

President's Note...

Four years ago, our Founding Chairman & Director of APacCHRIE Professor Kaye Chon had a vision to create a chapter within our region, a few I-CHRIE members gathered in Hong Kong and the APacCHRIE Chapter was established! Now with more than 100 members we are ready to take our next step to Federation Status.

Members are the core and jewels of the association, a pool of talents and expertise, although not all located in one area, so we should take advantage of our newly formed Website for networking and sharing information and resources.

As we move towards Federation status, there will be more openings for board members, committee members and area representatives, so if you would like to take a more active role in APacCHRIE or nominate a fellow member, please drop me a line indicating your interest.

One way we can all help the Association is by ensuring our membership subscriptions are maintained and introducing or referring new members. If you are not sure of your membership status, please contact our Treasurer, who will provide you with an update.

Over the past four years our Annual Conference held in the wonderful cities of Seoul, Phuket & Kuala Lumpur has attracted many delegates and submission of papers from around the globe and this year seems no different. The 4th APacCHRIE Conference will be held in beautiful Hualien, Taiwan during the period 25 – 29 June 2006, as a joint venture with The Asia Pacific Tourism Association (APTA). Don't forget that the APacCHRIE General Membership meeting will be held during the Conference – your attendance, participation and input is important!

So where are we off to next year and the year after that? – the bidding for the Conference Venue for 2007 and 2008 is still open, so if you are interested to host and/or organize a prestigious conference and the opportunity to showcase your country and establishment, please contact the Secretariat. As we celebrate our four years, I-CHRIE is celebrating its 60th Anniversary, so don't forget the "Sixty for Sixty Campaign".

As my term of Presidency comes towards an end, I would like to take this opportunity to thank all the Board of Directors for their support and attending the board meeting held in Hong Kong on the 1st

April. Yes – can you believe it we actually had a meeting on April Fool's Day!!!! I want to pay a special tribute to Professor Kaye Chon and Dr Vikneswaren Nair for their dedication, perseverance and continuous efforts.

And lastly, a big thanks to all of you – the APacCHRIE members. Hope to see you all in Hualien!

Inside this issue:

President's Note	1
APacCHRIE News	2
Professional Opportunity	4
Call for Papers	3
Bidding for 2007 & 2008 Proposal	4



With best regards!
CAROL

APacCHRIE News

Enderun Colleges Partners With Les Roches Swiss Hotel Association School of Hotel Management

Enderun Colleges and Switzerland's Les Roches Swiss Hotel Association School of Hotel Management recently entered into an academic partnership agreement that allows Enderun students to earn Certificates in Hospitality Operations from Les Roches, as they study for their bachelor's degrees in International Hospitality Management at Enderun. Enderun, a new four year college, located in Manila's Ortigas Central Business district, offers a full range of bachelor's degree and non-degree courses in the fields of hotel and restaurant management and culinary arts. The Les Roches Swiss Hotel Association School of Hotel Management, located in the Swiss Alps, is among the world's most prestigious and highly respected hospitality management schools, with a world-renowned faculty, a student body representing more than 60 countries, and a global alumni network, that includes some of the hospitality industry's most successful executives and entrepreneurs.



The Les Roches certificate program will be fully integrated into the Enderun curriculum, and will allow Enderun students, who pass a qualifying exam, to gain Les Roches certification after only two years of study. After earning the certificate, hospitality management students will have the option of completing their four-year degrees at Enderun, or of transferring to Les Roches' campuses in Switzerland and Marbella, Spain, and earning either a Diploma, accredited by the Swiss Hotel Association or a Les Roches bachelor's degree, accredited by the New England Association of Schools and Colleges. The full transferability of credits between Enderun and Les Roches will in most cases enable transferring certificate holders to earn Les Roches Diplomas with only a year of additional coursework, and bachelor's degrees with only two years of additional study.

"The Enderun-Les Roches partnership offers a whole new world of possibilities to Philippine students, considering degrees in hospitality management and culinary arts," said Jack Tuason, Lead Founder of Enderun, and Chairman of its Advisory Board. "Enderun's mission is to prepare students for leadership positions in the opportunity-rich global hospitality industry. By incorporating the best of Swiss practice into a program that combines general management training, broad general education in the humanities and sciences, and an emphasis on entrepreneurial values, Enderun has taken another step

ahead of the field. Only at Enderun can students gain a recognized international credential, from the world's best-known hospitality management school, without leaving the Philippines."

David Graves, President of Les Roches, agreed, noting the vast potential for international-class hospitality management education in the Philippines. "The Asian travel and tourism industry is poised for a period of explosive growth, while the global demand for hospitality industry executives and entrepreneurs—especially in Europe and North America, where populations are ageing and talented young graduates are relatively scarce—is climbing through all-time highs. The Philippines, renowned for its hospitality, and boasting a youthful, English speaking populace, can become a leading source for managerial and entrepreneurial talent in the hospitality industry worldwide. But all will depend on the quality of its hospitality management graduates. Enderun and Les Roches, working together, will prepare students for this rapidly changing global marketplace, and establish new standards for hospitality management and culinary education in the Philippines. We are pleased to be working with Enderun, and confident that Les Roches certification will give Enderun graduates a measurable edge over graduates of competing institutions."

Enderun Colleges is located at 2/F Wynsum Corporate Plaza Emerald Avenue Ortigas Center, Pasig City. Please call (632) 638.5555 or (632) 636.1613 for inquiries or visit www.enderun.com.ph



Taylor's College Trains Palace Staff from Swaziland

Affectionately referred to as Africa's "last truly traditional kingdom", the Kingdom of Swaziland in Africa is currently playing host to four lecturers from Taylor's College School of Hospitality and Tourism (TCHT), Malaysia.

Mr Pradeep Nair, TCHT Chief Operating Officer and Mr Mpumelelo J.N. Hlophe, High Commissioner of the Kingdom of Swaziland High Commission recently signed a consulting agreement to provide hospitality training for His Majesty's Palace in the Kingdom of Swaziland.

Following the agreement, TCHT staff will teach and train palace personnel to enhance their technical skills and knowledge in areas of culinary arts, food and beverage service and housekeeping practices.

The lessons and practical sessions will be conducted

according to specific modules, such as General Introduction to the Hospitality Industry, Food & Beverage Service, Kitchen Practice and Accommodation Practice.



Pradeep said the recent attachment to Swaziland is testimony to the high standard maintained by Taylor's College School of Hospitality and Tourism.

"Tourism has long been a forte for the Kingdom of Swaziland. However, the tourism industry is undergoing rapid changes due to shifts in consumer's tastes and fashions. New tourist destinations are also being 'discovered' day-by-day and this has an impact on the volume of international tourism growth.

"To maintain its position as a reputable player in the tourism industry, the Kingdom of Swaziland recognises the need to adapt and improve on existing hospitality methods.

"We believe the skills and knowledge that TCHT staff imparts onto the palace staff will reap long term benefits towards meeting Swaziland's goals as a global player in tourism," said Pradeep.

Taylor's Lecturer and Alumni Part of Winning Teams

Taylor's lecturer, Chef Patrick Siau and alumnus Chef Ho Weng Kit and Chef Amanda Lim made Malaysia and Taylor's College proud, winning medals at the recent FHA (Food & Hotel Asia) 2006 Culinary Challenge in Singapore.



Together with 11 other chefs from top Malaysian hotels, Chef Siau was part of the Malaysian National Team that bagged the Silver Medal in the Cold Table Display category.

On another event, Captain of the Malaysian National

Team for the first-ever Asian Pastry Cup 2006, Taylor's alumni Chef Ho Weng Kit led his team to win the Best Chocolate Showpiece Prize and capture second place overall in the competition.



Battling against more than 20 other chefs from five-star hotels, restaurants and culinary institutes, Chef Ho and Chef Lim raced against the clock to create eight plated desserts, two cakes, a sugar sculpture and chocolate sculpture in eight hours.

Thanks to the second place finish, Chef Ho and Chef Lim now have the honour of representing Malaysia in the prestigious World Pastry Cup to be held in Lyon, France next year.



New Campus for IHMES International Hotel School

IHMES International Hotel School, Philippine campus and Southville Foreign Colleges launch plans for an expansion in its programs and facilities.

Ground breaking for the new building and extended



facilities is scheduled for September 2006. The new building will comprise of a dedicated Culinary Arts Centre, Fine-Dining Restaurant, Food Production Laboratories, Computer and Electronics Facilities, Distinctive Lecture Rooms, Auditorium

and Seminar Rooms, Indoor Basketball, Badminton, and Volleyball courts and a Fitness Gym.

New programs including Advanced Hotel & Restaurant Management and Culinary Arts with International accreditation due to start June 2007.

For more information contact tel: + 63 2 8209181 or email: ihmesmanila@yahoo.com

Professional Opportunity

TAYLOR'S
COLLEGE



Wisdom • Integrity • Excellence

SCHOOL OF HOSPITALITY AND TOURISM

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 is seeking for individuals who are looking for an opportunity to shine.

Principal Lecturers/ Senior Lecturers/ Lecturers

Candidates must possess a Masters degree and Bachelors degree in the area of specialisation with

appropriate teaching experience and related industry or research experience. Those with PhD will have an added advantage.

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:

Human Resource Director

Taylor's College, School of Hospitality and Tourism, Level 10, Block A1, Leisure Commerce Square, No. 9 Jalan PJS 8/9, 46150 Petaling Jaya, Selangor, MALAYSIA

or email CV to GRPHER@taylors.edu.my

THE HONG KONG POLYTECHNIC UNIVERSITY SCHOOL OF HOTEL AND TOURISM MANAGEMENT (SHTM)

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



The School of Hotel and Tourism Management (SHTM) at the Hong Kong Polytechnic University announces the following opportunities

SHTM PhD and MPhil Scholarships

This programme is open to all qualified students world-wide. Full-time students receive financial support in the form of a research studentship (equivalent of about US\$20,000 per annum) plus associated monies to assist with their studies. Places are allocated on a competitive basis. For more information please visit the PolyU home page (<http://www.polyu.edu.hk/ro/e-prospectus/2006-07/>). Applications can be lodged at any time, but once the quota is filled, applicants cannot be considered until the following academic year.

International Postgraduate Scholarships for PhD Studies Scheme

In addition, the University is offering another five places (university-wide) for its International Post-

graduate Scholarship for PhD Studies scheme. Information about this programme can be gained by visiting the Research Office's web site: <http://www.polyu.edu.hk/ro>.

SHTM Visiting Scholar scheme

SHTM has set aside funds for visiting scholars. The visiting scholar scheme is attractive to overseas scholars who wish to spend a full semester at SHTM working with staff on collaborative research projects.

SHTM Post-doctoral Fellowship Scheme

The School has also earmarked funds for a one year Post-doctoral Fellowship scheme for recent PhD graduates. The programme provides opportunities for outstanding scholars to begin their academic careers by working with leading scholars within the School on a variety of research projects.

For more information on the School of Hotel and Tourism Management, please visit our website at: <http://www.polyu.edu.hk/%7Ehtm/>

Or please contact: Prof Haiyan Song (hmsong@polyu.edu.hk) or Prof Bob McKercher (hmbob@polyu.edu.hk).

Call for Papers

International Conference on Impact of Movies and Television on Tourism

7-9 September 2006, The Hong Kong Polytechnic University, Hong Kong, China

As early as "Love is a Many Splendoured Thing" and "The World of Suzie Wong", and as recent as "The Lord of the Rings" and "Harry Potter", filming locations of movies have always appealed to the young and the old. Today, not only Hollywood movies, but also Asian films and especially Korean TV series are drawing thousands of foreign visitors to tour these locations which have become attractions in their own right, creating a new form of tourism. Indeed destinations are beginning to see the economic benefits of having the spotlights and trailers around, and many are marketing professionally to this highly specialised segment.



The aim of this Conference is to provide international tourism community with an interdisciplinary forum for exchanging information and opinions pertaining to the impact of movies and television on tourism. This unique Conference will bring together educators, academic scholars, researchers, filming industry experts, government policy makers, destination promoters and tourism professionals.

The programme will feature keynote speeches by prominent industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.

Abstract/ Presentation Proposal Submission Deadline: 31 May 2006. Full Paper Submission Deadline: 31 July 2006.

For details, please visit :
<http://www.polyu.edu.hk/htm/movie2006/>
 Conference Secretariat: Miss. Nicole Shum
 Email : hmnicole@polyu.edu.hk

Asia-Euro Tourism, Culture & Gastronomy Conference 2006

"West Meets East: A Recipe of Success in this Era of Globalisation?"

9 -10 November 2006, Taylor's College, School of Hospitality & Tourism, Malaysia

The rapid improvements in communications technology and the tendency towards more open economies has led to increasing globalisation, with the implication that the world is one big market, accessible to all regions and all communities. Globalisation has been heralded as a 'new age,' offering world markets to vast areas and thereby new opportunities for growth at every level.

What impact has this globalisation had on tourism, culture and gastronomy in Europe and Asia? There seems to be a greater awareness today than ever before of the currents and trends in these regions.



More people are interested in food and are conscious of where innovations in cooking are taking place. Once exotic cuisines and ingredients are now widely available. Similarly, the travel industry

has evolved with known destinations reinventing themselves, and new forms of tourism providing novel experiences to places less travelled. The interest in and appreciation of other cultures across the globe is more evident today as communication barriers are diminished in this age of globalisation.

The links between tourism, culture and gastronomy are obvious, but the cross-cultural connection between Asia and Europe as part of an inter-disciplinary study between these three fields only goes back to the last decade.

Taylor's College, School of Hospitality and Tourism and the Université de Toulouse de Mirail, France recognise the need to answer some of these questions, and to keep industry members, researchers and academics abreast of these trends in tourism, culture and gastronomy. This international conference will provide a venue for key players in the hospitality, tourism and food industry to discuss their role, contributions and innovations, and to share best practices in Asia and Europe.

Abstract Submission Deadline: 7 July 2006. Full Paper Submission Deadline: 4 September 2006.

For details, please visit :
<http://www.taylors.edu.my>
 Conference Secretariat: Dr. Vikneswaran Nair
 Email : vicky.n@taylors.edu.my

The following conference will be held in conjunction with the *2006 New Zealand Tourism and Hospitality Research Conference* and special rates are available for delegates who attend both conferences.



CALL FOR PAPERS:
**ATLAS
ASIA-PACIFIC
CONFERENCE
2006**

'TOURISM AFTER OIL'

3-6 December 2006

**Department of Tourism, University of Otago,
Dunedin, New Zealand**

The theme of the conference stresses the need to take a long-term perspective on current and future issues with respect to tourism in the Asia-Pacific region. The conference will provide a specific examination of the implications of rising oil prices and the overall implications of increases in the cost of energy for tourism.

Submission Deadlines: 1 June - Full-paper Abstracts. Full-papers are works of up to 6,000 words, including references that detail research results and findings.

1 September - Working paper abstracts. Working-papers of up to 3,000 words indicate work-in-progress as well as shorter research note type analysis. Final date for receipt of full papers to be included in double-blind refereed conference proceedings.

1 October - Final date for receipt of abstracts for presentation only with no paper to be included in proceedings. Final date for receipt of working papers to be included in refereed conference proceedings.



School of Business
Department of Tourism

'Beyond Nature'

6-8 December 2006

**Department of Tourism, University of Otago,
Dunedin, New Zealand**

New Zealand tourism has long been promoted and, arguably, studied in terms of its natural dimensions. The 100% Pure campaign and an emphasis on 'clean' and 'green' branding has had great benefits in attracting visitors to New Zealand but how sustainable is the focus on nature in the long term? There is also clearly so much more to New Zealand tourism and hospitality than nature and for most tourists in New Zealand their experiences are likely to be urban rather than those derived from natural areas.

The theme of the conference therefore stresses the need to take a more critical perspective on current and future issues with respect to tourism and hospitality in New Zealand, particularly when concerns such as increased destination competition and the cost of oil present major challenges for New Zealand tourism.

For details see: <http://www.business.otago.ac.nz/tourism/Conference%202006/index.htm>
Email: tourism@otago.ac.nz

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 June 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.