPLOYERS?**

**Agnieszka Rydzik**

**ABSTRACT**

University students in the UK increasingly engage in paid work and the hospitality sector attracts many students due to the accessibility of jobs and schedule flexibility. Yet, little is known about their work experiences and their distinctive worker needs are often overlooked. Drawing on findings from 44 interviews with student-workers on zero-hour contracts in hospitality, this policy and practice oriented paper identifies key challenges experienced by this distinctive worker group as well as corresponding student-worker needs and proposes a worker-centred framework for change – 8F Framework – aimed at improving the culture of employment and working relations for student workers. The paper argues that gaining greater appreciation of student-workers' contribution to the UK hospitality sector as well as the challenges they encounter in hospitality workplaces provides a good starting point to think through ways of addressing key contemporary challenges, such as post Brexit and pandemic-related labour and skills shortages, poor staff retention and the negative image of the industry.

**KEYWORDS**

Critical hospitality; hospitality work; social justice; students; workers; working conditions

*Presentation: Thursday 26<sup>th</sup> May 2022 – 11.30am, Room 2/06*

## Track 4: Festivals and the Human Touch

### COMMUNITY-VISITOR EXPERIENCE CO-CREATION AND ITS IMPACT ON DESTINATION IMAGE: THE CASE OF THE 2019 RUGBY WORLD CUP IN JAPAN

**Christopher Hayes**

#### **ABSTRACT**

In 2019, 242,000 rugby fans travelled to Japan to watch the Rugby World Cup. There, they joined approximately one million Japanese in attending games, enjoying the fanzones and soaking up the ambience. As a social event, in which communities of rugby fans share in the experience of travelling to see a spectacle, the tournament shares many similarities with festivals. Using the concept of the festival as a lens through which to examine the tournament, this paper considers how the tournament enabled rugby fans and local communities to engage with each other in the construction of the festival experience. It suggests that a 'festival' event such as this has the power to disrupt typical tourism and simplistic images of a destination.

#### **KEYWORDS**

co-creation, experience, cultural exchange, Japan, sport mega event

*Presentation: Thursday 26<sup>th</sup> May 2022 – 2.15pm, Room 2/07*

HOSPITABLE DESTINATIONS: A CASE STUDY - LOOKING AT HOW INACCESSIBILITY =  
INHOSPITALITY"

**Jessica McClure**

**ABSTRACT**

This study highlights the relationship between accessible design and hospitality by examining the lived experiences of persons with disabilities (PWD) at business events. The primary aim is to examine and expand upon the meagre body of academic accessibility literature in a manner that elevates the experiences of a marginalised community. Qualitative research was conducted via interviews with 14 PWD with varying disabilities. The primary data revealed a substantial correlation between accessible design and the extent of PWD's participation and sense of inclusion, which ultimately underscored an absence in inclusive planning and design amongst industry stakeholders. This outcome has significant implications for the wider THE sector, as it strongly suggests that PWD are systemically being excluded from its many offerings.

**KEYWORDS**

accessibility, disability, exclusion, MICE, business events, tourism, hospitality

Presentation: Friday 27<sup>th</sup> May 2022 – 11am, Room 2/05

THREE THEMES AND A PHD: CRITICAL REALISM, SOCIAL NETWORK ANALYSIS, AND FESTIVAL COMMUNITIES

**David Jarman**

**ABSTRACT**

Critical realism is under-utilised as a research philosophy in festival and events studies, and this paper draws on a body of PhD work to demonstrate how it might inform and benefit such work. Critical realism takes a stratified view of society, identifying empirical, actual, and real domains. It is interested in underlying causal structures and mechanisms, that can influence the experiences and decisions of individuals, and social groups. There is also a focus on the relationship between agency and social structure. These themes will be discussed in the light of social network analysis conducted with a range of festivals and communities, in particular a case study involving volunteer members of a festival's leadership team. This empirical research provided novel illustrations of interpersonal relationships within the festival team, and allowed for consideration of homophily, place-making, social capital formation and other themes. There is considerable potential to use both critical realism and SNA to better understand the experience of affected individuals.

**KEYWORDS**

critical realism; social network analysis; festivals; communities

*Presentation: Thursday 26th May 2022 – 11.30am, Room 2/07*

**MADRID LGTBIQ+ PRIDE IN A HEALTH CRISIS CONTEXT**

**Alicia Orea-Giner and Gonzalo Recio-Moreno**

**ABSTRACT**

Events represent one of the most visible and dynamic components of the LGTBIQ+ tourism system. This study examines the effects of the Madrid LGTBIQ+ Pride celebration and the arrival of visitors before and during the COVID-19 outbreak on the LGTBIQ+ community. A qualitative approach is conducted considering the Social Exchange, with 20 interviews done with potential visitors, associations, organisations, activists, local community members, and tourism professionals. The findings show that the LGTBIQ+ group believes that its manifestation should evolve gradually, without losing visibility or reputation, including a veiled form, a change of location, and partial invisibility.

**KEYWORDS**

events, LGTBIQ+ Pride, Health Crisis, SET theory, impacts

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 11.15am, Room 2/09*

EDINBURGH AND WOMEN LEADERSHIP: IS THE WORLD'S LEADING FESTIVAL CITY ACCESSIBLE  
AND INCLUSIVE FOR WOMEN LEADERS?

**Benedetta Piccio**

**ABSTRACT**

This paper considers the situation of women working in arts festivals in Edinburgh. It aims to understand whether arts festivals are an accessible and inclusive environment for women. To understand this, two specific issues women face when getting leadership positions are considered. The *Glass Cliff Phenomenon*, when women are given leadership positions in time of crises, and the *Queen Bee Phenomenon*, when women leaders distance themselves from women colleagues. Both issues underline gender inequalities, and discriminations women undergo in the workplace. However, these issues have never been explored in the context of festivals. Therefore, this study aims to assess whether women experience them in arts festivals in Edinburgh, and what solutions could be put in place to improve their working conditions.

**KEY WORDS**

events and festivals management; women leadership; feminist studies; feminist research; gender equality; qualitative methods; photo elicitation; Edinburgh festival city

*Presentation: Wednesday 25th May 2022 – 11.15am, Room 2/09*



**POWER DOWN FOR HUMAN TOUCH: MOBILE DEVICE INTERMEDIATIONS AT EVENTS**

**Annamarie Sisson and Elizabeth Whalen**

**ABSTRACT**

As mobile device use in the events industry increases worldwide, an essential component for successful events is creating a unique experience by offering a place for entertainers and attendees a phone-free space to enjoy the event experience. The study posits that mobile device habits are positively related to willingness to adopt a mobile locking mechanism product at events and festivals. Analysis of variance and regression analyses were employed using data collected from 299 attendees recruited through an online research company. Results reveal that mobile device habits are significantly related to the adoption of the phone locking product at events. The study provides contributions to event planners to offer distraction-free settings that provide an overall escapist experience for attendees.

**KEYWORDS**

events and festivals, mobile device use, habit, addiction, decision-making, product adoption

*Presentation: Thursday 26<sup>th</sup> May 2022 – 11.30am, Room 2/07*

**UNLOCK AND REVIVE: EXAMINING THE HUMAN TOUCH NEEDED TO DELIVER ACCESSIBLE  
ONLINE CULTURAL & HERITAGE EVENTS IN ORDER TO BRING POSITIVE BENEFITS TO PEOPLE  
LIVING WITH DEMENTIA AND THEIR CAREGIVERS**

**Hannah Stewart, Stephen Smith, Ruthanne Baxter, Jane Ali-Knight and Gary Kerr**

**ABSTRACT**

Unlock & Revive is a multi-disciplinary action-research project that involves multiple partners. The programme was set up in response to Covid-19 to provide some form of weekly social cultural activity for the dementia community. The aim of the research is to examine the human touch that is needed to deliver accessible online cultural and heritage events to bring positive benefits to people living with dementia and their caregivers. Our methods comprised three qualitative approaches: Observations at online events produced by the cultural & heritage partners; focus groups with people living with dementia (PWD) and their carers; and semi-structured interviews with the event organisers. Findings provide a valuable insight into how to effectively co-create online events for the dementia community.

**KEYWORDS**

Dementia; Quality of Life; Co-Creation; Collaboration; Festival and Event Management

*Presentation: Thursday 26th May 2022 – 2.15pm, Room 2/07*

## Track 5: Hospitable Destinations

### “SO, WHAT DO YOU WANT?” RECASTING PUBLIC VALUE IN THE TOURISM DOMAIN

**Constantia Anastasiadou and Janice McMillan**

#### **ABSTRACT**

In existing tourism literature, there is a lack of understanding of the public values on the basis of which tourism is understood and the tourism public sphere is constructed. Using the City of Edinburgh’s Council short-term let control area proposal as a case study, and by applying the public value framework as a lens of analysis, we explore the conceptions of value within the tourism public sphere among different publics. By developing a public value framework for tourism, we can also begin to address the calls for establishing alternative ways to capture tourism value, new ways of conceptualising tourism’s social dimensions, and develop win-win outcomes for the sector and its publics.

#### **KEYWORDS**

tourism, public value; short term let; Edinburgh, public sphere

*Presentation: Wednesday 25<sup>th</sup> May 2022 – 2pm, Room 2/09*

HOTEL DESIGN'S IMPACTS ON CUSTOMER EXPERIENCE AND SATISFACTION IN THE AGE OF PANDEMICS

**Wei Chen and Juan Lu**

**ABSTRACT**

Hotels are no longer a place to rest temporarily, but prefer beginning of a story, a unique atmosphere, or an unforgettable experience. The design of hotels has become an important factor in the competitive market. COVID-19 has been spreading the world from 2020-2022, and now the world is gradually returning to normal, hotel industry needs to innovate and improve its own flexibility to better adapt to this changing situation.

This study focuses on the major factors relevant to hotel design and how it influences hotel customers' experience and satisfaction. It has found that "sharing" and "accessible" as major trends in hotel design, integrated with the social distance concept brought by COVID-19 into the future hotel design trend.

**KEYWORDS**

Hotel design, shared space, aesthetics and functionality, accessibility, COVID

*Presentation: Friday 27<sup>th</sup> May 2022 – 10.45am, Room 2/06*

**TOURIST EXPERIENCE AND THE 'HUMAN ELEMENT' IN A COMMERCIALIZED TOURISM PLACE  
SETTING**

**Prokopis Christou and Katerina Pericleous**

**ABSTRACT**

This study investigates factors that contribute to the experience of people at commercialized tourism settings that are highly governed by artificial, materialistic, staged and profit-oriented rules. An investigation of online posts of a purposely selected for this study setting, strengthens the important role of the natural/artificial environment in shaping the tourist experience, and challenges the significance of the human element/hospitality offering, as highlighted in the existing literature. Despite this, the human factor is highlighted through the presence and actions of certain individuals, hence supporting the postulation that merely one person can make a difference even in a highly commercialized and staged tourism setting.

**KEYWORDS**

tourist experience; hospitality; online reviews; environmental psychology

*Presentation: Thursday 26<sup>th</sup> May 2022 – 11.30am, Room 2/09*

ONLINE WALKING AND MAPPING: UNDERSTANDING RESIDENTS' ENGAGEMENT WITH  
EDINBURGH'S FESTIVAL CITY SPACES AND PLACES

**Louise Todd**

**ABSTRACT**

My paper presents an exploratory and collaborative public engagement with research study; and considers its potential to inform future festivals planning in Edinburgh as the festival city and a hospitable destination. My study involved a co-designed methodology to engage with residents as secondary stakeholders. The aim was to gain an understanding of their memories and experiences of Edinburgh's festival spaces and places. A creative walking workshop methodology was intended, however, due to the global pandemic, this was adapted to become online walking, and mapping. Alongside research findings, an outcome was a geolocated sonic map and walking tour. My paper concludes with reflections on the potential of virtual walking methods in the context of inclusive festival and destination management.

**KEYWORDS**

Edinburgh; festival city; secondary stakeholders; residents; public engagement; walking;  
geolocated sonic map

*Presentation: Wednesday 25th May 2022 – 2pm, Room 2/09*

INNOVATING THE CITY HOSPITALITY EXPERIENCE MODEL

**Karoline Wiegerink, Jan Huizing and Yasemin Oruc**

**ABSTRACT**

The purpose of this research note is to initiate a collaborative process for innovating the City Hospitality Experience Model. The current model presents the main elements related to city hospitality experience and identifies the guest-host relationships. A new model seems required to better address societal developments, increasing complexity of city hospitality in an urban context and advancing academic literature on customer experience. Cities are in search for effective interventions that lead to a balanced experience of multi-stakeholders and foster positive community effects. Metatheoretical research and fundamental premises on customer experience provide a conceptual basis for revising the model. Scholars and practitioners in hospitality, urban tourism and customer experience are invited to participate and contribute to innovate the city hospitality experience model.

**KEYWORDS**

hospitality experience, city hospitality, customer experience, conceptual framework, model

*Presentation: Thursday 26<sup>th</sup> May 2022 – 11.30am, Room 2/09*

CO-PERFORMING HOSPITABLE DESTINATIONS

**Huthayfah Madkhali and Peter Lugosi**

**ABSTRACT**

The provision of hospitality and the enactment of hospitableness are often seen as the responsibility of residents, service providers and destination management organisations. In contrast, this study examines how tourists contribute to the creation of hospitable experiences. Drawing on interviews with 35 Saudi tourists who have travelled to outbound destinations, the paper explores how embodied practices, involving dress and eating, exemplify tourists' agency in enacting hospitality. The findings thus stress the co-created character of hospitality, which may defy attempts at orchestration.

**KEYWORDS:**

Embodiment, food, hospitality, experience, Saudi tourists, performativity, place

*Presentation: Friday 27th May 2022 – 10.45am, Room 2/06*