

President's Note...

Dear APacCHRIE members:

It is seven months since we all met in Kuala Lumpur for the 3rd Asia Pacific CHRIE Conference, how time flies! I am sure that you are very busy preparing for the school work!

Year 2005 has to date been a very positive year for APacCHRIE. Membership continues to increase and we are very happy to welcome the members of Australia and New Zealand to our Chapter. The increase in membership means that APacCHRIE is now eligible for a change in status from a Chapter to a Federation. Application is in process and will hopefully be formalized by International CHRIE during the Executive Meeting in February 2006.

With the formation of the APacCHRIE secretariat office, communications have certainly improved and I would like to thank Prof Kaye Chon and Antonia Wong for their assistance, support and time. In addition, the APacCHRIE Website is already published in the Internet (<http://www.apacchrie.org>), thanks to the hard work and dedication of Dr. Vikneswaran Nair.

Looking into the future, our next big event will be the 2006 Asia Pacific CHRIE Conference, which will be a joint conference with the Asia Pacific Tourism Association in Hualien, Taiwan from 26 – 29 June 2006. So don't forget to mark your calendar for this event promises to be very informative and interesting and an opportunity not to be missed!

As we are nearing the end of the year, I would like to take this opportunity to thank you all for your continued support and do wish you all the very best for 2006!



With best regards!

CAROL

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2005 APacCHRIE Conference Review

Kuala Lumpur – The 3rd APacCHRIE Conference 2005 was held in Malaysia from 26-28 May 2005. Representing the Minister of Tourism, Datuk Dr Leo Michael Toyad, the Director General of the Ministry of Tourism, Tuan



Haji Kamaruddin Sinaraf officially opened the conference and delivered the

keynote address. The APacCHRIE conference brought together 183 industry professionals and academics from 15 countries to share their knowledge and experiences, in the region.

The Secretary General of the Ministry of Tourism and Conference



Advisor, Datuk Dr Victor Wee said the conference provides an ideal platform for educators and industrialists to meet and discuss the impact of global and regional issues on the development of travel within the region.



A total of 103 paper abstracts were presented in 24 concurrent sessions at the conference, discussing issues and challenges central to the growth and development of the hospitality and tourism sector as well as to enhance Asia-Pacific's attractiveness as a tourist destination.

Prominent speakers and panellists at the conference included the Chairman of Malaysia Airlines

Dato' Dr Munir Majid, the Vice President (Development) of Pacific Asia Travel Association (PATA) Mr Peter Simone, Tun Abdul Razak Chair in Ohio University Prof. Dr. Kadir Din and Hotel Online New York Managing Director and Editor Mr Richard L. Johnson.

During the course of the conference, the delegates were treated to the 'Colours of Malaysia', featuring drums symphonies and cultural performances by the Malaysian cultural troops hosted by Tourism Malaysia and students of Taylor's College School of Hospitality and Tourism.



APacCHRIE News

International Hospitality Management School, Enderun Colleges, opens campus in Manila

With the growing global market for hospitality services - particularly in the Asia-Pacific region, the new Enderun Colleges announced its offering of their carefully crafted Program of Study leading to a Bachelor's Degree in International Hospitality Management (BS-IHM). The program will be offered starting June 2006, in its state-of-the-art campus in Ortigas Center, Metro Manila.



ENDERUN

Students have the option of pursuing one of two major areas of study: Culinary Arts and Hotel Administration. Its international standards will provide a solid foundation for building a career in hospitality management, with emphasis on worldwide internships with Enderun's partner establishments all over the world, giving students access to a global platform of courses.

Enderun's mission is to be recognized as one of the global leaders in hospitality and culinary education, which is very apt with the school's international focus," commented Enderun founder and COO, Jack Tuason. "It will definitely bring to the Philippines an approach to hospitality management which combines the traditions of Swiss service, US theoretical methods, and a

modern Filipino flair."

Centrally located at Wynsum Corporate Plaza, in the heart of the Ortigas Central Business District, the College expects to enroll its first full freshman class in June 2006, and gradually scale its enrollment to more than 2000 students by 2010. Short courses on entrepreneurship and the culinary arts will likewise be introduced starting February 2006. To accommodate a larger student enrollment, a new campus that includes a College-managed boutique hotel, is currently in pre-development and slated for completion in late 2007. For more information, visit website at <http://www.enderun.com.ph>.

PolyU signs pact with World Tourism Organization (WTO)

The Hong Kong Polytechnic University (PolyU)'s School of Hotel and Tourism Management (SHTM) and the World Tourism Organization (WTO) have signed pact to foster co-operation in research and industry support activities relating to tourism in Asia and the Pacific region.

At a special ceremony held on the University campus on 22 July 2005, a Memorandum of Understanding was signed by Mr Xu Jing, WTO's Regional Representative for Asia and the Pacific, and Prof. Kaye Chon, Chair Professor and Head of SHTM, in the presence of Mr Na Jong-min of WTO and Mr James Lu, Executive Director of

Hong Kong Hotels Association. Under the agreement, SHTM and WTO will design and conduct research and industry support programmes related to tourism in Asia and the Pacific region. The two parties will also jointly publish a research-based monograph about major tourism trends in the region. The publication, to be disseminated to WTO members, will be further developed into a periodical report summarizing major trends in tourism in Asia Pacific.



PolyU's Hotel and Tourism School ranks fourth in the world

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) has been ranked fourth among the world's top hotel and tourism schools based on research and scholarship, testifying to the capability of the School to achieve world-class excellence.

According to a study "An Analysis of Hospitality and Tourism Research: Institutional Contributions" published in the August issue of the *Journal of Hospitality & Tourism Research*, PolyU was ranked fourth in the world in terms of research contributions published in leading hospitality and tourism research journals. Ranking only after Cornell University, Michigan State University and Virginia Tech, PolyU, the only one from Asia on the list, is specifically acknowledged as "the only non-US based institution in the top five".

Among the top 20 universities are 14 universi-

ties in the US, three in the UK, and one each in Hong Kong, Canada and Australia. Conducted by a team of international researchers, the study was based on a meta-analysis of authorship of articles published in 11 major hospitality and tourism journals over the 10-year period from 1992 to 2001.

After the announcement of the fourth ranking news, PolyU has unveiled a plan to develop dedicated premises for SHTM to further enhance its world leadership position in hospitality and tourism education and to embrace the strong demand for its further contribution to Hong Kong and the region. The planned premises will consist of a teaching hotel, conference facilities, teaching restaurants, research centres, classrooms, offices and new staff quarters. The hotel will offer quality service at a High Tariff B level, according to the Hong Kong Tourism Board's classification, which translates to a 4 to 5-star hotel in international standard. The premises will accommodate student population growth up to 2020.

MICE Executive Development Program for Korean Ministry of Culture and Tourism on 15 -26 August 2005

A group of 15 officials of Korea Ministry of Culture and Tourism had attended a MICE Executive Development Program to develop and enhance the management understanding of convention, exhibition and event management executives. The program consisted of 7 days of teaching and 3 day of field visit from 15th August 2005 to 26th August 2005. Teaching faculty included staff of SHTM and industry executives in Hong Kong. Prof Kaye Chon, Chair Professor & Head of SHTM, delivered a talk on "Convention Tourism from International Research & Industry Perspectives", Prof Amy Chan, Honorary Professor, of SHTM, on "International MICE Market", while Mr. Cliff Wallace, Managing Director of Hong Kong Convention & Exhibition Centre, on "Venue Management", etc. Moreover, the group had conducted site inspections at Grand Hyatt Hotel Hong Kong, Renaissance Harbour View Hotel Hong Kong, Hong Kong Convention & Exhibition Centre and Macau Government.



An artist's impression of planned Hotel School

APacCHRIE Officers 2005/2006

Founding President of APacCHRIE:
Prof. Kaye Chon,
Chair Professor and Head, School
of Hotel and Tourism Management,
Hong Kong Polytechnic University



Prof Kaye Chon (Ph.D., CHE) was previously Professor at the University of Houston in the United States. In 2000, he was appointed to Chair Professor and Head of the School at Hong Kong Polytechnic University's School of Hotel & Tourism Management (HTM School).

Treasurer: Dr. Jeou-Shyan Horng,
Dean of Student Affairs,
National Taiwan Normal
University, Taiwan



Professor Horng has published many research concerning the hospitality education development and has received many research awards.



President: Ms. Carol Pido,
Head of School, IHMES
International Hotel School,
Philippines

Carol is a British National and has been living in the Philippines for the past six years. She is the Head of School for IHMES International Hotel School, Philippine

campus, responsible for the administration, program development, marketing and lecturing of rooms division associated subjects.

Vice President: Prof. Wen Zhang
Professor & Deputy Dean, School
of Tourism Management, Beijing
International Studies University.



Professor Zhang's research interests are in the area of Tourism Impact, Sustainable Tourism, Cultural Tourism, Cross-Cultural Communication.



Board of Directors: Prof. Cathy
H.C. Hsu,
Professor, School of Hotel and
Tourism Management, Hong
Kong Polytechnic University

Professor Cathy H.C. Hsu joined the School of Hotel and Tourism Management in July 2001. Professor Hsu has over 90 refereed journal and proceedings publications. She has served as a consultant to various tourism organizations, such as the World Tourism Organization

Board of Directors: Prof.
Manat Chaisawat,
Director of International MBA
Program in Hospitality and
Tourism, Prince of Songkla
University, Thailand



Prof. Chaisawat's research interest is in the area of tourism development in South East Asia.



Secretary: Dr. Vikneswaran Nair
Head of Research & Development,
School of Hospitality & Tourism,
Taylor's College, Malaysia

Dr. Vikneswaran Nair, who is also the Co-director of ERITA-Asia, the Centre for Inter-disciplinary Research on Hospitality, Tourism and Food, has administered numerous research

work and published extensively in international and national publications.



Board of Directors: Prof. Ming-
Huei Lee,
Principle, Taiwan Hospitality &
Tourism College, Taiwan

Professor Lee's research areas are in service industry management, customer relationship and crisis management.

Newsletter Editor: Dr. Kay H.
Chu,
Assistant Professor, Tunghai
University, Taiwan



Kay received her Ph.D. from Virginia Tech. She joined Tunghai University since 2002.



Call for Papers

The 4th APacCHRIE Conference & 12th APTA Joint Conference

Theme: *Hospitality & Tourism Education: Trends & Strategies*

26-29 June, 2006 Hualien, Taiwan

Hosted by APacCHRIE and APTA, the 4th APacCHRIE and the 12th Asia Pacific Tourism Association Joint Conference will be an exciting international event being held in Hualien, Taiwan from June 26-29, 2006. The theme of this joint conferences will be "Hospitality & Tourism Education: Trends & Strategies" and the aim of the conference is to provide an opportunity for presentation and discussion for their research outcomes among academic scholars and industry experts in the Asia Pacific region so that they can exchange information on their research and also network among themselves for future collaboration in research and academic exchanges.

The submission deadline for three-page abstracts (typed single-spaced) is March 31, 2006 to Dr. Chein Ho Chen (cchen341@mail1.ntcn.edu.tw). The conference invites papers on either completed research or a preliminary report on research in progress. Paper Review Committee will conduct a refereed screening of abstracts.

Authors of accepted abstracts will be asked to submit completed papers before May 20, 2006. For more information, please visit: <http://CHRIE.tht.edu.tw>



The 7th Biennial Conference on Tourism in Asia

Theme: *Tourism, Hospitality & Foodservice Industry in Asia: Development, Marketing & Sustainability*

11-14 May, 2006 Jeonju, Korea

Following the success of the six previous biennial conferences held in Vietnam, Thailand and Hong Kong, the 7th Biennial Conference on Tourism in Asia will be held in Jeonju, Korea, under the theme of "Hospitality, Tourism and Foodservice Industry in Asia: Development, Marketing and Sustainability" which is believed to reflect issues of dominant concern for hospitality, tourism and foodservice educators and industry practitioners in the region.

The aim of this conference is to provide international tourism, hospitality and foodservice community with an opportunity to learn about tourism, hospitality and foodservice industry education, development and management in Asia-Pacific. As such, the conference will provide educators, academicians, industry practitioners and researchers with an interdisciplinary forum for exchange of information pertaining to recent

research in education and management in hospitality, tourism and foodservice. The Conference program will feature keynote speeches by industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.

The Conference will focus on a broad range of topics related to research in tourism/hospitality/foodservice. The Conference organizers invite papers, abstract and presentation proposals with relevance to tourism and hospitality/foodservice management in Asia-Pacific. Considering the three-pronged theme of the conference on "development, marketing and sustainability," a paper with any of the following or related subjects would be highly appropriate for presentation.

Abstract submission deadline is on 31 January 2006. For details, please visit http://www.polyu.edu.hk/~htm/main_confinfo.htm



Tourism Review or **Revue Tourisme**, an annual publication of ERITA and ERITA-Asia, is a compilation of peer-reviewed research papers. This inaugural issue, in English, comprises 10 extensively researched papers, a majority of which focuses on hospitality and tourism issues in Malaysia and the region.

ERITA is a French acronym for the Centre for Inter-disciplinary Research on Hospitality, Tourism and Food located at the Université de Toulouse-Le Mirail (UTM), France. The centre is recognised by the Ministry of National Education and Scientific Research, France, and is associated with CETIA, the Centre for the Studies in Tourism and Service Industries at UTM. ERITA carries out fundamental and applied inter-disciplinary research in the hospitality, tourism and food sectors. The main fields of study include sociology, anthropology, economics, communication, geography, management and literature. ERITA is the only inter-disciplinary research centre of its kind in tourism, hospitality and food in France.

For more information and orders contact:

Dr. Vikneswaran Nair
ERITA-Asia
Taylor's College,
School of Hospitality & Tourism
Block C, Leisure Commerce Square
No. 9, Jalan PJS8/9
46150 Petaling Jaya
Selangor, MALAYISA



Phone: +603-78779777
Fax: +603-78777007
E-mail: vicky.n@taylors.edu.my

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clear copy of the bank-in slip or fund remittance slip at 603
7877 7007 for us to check with our bank.

Calling for Proposal to bid for the 2007 & 2008 APacCHRIE Conference

Dates for the Fourth APacCHRIE Conference 2006 in Taiwan is fast approaching. One of the business agenda items at the Conference will be selection of conference venue for 2007, 2008 and beyond. If you (or your organization/university) are interested in submitting a bid to host the APacCHRIE Conference in the future, please send your proposal by email to the Secretariat at Antonia.Wong@inet.polyu.edu.hk, with the following particulars before May 15, 2006:

1. Proposed destination and venue (e.g. zzz City, yyy Hotel)
2. Proposed host and institution/organization (e.g. Dr. John Doe and xyz University)
3. Proposed dates
4. Estimated hotel room rates and brief description of hotel venue
5. Major advantages of the host location and venue
6. Any other details that will assist the venue selection committee in making a preliminary selection

If you have any questions, please contact the Secretariat.

Professional Opportunity

TAYLOR'S COLLEGE

Taylor's College, School of Hospitality and Tourism (TCHT) is the largest Hospitality and Tourism Institution in Malaysia offering courses at Diploma, Higher Diploma & Bachelor Degree levels. Our academic staffs enjoy a very conducive work environment, interact with high achieving students and are involved in the advancement of teaching learning, scholarly activities and industry linkages. Taylor's College has two academic positions available.

TAYLOR'S
COLLEGE



Wisdom • Integrity • Excellence

Technical Advisor

Masters Degree, Doctorate preferred, from an accredited university in a related field of study. At least five (5)

years of relevant industry and/or teaching experience in the hospitality and tourism industry with experience in academic planning and development. Excellent interpersonal, verbal and written communication skills. Strong leadership, planning and organising skills.

Lecturers

(Hospitality & Tourism Related Subjects)

Must have a Bachelor Degree in related fields. Preference will be given to those with a Master / Doctoral Degree and/or relevant professional experience in the industry. Preferably with at least 2 years' experience lecturing at tertiary level. Excellent communication and interpersonal skills with good command of spoken /written English.

Interested candidates are invited to write in or e-mail detailed resume including a recent photograph (n.r), contact telephone numbers, email address, current and expected salary to:

Assistant Human Resource Manager,
TAYLOR'S COLLEGE, SCHOOL OF HOSPITALITY AND TOURISM,
Block C, Leisure Commerce Square,
No. 9, Jalan PJS 8/9, 46150 Petaling Jaya,
Selangor, MALAYSIA or email CV to
tcht.hrd@taylors.edu.my. For more information,
please visit website: <http://www.taylors.edu.my>

THE HONG KONG POLYTECHNIC UNIVERSITY SCHOOL OF HOTEL AND TOURISM MANAGEMENT

Research Associate / Research Assistant

The appointees will assist the project leader in the projects "Developing a tourism demand forecasting system for Hong Kong" and "Econometric analysis of tourist expenditures in Hong Kong". Applicants for the Research Associate post should have a master's degree or a degree in Economics/ Econometrics/ Management with three or more years of research/relevant work experience.

Applicants for the Research Assistant post should

have an or an equivalent qualification in the relevant field(s). Preference will be given to those with good English writing skills and knowledge of SPSS, SAS, EViews and other statistical and econometric programmes for estimating econometric models.

Please submit application form via email to hrstaff@polyu.edu.hk; by fax at (852) 2764 3374; or by mail to Human Resources Office, 13/F, Li Ka Shing Tower, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong. Application forms can be obtained via the above channels or downloaded from <http://www.polyu.edu.hk/hro/job.htm>. The closing date for application is Saturday, 15 October 2005. Applicants who are not invited to an interview within two months of the closing date should consider their applications unsuccessful. Details of the University's Personal Information Collection Statement for recruitment can be found at <http://www.polyu.edu.hk/hro/jobpics.htm>.

School of
Hotel & Tourism Management
酒店及旅遊業管理學院



新年快樂 恭喜發財

Happy Lunar New Year!
Gong Xi Fat Chai!!

