

Dear APacCHRIE members...

Five years ago, with the initiative of Professor Kaye Chon, a group of I-CHRIE members in the Asia-Pacific Region gathered in Hong Kong and created the APacCHRIE Chapter with the aim of promoting and thriving tourism education and research in the region. Within a short span of 5 years, APacCHRIE has grown rapidly. We have over 100 members today from all over the region. The fast development of tourism in education and research in the Asia Pacific region can be described as what our Founding President, Professor Kaye Chon, said "the Coming of the Asian Waves".

As the first president of the Federation, I would like to sincerely thank our past presidents, the board and all the APacCHRIE members for your continuous effort to make the association bloom to where it is today. For our future growth, I am relying on your suggestions and advices on the management of the Federation. Please feel free to drop me a line if you would like to share your ideas. I am also asking you to introduce and refer new members to the association in order to maintain and expand our membership subscriptions. Members are the core and jewels of an association. Please contact the APacCHRIE Board members for any questions and inquires. We are ready to help.

The Annual Conference of APacCHRIE has been an exciting and rewarding event of the association. In the past, it was held in Seoul, Phuket, Kuala Lumpur and Hualien of Taiwan. The conferences attracted hundreds of delegates and papers from around the world. Next year's conference will be held in Beijing. I am sure the host, Beijing International Studies University, will offer the participants something interesting and appealing as the event is just one year before the 2008 Olympics. I would like to remind you that our first Federation General Membership meeting will be held during the conference, and your attendance, participation and input are important to the Federation!

In closing, I would like to express my heartfelt thanks to you for your dedication to tourism education and research. I am looking forward to meeting you all in Beijing in May 2007!

Best wishes... **Wen Zhang**



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**2006 APacCHRIE & APTA Conference Review**

Hualien, Taiwan – The 4th APacCHRIE & 12th APTA Conference 2006 was held in Malaysia from 25-29 June 2006.

A total of 18 countries participated in the 5-day conference which was officiated by Mr. Shen-shan Hsie, Magistrate of Hualien County, Prof. Bosselman of International CHRIE, Ms. Carol Pido (APacCHRIE President) and Dr. Hai Sik Sohn (APTA Chairman). Prof. Bosselman announced that the upgrading of APacCHRIE to a



Federation status would be made official in July during the CHRIE Convention in USA.

3 invited speakers for the conference were:

**Christopher Anthony Ryan:** Professor in Tourism Waikato Management School, The University of Wai-

kato, New Zealand. His topic of presentation was, "*Hospitality & Tourism Education: Trends in Research*".

**Thomas G. Baum:** Professor of International Tourism & Hospitality Management, The Scottish Hotel School, University of Strathclyde, UK. His topic of presentation was, "*Taking the High Road: Sustainable Practices in Human Resource Management for Hospitality & Tourism*".

**Kaye Chon:** Chair Professor and Head of School, School of Hotel & Tourism Management, The Hong Kong Polytechnic University. His topic of presentation was, "*Innovations in Tourism & Hospitality Education through Entrepreneurship & Industry Partnerships*".

Apart from the 102 oral presentations and 55 poster presentations presented in the confer-

ence, social events that were included free for all delegates were the Welcome Reception at the open air Dante's Plaza in Farglory Hotel, Gala Dinner and performance at the Victoria House Ballroom in Farglory Hotel, Complementary Tour to Taroko National Park, Campus party at Taiwan Hospitality & Tourism College and Hualien City Tour.



## APacCHRIE News

### PolyU names hotel and tourism resource centre after Dr Che-woo Lui

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) recently (9 October) named its Hotel and Tourism Resource Centre after Dr Che-woo Lui, Chairman of K. Wah Group, in honour of his philanthropic support for PolyU's education and research in hotel and tourism.



Under the name of K. Wah Group, Dr Lui donated \$14 million to PolyU to support SHTM's efforts in enhancing the professionalism of hotel chain and hotel brand management in China.

Part of the donation will be used to establish 10 scholarships to support SHTM students to gain one-year practical experience in major hotel chains overseas or in the Chinese mainland.



The rest of the sum will be channeled to conduct-

ing researches, holding forums and developing the professional knowledge of SHTM staff. The research projects will review chain hotel management or hotel brand management in China, and with the two themes in focus, a forum on China hospitality research will be held. Furthermore, staff of SHTM will be sponsored to undertake academic exchange with other prominent hotel schools worldwide.

Dr Lui is a renowned entrepreneur in Hong Kong. He was the founder of the K. Wah Group, which has made remarkable achievements in the hotel, property development and construction materials industries throughout its 50 years of operation. In 2002, K. Wah, having been granted a gaming licence in Macau, started to participate in the city's gaming, entertainment and hotel industries.

Dr Lui is also a pioneer in the hotel industry. He seeks to nurture the growth of locally developed hotel brands, and to play a significant role in the professional development of the industry. In recent years, he was much devoted to propelling the long term advancement of hotel chains in the Chinese mainland.

The Che-woo Lui Hotel & Tourism Resource Centre on PolyU campus caters for the research needs of PolyU students, staff and the hotel and tourism industry. With a floor area of 250 square meters, the Centre is a depository of hospitality and tourism books, journals, magazines, statistical bulletins and audio-video learning materials from around the world.

## Taylor's Head of R&D, Wins the Outstanding Young Malaysian Award



"Accomplish or do not begin".

These words of encouragement come from Taylor's College Dr. Vikneswaran Nair or better known as Dr. Vicky Nair, who is the recipient of the Certificate of Merit under the category of Academic Leadership and Accomplishment in The Outstanding Young Malaysian Awards (TOYM) 2006 recently.

"In order to succeed in life, you should give your maximum effort in whatever you indulge and accomplish what you desire," said Dr. Vicky.

The TOYM programme awards of Junior Chamber International Malaysia serves to recognize up to ten individuals between the ages of 18 and 40 who exemplify the best attributes of the country's young people. The award, which has been around since 1985, is the Malaysian leg of The Outstanding Young Person's (TOYP) World Programme.

Currently, Dr Vicky Heads the Centre for Research and Development of Taylor's University College and the Co-Director of ERITA-Asia, the Centre of Interdisciplinary Research in Hospitality, Tourism and Food.

## Taylor's College Launch the First European Master in International Tourism & Hospitality Management in Malaysia

With the rapid changes and unprecedented growth of the tourism and hospitality industry, there is a need now, more than ever for ambitious, competent professionals who are able to drive their business and face the challenges of the future.



The 2-year Taylor's Master in International Tourism & Hospitality Management is a specialised graduate degree, specifically designed to develop dynamic, creative and innovative leaders for the global tourism and hospitality industry. Offered in collaboration with University of Toulouse, the second oldest and second largest university in France, the Master in International Tourism & Hospitality Management is rated the number one Master's degree of its kind in France and amongst the top in Europe.

Academic Intakes:  
April (full-time)  
October (full-time & part-time)

For more information, contact:  
Ms. Chai Mee Fong at  
Email: [chai.meefong@taylors.edu.my](mailto:chai.meefong@taylors.edu.my)  
URL: [www.taylors.edu.my](http://www.taylors.edu.my)

## Another first for Southville Foreign Colleges & IHMES International Hotel School

Southville Foreign Colleges & IHMES International Hotel School is the first and the only college in the entire Philippines to be accredited by **EDEXCEL the prestigious UK Educational Body**. IHMCS is a newly formed company in the Philippines which represents IHMES International Hotel School and is now accredited by Edexcel.

IHMES will offer from January 2007 the **BTEC EDEXCEL Higher National Diploma in Hospitality Management** which is equivalent to the first 2 years of a University Degree in the UK and in our associate Universities in the US equal to the first 3 years of a US degree.

Students will study hotel and business related subjects theoretical and practical in a stimulating, modern international environment over a three term period. They will then do a practical work experience in the country of their choosing.

Fees are competitive and include all relevant course materials, experienced lecturers, low student teacher ratio and expert professional / career development and advice.

For more information please contact the promotions department of Southville Foreign Colleges or go to their Web site at [www.sfc-international.com](http://www.sfc-international.com).



## Prestigious 2007 Tourism & Hospitality Scholarships for Study in Australia



2006 Scholarship Winners: Khang Le Huynh, Vietnam (NSI Diploma); Wang Jie, China (UC Master), Deon Brown, India (VU Master)

To support excellence in tourism and hospitality education, the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) is offering scholarships to international students to study tourism, hospitality or events at its member institutions in Australia for Semester 2, 2007.

A Masters, Bachelor and Diploma scholarship are offered, comprising a grant of A\$10,000 each per year.

Applicants can select from over 60 THE-ICE quality endorsed programs offered by Griffith University, University of Queensland, Victoria University, Northern Sydney Institute, Victoria University, Southern Cross University, University of Canberra, Murdoch University, Charles Darwin University and William Angliss Institute.

Courses cover are available for tourism business management, hotel and resort management, event management, sport tourism, tourism marketing, tourism education plus more.

Applications forms outlining selection criteria and program details can be downloaded at:

<http://www.the-ice.org>.

Applications close on 26 March 2007.



## Commonwealth Tourism Centre (CTC) Calls for Participants



The First Commonwealth Tourism Ministers Meeting held from 19-20 March 2004 in Kuala Lumpur endorsed Malaysia's proposal to set up a Commonwealth Tourism Centre (CTC) in Kuala Lumpur.

The Centre is to be responsible, among other things, for promoting intra-commonwealth tourism, capacity building, facilitating information exchange, promoting tourism investment and to develop strategic partnership.

The CTC is currently working with local tourism institutions to develop short training courses in tourism such as policy planning, strategic management, sustainable tourism development, tourism standards, hospitality, effective tourist guiding, tourism entrepreneurship, etc. with the view to further strengthening the capacity and promoting tourism growth and development within the Commonwealth. CTC is identifying relevant courses for tourism capacity building. Once finalised, CTC will announce the availability of these courses for member countries to nominate candidates to participate. These courses are expected to be funded jointly by CTC and the Government of Malaysia.



As the first capacity building event, CTC is inviting all tourism administrators and policy makers to attend a 14-day workshop on "Policies & Strategies in Sustainable Tourism Development: The Malaysian Experience" organized in Kuala Lumpur, Malaysia in June 2007. The programme will be facilitated by the Tourism Educators Association of Malaysia (TEAM) and Taylor's School of Hospitality & Tourism Management, Malaysia. All participants that are interested can submit their request to the email below. Selected candidates will receive invitation from CTC to attend the fully hosted workshop.

In the future, CTC is planning to collaborate with tourism institutions of other Commonwealth countries to develop relevant tourism training courses. Tourism institutions which are interested in collaborating with CTC can contact Mr. Alex Rajakumar, Director (Capacity Building) via e-mail: [alex@commonwealthtourism.com](mailto:alex@commonwealthtourism.com)

# APacCHRIE Officers 2006/2007



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 (2) Indian Sub-Continent

## Call for Papers

### The 5th APacCHRIE & 13th APTA 2007 Joint Conference Theme: *Tourism & Hospitality Education & Research: Coming of the Asian Waves* 24-27 May 2007 Beijing, China

The joint conference will be an exciting international event held in Beijing, the capital city of China. For further updates of the conference, please visit our website:

<http://www.bisu.edu.cn/webpages/aptc.htm>

The conference secretariat can be contacted at:  
[aptc@bisu.edu.cn](mailto:aptc@bisu.edu.cn).

The aim of the conference is to provide an opportunity for



presentation and discussion on 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 for future collaboration in research and academic exchanges. The Second Call for Papers has already been announced, and the conference has already started receiving paper submissions. As the conference is going to be held in Beijing just one year before the 2008 Olympics, the organizer, Beijing International Studies University, will surely offer something interesting and appealing, and at the same time, look forward to your attendance, participation and input.

ASIA PACIFIC  
**CHRIE**  
*The Hospitality &  
Tourism Educators*

The International Council  
on Hotel, Restaurant and  
Institutional Education.



**APTA**

Asia Pacific Tourism Association

### The 6th Asia Pacific Forum for Graduate Students Research in Tourism

Theme: *Shaping Sustainable Tourism in  
Asia-Pacific: Competition & Cooperation*  
21-23 September 2007  
Xiamen, China

Xiamen is a beautiful southern city in China with nice weather and beautiful landscape. The former APFs were held in Macau, Busan, Beijing, Hawaii and Phuket.

For details of the conference visit:

<http://www.polyu.edu.hk/HTM/conference>



### 2007 UNWTO Ulysses Conference Theme: *Knowledge-based Development Through Tourism* 30-31 May 2007 Madrid, Spain

Organised by the UNWTO Education Council and the UNWTO Education and Knowledge Management Department.

Submission of abstract  
(maximum 500 words including  
key issues, methodology and  
indication of findings):  
**March 1, 2007**

Authors notified of acceptance  
to present at conference: **1 April, 2007.**

Abstracts should be submitted in word format to Kaye Chon at The Hong Kong Polytechnic University ([hmkchon@polyu.edu.hk](mailto:hmkchon@polyu.edu.hk)).



## Calling for Proposal to bid for the 2008 & 2009 APacCHRIE Conference

Dates for the Fifth APacCHRIE Conference 2007 in Beijing is fast approaching. One of the business agenda items at the Conference will be selection of conference venue for 2008, 2009 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](mailto:Antonia.Wong@inet.polyu.edu.hk), with the following particulars before May 15, 2007:

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

## Professional Opportunity

TAYLOR'S  
COLLEGE



Wisdom • Integrity • Excellence

SCHOOL OF HOSPITALITY AND TOURISM

Taylor's 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.

### Positions of 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.

Taylor's 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.

Positions are available for the following subjects:

1. Food & Beverage Management
2. Food Production
3. Hotel Management
4. Rooms Division/Management
5. Travel & Tourism management

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 [grphr@taylors.edu.my](mailto:grphr@taylors.edu.my)  
URL: [www.taylors.edu.my](http://www.taylors.edu.my)



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

### Multiple Faculty Position Available (Prof./Assoc. Prof./Assist. Prof.)

The Hong Kong Polytechnic University is the largest government-funded tertiary institution in Hong Kong. Founded in 1979, the School of Hotel and Tourism Management is one of the world's largest provider of university level education in hospitality and tourism with 1,600 students at undergraduate, masters and Ph.D. levels and 47 member faculty drawn from 17 countries.

According to the Journal of Hospitality and Tourism Research (August 2005 issue), the School was ranked among the world's top four academic institutions in hospitality and tourism based on research and scholarly activities.

A dedicated US\$125 million building for the School of Hotel & Tourism Management is currently under development (see picture on the right). The building, to be completed in late 2009, will house faculty offices, class rooms, laboratories, 270-room 5-star hotel, a conference center and three restaurant outlets.

Multiple positions are available in the following subject areas.

1. Hotel/Lodging Management and Operations – to conduct research and teaching mainly in Hotel Management.
2. Hospitality Human Resources Management – to conduct research and teaching mainly in human resources management, organizational behavior and leadership development in hospitality and tourism.
3. Hospitality Financial Management/ Accounting – to conduct research and teaching mainly in managerial accounting and/or corporate finance in hospitality and tourism.
4. Hospitality Management and Strategies – to conduct research and teaching in strategic management as related to hospitality and tourism businesses and multi-unit hospitality chain management.
5. Foodservice Management – to conduct research and teaching in foodservice, beverages and catering management. Candidates with master's degree and strong industry experiences can be considered for appointment as Lecturer.

2. Nominations and applications should be sent to:  
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