

Programme CHME'17

Conference Venue: Aalborg Congress & Culture Centre, 1st. floor (AKKC)

Tuesday 16th May 2017 (Pre-conference programme)

09.00-16.00

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

Room: "Musiksalen" AKKC

14:30-17:30

REDglobal Simulations – Instructor Training Workshop

Room: "Gæstesalen" AKKC

17.00-18.00

Executive Welcome Reception (by invitation only)

18.00-20.00

Informal Welcome Drinks Reception

Venue: UCN Campus Hobrovej

Wednesday 17th May 2017 – Day 1

07.30-09.00

Arrival – Registration – Morning Tea/Coffee

Venue: AKKC 1st. floor

<p>09.00-10.00 Room: “Det Lille Teater” Conference Opening</p> <p><u>Welcome speeches by:</u> Anders Justenlund, Conference Chair Simon Mou Skogberg, Director UCN Business Lene Augusta Jørgensen, Vice-Chancellor, UCN</p>		
<p>10.00-11.00</p> <p>Keynote: Steffen Hedebrandt, Head of Marketing, Airtime.com <i>“How to Win in the Review Economy”</i></p> <p>Room: “Det Lille Teater”</p>		
<p>10:30-17:00</p> <p>REDglobal Revenue Management Certification – Student Edition Session 1 Follow 24 students at the CHME’17 Market Place during the conference day</p> <p>Market Place – Room: “Radiosalen”</p>		
<p>11.05-12.35</p> <p>Key Workshops</p>		
<p>Publishing Research Beyond Borders – Publishing Hospitality Research in Generic Business and Marketing Journals.</p> <p>Keynote Chair: Dr. Po-Ju Chen, Associate Editor, Journal of Global Scholar Marketing Sciences, and Assistant Editor of Interdisciplinary Business-</p>	<p>Hotelier’s Summit – What is Proactive Service in a Scandinavian Context?</p> <p>By Nordjyske Hoteller (The Association of Hotels in Northern Denmark)</p> <p>Chair: Anders Justenlund, Lecturer/Business Developer</p>	<p>The Game of Service designs</p> <p>Play your way to Service Excellence</p> <p>UCN act2learn</p> <p>Cecilie Kobbelgaard</p>

Economy Advancement Journal Room: "Gæstesalen"	University College Northern Denmark Room: "Musiksalen"	
<p>12.35-14.00 Lunch Poster session/Market place (Market Place will be open throughout the conference) Room: "Radiosalen" and the hallway</p>		
<p>14.00-15.00 Keynote: Professor Dr. Alison McIntosh, Waikato Management School at University of Waikato, New Zealand <i>"Hospitality on the Move – Bridging the Border between Ability and Disability"</i> Room: "Det Lille Teater"</p>		
<p>15.00-15.15 Tea/Coffee Break</p>		
<p>15.15-17.15 Concurrent sessions (Papers + Workshop activities)</p>		
Hospitality Management Room: "Gæstesalen"	Critical and Cultural Studies in Hospitality Room: "Musiksalen"	New Bizz in Hospitality Room: "Det Lille Teater"
Fuelling Tourist Phobia? Investigating the Impact of Vacation Rentals in Barcelona Conrad Lashley	Approximations Between Communication, Tourism and Hospitality Management: An Empirical Investigation	CHME'17 Hotel Investment Forum Hotel Investments in Aalborg & Northern Denmark

<p>Niki Christian Nutsch Stenden Hotel Management School Hospitality Research and Education, UK</p>	<p>Elisabeth Kyoko Wada Aristides Faria Lopes dos Santos Universidade Anhembi Morumbi</p>	<p>(15.00-17.00) By UCN Business, Stenstrup PR + Kommunikation, Kvistgaard + HIRD <i>(NB! The forum is in Danish)</i></p>
<p>Hospitality Students' Perceptions of a Career in the Hospitality Industry: Some Insights from First Year Hospitality Undergraduates Stephanie Jameson Leeds Beckett University</p>	<p>Corporate Mobility, Hospitality Relationships Amongst Stakeholders and the Emerging Middle Class - A Multiple Case Study. Elisabeth Kyoko Wada Universidade Anhembi Morumbi</p>	
<p>Service Market, Cooking, Presentation Methods and Materials. Does it Enhance the Dining Experience? An Investigation into Food Service Market, Cooking, Presentation Methods and Materials. Does it Enhance the Dining Experience? Leonard Cseh Ewen Crilley University of Derby</p>	<p>Hospitality and Events as a Way of Cultural Sustainability and Competitive Strategy Ádiler Caroline Vitorino Vilkas Vanuza Bastos Rodrigues Elisabeth Kyoko Wada Universidade Anhembi Morumbi</p>	
<p>Learning and Assessment in Hospitality Management Education Toward an Understanding of the Motivations, Impacts and Transfer of Learning Amongst</p>	<p>New Bizz in Hospitality Vascitour: Tourism, Marketing and Social Innovation Anna Bottone Achille Centro Ilaria Delli Colli</p>	

<p>Part-time M.Sc. Hospitality Management Students</p> <p>Paul Barron</p> <p>Edinburgh Napier University</p>	<p>Marianna Di Fiore</p> <p>Vascitour</p>	
<p style="text-align: center;">Evening:</p> <p style="text-align: center;">Dine locally with our partners! Get the CHME Menu.</p> <p style="text-align: center;">Enjoy local gastronomy in one of five local restaurants (Table booking is available at the registration desk)</p>		

Thursday 18 th May 2017 – Day 2
<p style="text-align: center;">08.00-09.00</p> <p style="text-align: center;">Arrival – Registration – Morning Tea/Coffee Market Place Opens</p> <p style="text-align: center;">Venue: AKKC 1st floor</p>
<p style="text-align: center;">09.00-10.00</p> <p style="text-align: center;">Keynote Professor Dr. Kaye Chon Hong Kong Polytechnic University Hong Kong</p> <p style="text-align: center;"><i>“The Crossfield between Academia and Industry Development: The Story of the Icon Hotel”</i></p> <p style="text-align: center;">Room: “Det Lille Teater”</p>
<p style="text-align: center;">10:30-17:00 (Market Place)</p> <p style="text-align: center;">REDglobal Revenue Management Certification – Student Edition Session 2 Follow 24 students at the CHME'17 Market Place during the conference day</p> <p style="text-align: center;">Room: “Radiosalen”</p>

10.00-12.30

Concurrent Sessions (Papers + Workshop Activities)

<p>New Bizz in Hospitality</p> <p>Room: “Gæstesalen”</p>	<p>Learning, Teaching and Assessment in Hospitality Management Education</p> <p>Room: “Musiksalen”</p>	<p>Hospitality Management</p> <p>Room: “Det Lille Teater”</p>
<p>REDglobal</p> <p>Using New Generation Hospitality Simulations, for New Generation Students in a New Generation Marketplace.</p> <p>Presenter: Peter Starks</p>	<p>How can Experiential Learning Contribute to Students’ Understanding of the Important Correlation Between Service Theories, the Service Industry and Their Education?</p> <p>Dorthe Simonsen Allan Winther</p> <p>Lillebaelt Academy of Applied Sciences</p>	<p>Talent Management: An Exploratory Study of a 4-Star Hotel</p> <p>Rohit Reji George Susan Horner</p> <p>Plymouth University</p>
	<p>Digital and Pedagogical Transformation in Hospitality Management: Is SHMS Strategically Prepared</p> <p>Faith Samkange</p> <p>University of Derby</p>	<p>Towards a Personology of a Hospitality Professional</p> <p>Maria Gebbels Steven Goss-Turner Ioannis S. Pantelidis</p> <p>Old Royal Naval College University of Brighton</p>
	<p>Student Satisfaction and Expectations from Internships in Greece: A Comparison</p>	<p>Key Issues in Hotel Financial Management: Looking Backwards and Moving Forwards</p>

	<p>Between Greek and Overseas Students.</p> <p>Evangelia Marinakou Charalampos Giousmpasoglou</p> <p>Bournemouth University</p>	<p>Cathy Burgess</p> <p>Oxford Brookes University</p>
<p>12.30-12.45</p> <p>Tea/Coffee</p>		
<p>12.45-14.15</p> <p>Concurrent Sessions (Workshops)</p>		
<p>New Bizz in Hospitality</p> <p>Room: "Gæstesalen"</p>	<p>New Bizz in Hospitality</p> <p>Room: "Musiksalen"</p>	<p>New Bizz in Hospitality</p> <p>Room: "Det Lille Teater"</p>
<p>STR/SHARE</p> <p>Hotel Data Analytics from around the World</p> <p>Presenter: Duane Vinson</p>	<p>Career Development in Hospitality – The Hospitality Industry as a Career Path</p> <p>By Comwell Hotels HOSCO</p> <p>Presenters: John Lohr Jane Andersen</p>	<p>Combat Trafficking in Human Beings – The COMBAT Training Tool Kit for Hotels</p> <p>Presenters: Maureen Brookes Alexandros Paraskevas</p>
<p>13.30-14.15</p> <p>Executive Lunch (by invitation only)</p>		
<p>14.15-15.45</p>		

Lunch & Market Place
Poster session/Market place
(Market Place will be open throughout the conference)

Room: “Radiosalen” and the hallway

15.45-16.45

CHME AGM

(Market Place will be open during the AGM)

Room: “Det Lille Teater”

16.45-17.45

Concurrent Sessions (Papers + Workshop Activities)

New Bizz in Hospitality

Room: “Gæstesalen”

**Critical and Cultural
Studies of Hospitality**

Room: “Musiksalen”

**Hospitality
Management**

**Room: “Det Lille
Teater”**

**RP Technology
HOTS workshop**
Hotel Industry Insights and
Revenue Management Outlook
for Europe: An Interactive
Simulation Workshop

Presenter:
Peter Russell

From Private Hospitality to
Institutional Hospitality

Lise Justesen
Anna-Lise Strøjer

Metropolitan University
College

Utilising Abstract
Concepts in Impact-
Focused Organisational
and Management
Research: an Empirical
Example

Peter Lugosi

Oxford Brookes
University

	<p>The Future of Hospitality Management: The Emergence of Network Hospitality</p> <p>Ruhet Genc</p> <p>Turkish-German University</p>	<p>Consumer-driven Experience Customization: A Multi-Method Empirical Study</p> <p>Edwin Torres Peter Lugosi Marissa Orłowski Giulio Ronzoni</p> <p>University of Central Florida Oxford Brookes University</p>
<p style="text-align: center;">18.45 Bus departing for Gala Dinner Venue</p>		
<p style="text-align: center;">19.45-23.00 Gala Dinner + Award Show <i>Dress Code: Business Casual/Smart</i></p>		

<p style="text-align: center;">Friday 19th May 2017 – Day 3</p>
<p style="text-align: center;">08.00-09.00</p> <p style="text-align: center;">Arrival – Registration – Morning Tea/Coffee Market Place Opens</p> <p style="text-align: center;">Venue: AKKC 1st floor</p>
<p style="text-align: center;">09.00-10.30</p>

Concurrent Sessions (Papers + Workshop Activities)

<p>Hospitality Management</p> <p>Room: “Gæstesalen”</p>	<p>Critical and Cultural Studies of Hospitality</p> <p>Room: “Musiksalen”</p>	<p>New Bizz in Hospitality</p> <p>Room: “Det Lille Teater”</p>
<p>Dining Experience Co-Creation: Presence of Others, Regional Economy and Behavioral Outcomes – A Social Construction Perspective.</p> <p>Kate Mingjie Ji Anthony Wong Anita Eves</p> <p>Oxford Brookes University City University of Macau University of Surrey</p>	<p>Social Inclusion of Families at the ‘Cowboys and Heroes’ Festival in Ireland</p> <p>Majella Sweeney</p> <p>Queen Margaret University</p>	<p>The “Dark Art” of Selling – The Tale of a “Dirty Money” Man</p> <p>Chair: Phil Clements, CEO & Director of the Global Centre for Professional Events Management, and Argentum Moon Events</p> <p>Room: “Det Lille Teater”</p>
<p>Experiential Internationalisation Knowledge and the Hotel Chain Degree of Internationalisation: A Conceptual Framework</p> <p>Michail Papaioannou Andrew Johnston</p> <p>Sheffield-Hallam University</p>	<p>Menu Description and Consumer Choice: A Review of Language and Wording Approaches in Menu Engineering</p> <p>Rosie May Maguire</p> <p>University of Derby</p>	
<p>10.30-10.45</p> <p>Tea/Coffee</p>		

Closing Keynote

Room: "Det Lille Teater"

10.45-12.15

Business of Place

- destination development and investments

-by Kvistgaard+HIRD

Room: "Det Lille Teater"

12.15-13.00

Closing Address

Anders Justenlund, Conference Chair

Presentation of the 2018 Conference in Bournemouth, United Kingdom

Room: "Det Lille Teater"

13.00-14.30

Tree Planting Ceremony & Farewell BBQ

Venue: The Terrace Comwell Hvide Hus

Dr. Paul Baron, CHME-CHAIR
Simon Mou Skogberg, Director UCN Business