The 30th Council for Hospitality Management Education (CHME) Annual Research Conference
The Human Touch in Hospitality
24th -27th May 2022

The Business School, Craiglockhart Campus, Edinburgh Napier University, EH14 1DJ
Parallel Sessions Programme

Wednesday 25th May 2022 – morning sessions					
Parallel Session	**Theme**	**Presentations**	**Track Chair**	**Room**	**Time**
1	Hospitality Management	**Consumer Perceptions of the Potential use of Service Robots in Spas**, Sung Lim Cho and Louise Buxton **Hospitality Robotics: Mapping The Field**, Klaas Koerten, Jeroen Oskam, Ties Van Bruinessen and David Abbink	Kelsy Hejjas	2/05	11.15-12.15
2	Learning, teaching and assessment in hospitality management education	**Enhancing industry engagement within hospitality and tourism education: a collaborative learning approach**, Alisha Ali, Dave Egan and Natalie Haynes **Hospitality Education: Learning from Other Sectors**, Sarah Rawlinson and Victoria Naisola-Ruiter	David Jarman	2/06	
3	Critical and cultural studies of hospitality	**Roaring 20's redux? 1920s New Zealand as an example of tourism's recovery after a pandemic**, Ann Cameron **Wine consumer behaviour and attitudes: a focus on Australian Chardonnay**, Daniel Ma and John Dunning	Peter Lugosi	2/07	

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4	Festivals and the human touch	**Edinburgh and women leadership: is the world's leading festival city accessible and inclusive for women leaders?**, Benedetta Piccio **Madrid LGTBIQ+ Pride in a Health Crisis Context**, Alicia Orea-Giner and Gonzalo Recio-Moreno	Louise Todd	2/09	
5	Demonstration/ Workshop	**STR Sharecenter – Global Hotel Industry Update with a special emphasis on the UK** An overview of Lodging Industry performance with a focus on the Europe, complicated recovery scenarios, bright spots in the storm and research opportunities.	Stephen Hood (Hybrid session)	2/04	

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Wednesday 25th May 2022 – afternoon sessions					
Parallel Session	**Theme**	**Presentations**	**Stream Chair**	**Room**	**Time**
6	Hospitality Management	**Automation for Sustainable Tourism Development: A Systematic Literature Review,** Gilang Maulana Majid, Iis Tussyadiah, Yoo Ri Kim and Anjan Pal, **Corporate Social Responsibility (CSR) Engagement and Remote Work: A Service Industry Perspective,** Kelsy Hejjas, Andrew Bratton and Magdalena Gilek	Alisha Ali	2/05	2.00-3.00
7	Learning, teaching and assessment in hospitality management education	**UK digital skills - what training do organisations provide?**, Katarzyna Minor and Emmet McLoughlin. **The importance and effectiveness of business simulation programs as teaching tools, for enhancing university hospitality graduates' workforce preparedness and knowledge**, Michail Papaioannou.	Joan McLatchie	2/06	

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8	Critical and cultural studies of hospitality	**Homeless persons' narratives of employment: Work as spaces of hospitality/hostility**, Richard Robinson, Peter Lugosi, Tyler Riordan and Cameron Parsell. **How Standardized are the Chinese Package Tours to the UK?**, Mingjie Ji, Zhihao Chen and Nigel Morgan	Paul Barron	2/07	
9	Hospitable Destinations	**Online walking and mapping: understanding residents' engagement with Edinburgh's festival city spaces and places**, Louise Todd **"So, What Do You Want?" Recasting Public Value in The Tourism Domain**, Constantia Anastasiadou and Janice McMillan	Anna Leask	2/09	
10	Demonstration/ Workshop	**SHARE Center "New for 2022" Update and Research Brainstorming** A look at what's new for 2022, also an introduction for people unfamiliar with the SHARE Center. More hotel and tourism data and different types, for academic research and student projects.	Stephen Hood (Hybrid session)	2/04	

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		An update on hotel and tourism analytics-related student certifications, additional training programs and student competitions.			

Thursday 26th May 2022 – morning sessions

Parallel Session	Theme	Presentations	Stream Chair	Room	Time
11	Hospitality Management	**Algorithmic Control in Hospitality Workplaces: The Impact on Employee Well-being**, Branislava Jianu, Iis Tussyadiah and Graham Miller **Holidays for People with Dementia: Current State of Technological Facilitation** Erin Ling, Iis Tussyadiah and Anyu Liu.	Craig Wight	2/05	11.30-12.30
12	Critical and cultural studies of hospitality	**Students for hospitality, hospitality for students: Can we make zero-hour contracts work for student-workers as well as employers?**, Agnieszka Rydzik **Hospitality as a social practice - a breakfast club for citizens with dementia**, Marianne Søgaard Andersen and Lise Justesen	Mabel Victoria	2/06	

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13	Festivals and the human touch	**Power down for human touch: mobile device intermediations at events**, Annamarie Sisson and Elizabeth Whalen **Three themes and a PhD: Critical realism, social network analysis, and festival communities**, David Jarman	Louise Todd	2/07	
14	Hospitable Destinations	**Tourist experience and the 'human element' in a commercialized tourism place setting**, Prokopis Christou and Katerina Pericleous **Innovating the City Hospitality Experience Model**, Karoline Wiegerink, Jan Huizing and Yasemin Oruc	Constantia Anastasiadou	2/09	
15	Demonstration/ Workshop	**Cesim Hospitality Simulation with ESG** Cesim is offering attendees a chance to review Hospitality, a powerful business simulation that asks students to manage their own virtual hotel and/or restaurant in direct competition with their fellow learners. There will also be a sneak preview of the new Hospitality ESG decision module set to launch in September 2022,	Waqas Mir	2/10	

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		which will allow students to incorporate sustainable development goals into their strategy while improving financial performance and delivering value for all stakeholders.			

Thursday 26th May 2022 – afternoon sessions

Parallel Session	Theme	Presentations	Stream Chair	Room	Time
16	Hospitality Management	**User generated content by frontline staff**, Florian Zach and Huihui Zheng **Destination Marketing and Promotion: Attitudes of Local Food and Drink Producers**, Ewen Crilley and Eleni Michopoulou.	Ross Tinsley	2/05	2.15-3.15
17	Learning, teaching and assessment in hospitality management education	**The Benefits of Live and Applied Research Projects**, Charles Spring and Lisa Wakefield	Ivana Rihova	2/06	

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18	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 **Unlock and Revive: The ingredients needed to deliver accessible online cultural & heritage events that bring positive benefits to people living with dementia and their caregivers**, Hannah Stewart, Stephen Smith, Ruthanne Baxter, Jane Ali-Knight and Gary Kerr	Louise Todd	2/07	
19	Demonstration/ Workshop	**Area4Finance -** Come and join Debra Adams from arena4finance and Peter Russell from the Russell Partnership for a practical workshop illustrating how simulations can be used to create interactive and engaging learning experiences for hospitality students both in the classroom and working together online.	Debra Adams	2/09	

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Friday 27th May 2022 – morning sessions					
Parallel Session	**Theme**	**Presentations**	**Stream Chair**	**Room**	**Time**
20	Festivals and the human touch	Hospitable Destinations: A Case Study: Looking at how inaccessibility = inhospitality, **Jessica McClure**	Louise Todd	2/05	11.00-12.00
21	Hospitable Destinations	**Co-performing hospitable destinations**, Huthayfah Madkhali and Peter Lugosi **Hotel design's impacts on customer experience and satisfaction in the age of pandemics**, Wei Chen and Juan Lu.	Constantia Anastasiadou	2/06	
22	Learning, teaching and assessment in hospitality management education	**You are on mute! The lessons of COVID-19**, Dougie Yourston **Welcome - please have a seat: Campfires as a tool for learning about hostmanship,** Macmillion Fernandes, Erwin Losekoot, Laura Velten, Rob van Vlokhoven, Alexander de Vries and Brenda de Zwaan.	Gavin Urie	2/07	