

## Hospitality Student Conference 2012

BU students were out in force this January at the first Bournemouth University Hospitality Student Conference. Over 150 final year and Master's students attended at the Kensington Hilton Hotel (with the event being generously supported by Hilton Hotels Worldwide). Presentations were given by eight leading hospitality companies and there was a real buzz during coffee breaks as delegates and students took advantage of the chance to network and discuss ideas.

In his keynote speech, James Glover, Vice President of Food and Beverage for Hilton Worldwide, emphasised the need for companies to broaden the traditional role of the 'chef' to become far more multifaceted and proactive. His presentation also touched on the variety of new business models being adopted by hotel groups to ensure that hotel restaurants are versatile, respond to customer demands and maintain their financial viability in an increasingly competitive environment.

Robin Rossman, Assistant Director, Travel, Hospitality & Leisure from the accounting and consultancy firm Deloitte LLP, presented, discussed and developed some of the conclusions of the recently released 'Hospitality 2015: Game Changers or Spectators?' report. In a fascinating presentation, Robin identified that, as a consequence of the combination of global economic uncertainty and the resultant impact on the consumer, that action

is needed to respond to the new hospitality world order. More than ever before, consumers will be value-conscious irrespective of segment and will be highly sustainability aware with dramatically higher expectations of the companies they use.

The theme of sustainability and the environment also dominated the 'Question Time' presentation in which a panel of five senior members from industry were asked a range of questions by the student delegates in the audience. Charles Kidd (Head of Learning and Training Delivery Inter-Continental Hotels) gave a spirited and pragmatic response to searching questions regarding the environmental credentials and activities of Inter-Continental Hotels whilst David Bailey, Deputy Managing Director of TRI Hospitality Consulting (and a Bournemouth University graduate) provided some sound and direct responses to questions about the issues



Philippa Hudson chairs the 'Question Time' panel



James Glover, Vice President Food and Beverage, Hilton Worldwide talking to Megan Wilkins (BAHM Level H) during the coffee break

of finding employment in the current environment.

The Conference concluded with a number of presentations from companies such as Blue Arrow and CH&Co, including a dialogue between

the attending student delegate audience and Rob Zajko, Talent Acquisition Director from Hilton Hotels Worldwide, about how the industry should embrace the opportunity to work with their future students employees.

## Staff news and research

Dr Jeff Bray, Level I Tutor on the Retail Management Degree and Waitrose Fellow of Retailing, has been asked for his expert opinion on the radio again – this time on the subject of local town planning applications.

Historically, town planners have taken an ad hoc attitude towards individual planning applications. In recent years, however, councils have constructed detailed town planning strategies that identify the aims of a town and the ideal mix of local retailers, national chains and café/entertainment provision. Jeff pointed out

that, in the current economic climate, such town plans need to be used flexibly and with realism to ensure that vacancy rates are kept low and a town centre remains a vibrant hub of activity.

The radio discussion introduced this debate and critiqued the controversial rejection by Christchurch

council of an change of use planning application which would have seen a vacant 'retail' site being converted to a vibrant 'café' facility. Strong local feeling may yet overturn the decision.

## Continuing to learn...



The School of Tourism's Continuing Professional Development capability continues to develop with a regional client sending a second cohort to the School.

Hall & Woodhouse, the regional brewer, saw its first cohort of mature students complete the Certificate in Higher Education in Hospitality & Business Management, which represents the first part of its degree programme. Preparations are underway to deliver the Foundation degree in Hospitality & Business Management (FdA) to the students with the expected start in early summer.

Following two days of intensive candidate selection at Bournemouth University under the guidance of Keith Hayman, Head of Continuing Professional Development, the second Hall & Woodhouse cohort has started their programme, with completion due next Christmas.

## Bournemouth University hospitality students win the Master Innholders Competition 2012

A team of three hospitality students is celebrating success after being awarded top spot in the Master Innholders Competition 2012. Julian Dombrowsky, Suzanne Parr and Eleanor Moore attended the Master Innholders General Managers Conference at the Hilton Hotel on Park Lane, London, after the announcement that their entry on 'Maintaining Sustainable Competitive Advantage for the Hospitality Industry' had won the competition.

The topic, set by the Master Innholders and sponsored by the Lancaster Group of Hotels, challenged final year students in the UK and Europe to show how hotels can best develop sustainable competitive advantage and, as part of their prize, the trio presented their winning entry to over 450 senior industry professionals at the conference.



The students joined a number of high profile speakers including Ufi Ibrahim, Chief Executive of the British Hospitality Association, who spoke about the impact of the Visit Britain funding cuts and Lord Sebastian Coe, Chairman of the London 2012 Olympic Committee.

The student presentation was warmly received and the team took full advantage of the opportunity to network with the industry delegates (including a significant number of Bournemouth University graduates) during the two-day, all-expenses-paid conference.



The winning entry, 'Maintaining Sustainable Competitive Advantage' can be found at: [http://youtu.be/ra\\_Ll-fbCds](http://youtu.be/ra_Ll-fbCds)

## Another doctorate for the retail team!



Charles MacIntyre, Final Year Tutor for BA (Hons) Retail Management, has been awarded his Doctorate following the submission of his thesis on 'The poetics of sensory-spatial experience in varieties of leisure consumption and the diversity of cultural ecology'

The study focused on spatial-effects analysis and suggested that current shifts from physical to virtual (local to global) communal interactions may threaten a reduced diversity of meaningful, 'out-in-the-word' social spaces, requiring an increased awareness of

this for informed consumer consent purposes.

The work covered an analysis of selected leisure experiences, including those within tourism, museum/gallery visits, music shops and downloading, as well as luxury food consumption.



## Hospitality students compete in Amsterdam

Bournemouth University was one of only four universities in the UK to send a student team to participate in the annual EMCup competition in Amsterdam. This annual competition, which is open to major European hospitality management schools, requires the teams to complete several activities. These include making a two-minute video introducing themselves and their school, and culminates in a timed presentations to a judging panel made up of senior industry experts from the Dutch hospitality industry.

The topic this year was 'The SHEconomy in the Hospitality Industry', reflecting the increasing recognition of the need for a far more female-friendly approach to the provision of goods and services within the hotel, restaurant and bar sectors. Students were given a number of assignments in the lead up to the competition commencing with



a two minute video and concluding, at the conference, with a research paper on the SHEconomy, followed by presentations of their findings and a pitch of their 'Innovations for the 2020 female consumer' to the panel.

Although the Bournemouth University team did not win, they were 'highly commended' and had the opportunity to network with representatives of the 20 other Hotel and Hospitality international programmes who also attended.

## Lunchboxes over the Atlantic

In a world which is becoming increasingly connected, every now and then there are some interestingly coincidental quirks of fate.

In 2010 Philippa Hudson received an unexpected email from a group of school children in South Carolina USA who were interested in the research she had undertaken into the effects of temperature and cleanliness in children's lunchboxes. In this she identified that 99% of all lunchboxes were kept at unsafe temperatures prior to the consumption of the food and that many lunchboxes were regularly reused without having been cleaned, thus encouraging bacterial growth.

The children, in the sixth grade of Rollings Middle School of the Arts in Summerville, developed the idea of a lunchbox (the "Magic Blox Lunch Box") that is placed into the freezer prior to use so that the content can



be kept at a temperature that will reduce the growth of bacteria on the food. They have also been considering how to maintain the integrity of the food, making the box easier to clean and a functional yet appealing design.

Philippa has been in touch with the children and their teacher to offer advice and feedback on the construction, materials and prototype concept which the children are developing for a competition.

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