

APacCHRIE NEWSLETTER

APRIL 2017

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GREETINGS FROM THE PRESIDENT

Siu-lan (Amy) So, PhD

Associate Professor
International Integrated Resort Management Program
Faculty of Business Administration
University of Macau



Greetings from Macau SAR, China.

I am honored to be the president of APacCHRIE.

We had a wonderful APacCHRIE conference in Bangkok, Thailand on May 11 to 13, 2016. The 14th APacCHRIE Conference was hosted by the Dusit Thani College in Bangkok. Over 350 delegates from 30 countries and regions attended this conference. Delegates from Asia, Oceania, Europe, America, and the Middle East arrived. The conference highlighted the unique feature of APacCHRIE.

We congratulate Mr. Chanin Donovanik, vice chairman and chairman of the executive committee of Dusit International, who received the inaugural APacCHRIE Lifetime Achievement Award. Mr. Donovanik has made significant contributions to the international hotel industry and the education sector. Moreover, we thank the conference organizers of Dusit Thani for their impressive work, as well as our sponsors and delegates who attended the conference.

Over 10 board members were invited as speakers in the STPBI Forum in Bali, Indonesia on January 13, 2017. The forum was successful and attended by approximately 80 faculty members from Indonesia. We held the APacCHRIE board meeting at Sofitel on January 14, 2017 and discussed many issues related to APacCHRIE.

I look forward to meeting all of you at the APacCHRIE conference in Bali from May 31 to June 3, 2017. Bali is a beautiful place and I am certain that we will have a wonderful time there. Please visit the APacCHRIE website at www.apacchrie.org for additional information on our conference.

See you all in Bali then.

Warmest Regards,
Siu-lan (Amy) So, PhD
APacCHRIE President



Recall of

The 14th APacCHRIE Conference 2016 Bangkok, Thailand



Dusit Thani College formally highlighted its international track by hosting 14th APacCHRIE Conference in May 2016. With over 400 delegates from 30 countries, we could say that this is another conference which opened the door of APacCHRIE family to new members from new countries. Dusit Thani Bangkok Hotel – the flagship property was selected to be the venue for this memorable event as to show full Thai hospitality to the delegates around the world.

The opening ceremony was honored by Ms. Kobkarn Wattanavrangkul – Ministry of Tourism and Sports, Thailand. During this 2nd week of May, we were occupied with many educational activities starting from the pre-conference workshop from our sponsors, special session for Dean and Directors, sessions from over 30 speakers and panelists. The conference ended with the gala dinner and awarding ceremony sponsored by Thailand Convention and Exhibition Bureau, Ecole Hôtelière de



Lausanne, Dusit International, Tourism Authority of Thailand, and Thai Airways. Last but not least of our appreciative celebration was the announcement of the 1st APacCHRIE Lifetime Achievement Award to Mr. Chanin Donavanik – Vice Chairman and Chairman of Executive Committee, Dusit International for his dedication and contribution in development of human capital for the hospitality industry in Asia Pacific.

UPCOMING 15th APacCHRIE CONFERENCE May 31 - June 03



“Reflection on Future of Hospitality and Tourism: Opportunities & Challenges”



Hosted by
STPBI University

The APacCHRIE conference in 2017 will be held at STPBI University and Sofitel Nusa Dua, Bali, Indonesia, from May 31st to JUNE 2nd, 2017. The theme of the conference will be "Reflection on Future of Hospitality and Tourism: Opportunities & Challenges ". A topic we feel of high relevance not just in the Asian region but globally and it refers to all types of critical situations; such as financial crisis, economic downturn, political instability, natural disaster, technological crisis, epidemic diseases, etc.

Keynote Speakers:

Minister of Tourism Indonesia/Representative

Prof. Dr. I Gde Pitana
Deputy Director of Promotion Ministry of Tourism Indonesia

Prof. Dr. Theodore Benetatos
CEO & Academic Dean at the IMI Switzerland

Prof. Kaye Chon
Dean and Chair Professor, Walter Kwok Foundation Professor in International Hospitality Management, The Hong Kong Polytechnic Univeristy

Online Registrations:
www.apacchrie2017.com/registration.php

For any inquiries or questions drop us an email:
info@apacchrie2017.com

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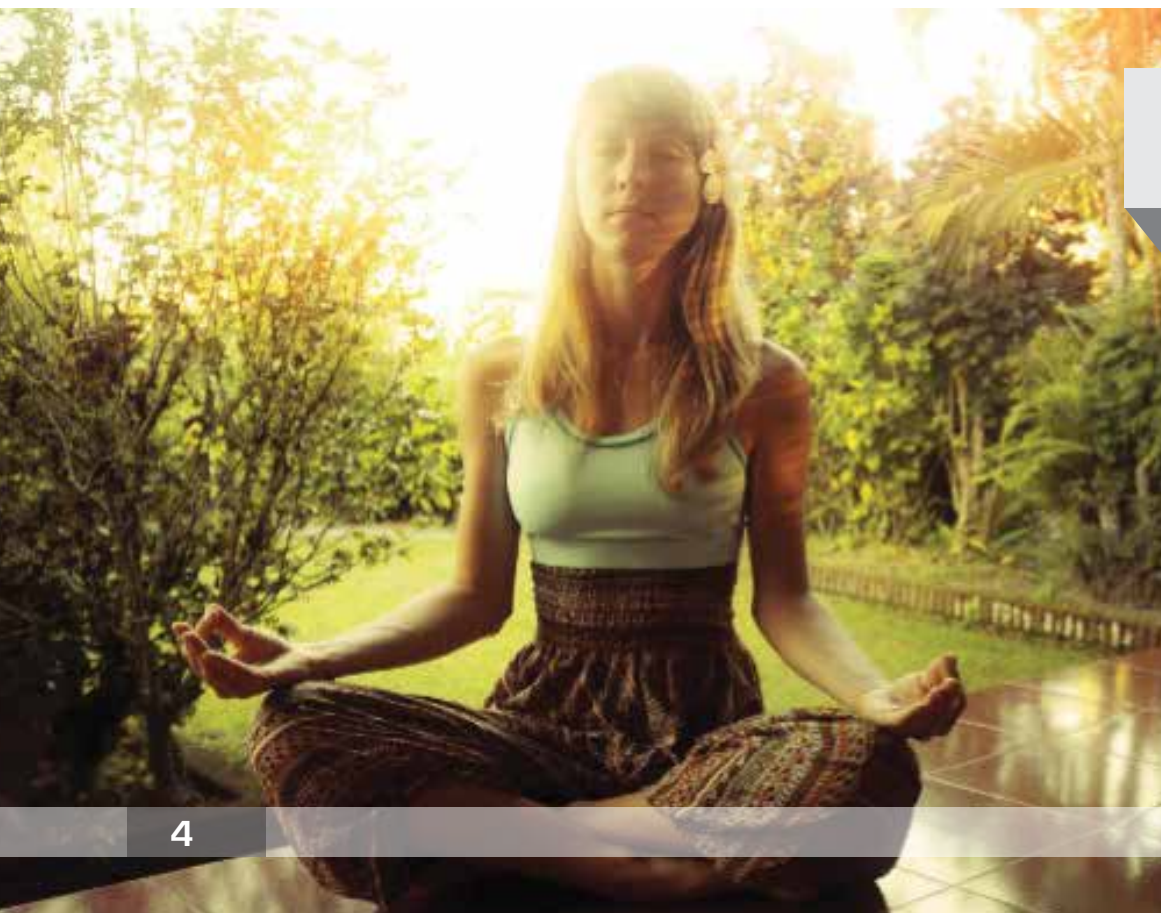
Program Update*

Main Conference

*Tentative Schedule



30th of May 2017	Pre-conference Workshop by : STR SHare
31st of May 2017	Pre-conference Workshop Concurrent Session Board Member Meetings and Dinner
1st of June 2017	Opening Ceremony Keynote Speakers Concurrent Session
2nd of June 2017	Concurrent Session Gala Dinner
3rd of June 2017	Going Around Bali and Have Fun!



YOGA BY THE SEA

“BEAUTIFY YOUR MIND AND SOUL”

Yoga at the Sofitel will open for short-listed participants since there is limited capacity. The participants do not need to prepare the mats since they will be gifted away a sarong. Yoga class will be led by a professional tutor by the appointment. In short, to join this activity, state your preference on your profile page within member area.

"Yoga is the journey of the self, through the self, to the self."

- The Bhagavad Gita

Youth Conference Highlight

KECAK KOLOSAL DANCE

We will take you to get involved in the unforgettable colossal of Kecak Dance.

What makes this dance particularly unique is that the drama uses no artificial backdrop, nor musical instrument. The focus is entirely on the concentric circles of about 30-40 men, bare-chested, wearing only distinct Balinese sarongs sitting cross-legged around a set of torches in the center.



FRUIT CARVING CHALLENGE

Our Sponsors



Governor of Badung Regency



HOTEL SIMULATIONS





Macau

The Philippines

2017: A BRIGHT YEAR FOR PHILIPPINE TOURISM

The start of 2017 marks the beginning of the celebration to promote tourism as a significant instrument that will ensure global economic, social, and environmental sustainability. The Philippines is set to host the 6th International Conference on Tourism Statistics from June 21 to 24, 2017.

The Department of Tourism said that the conference will focus on the measurement of sustainable tourism, particularly as it coincides with the "International Year of Sustainable Tourism for Development."

Expected to participate in this conference are representatives from the 163 member countries of UNWTO, as well as 500 affiliate members that represent the private sector, educational institutions, tourism associations, and local tourism authorities.

Host of Miss Universe 2017

The Philippines hosting the Miss Universe pageant on January 30, 2017 at the Mall of Asia Arena was good news for Philippine tourism. This major international event provided a considerable boost to the country's already booming tourism

industry.

Mindanao global tourist spot in 2017

Mindanao is set to become a global tourist destination in 2017. This development is a breakthrough for the hometown of President Rodrigo R. Duterte because southern Philippines has been neglected by previous administrations in terms of tourism promotion.

Philippine version of Las Vegas strip nears completion

A group led by Japanese gaming tycoon Kazuo Okada invested \$2.4 billion in the construction of Okada Manila, the newest and largest integrated resort in the Pagcor Entertainment City. This resort is touted to become a "game changer" as the Philippines' version of a Las Vegas strip.

Tourism businesses and jobs are on the rise.

The tourism sector is expected to surpass the five million jobs generated in 2016 and expects 9% to 10% more of the total employment generation in the country. This is definitely a wonderful way to start the New Year.

Macau has surpassed Las Vegas as the largest gaming center in the world since 2012. The development of casinos in Macau goes back to 1962 with the launch of the Sociedade de Turismo e Diversões de Macau. However, Macau experienced a high surge of new casinos as the pillar industry in the territory after Macau transferred to the Chinese administration in 1999. Macau integrates the Portuguese and Chinese cultures, and is a cultural melting pot of the East and West since the 16th century. Macau has experienced challenges in 2016 due to the decline of casino revenue and the further Chinese government crackdown on graft. However, its gaming industry will experience improvement in 2017 because newly opened casinos, such as Wynn Palace and the Parisian, are expected to continue driving revenue growth in the first half of 2017.

Macau strives to transform the image of the city from being known as the largest gambling hub in the world to one that offers family-oriented tourism. Its overnight visitors increased by 10.4% in November 2016, and its overnight visitor percentage from January 1 to November 31 increased by 9%. Macau's revenue growth in tourism will continue due to openings of new casinos and improved infrastructure. The Taipa Ferry Terminal is scheduled for completion in the first half of 2017 and the construction of the Hong Kong-Zhuhai-Macau Bridge is expected to be completed in 2018. Despite a sanguine growth forecast, Morgan Stanley analysts anticipate that the depreciation in Chinese currency against the US dollar could hamper Macau's spending per capita and affect the VIP and mass markets.





South Korea

South Korea's Ministry of Culture, Sports, and Tourism (MOCST) plans to focus on enhancing the preparations for the 2018 Pyeongchang Winter Olympic Games. South Korea has built an advanced country in the fields of culture, sports, and tourism by boosting these three industries. Moreover, MOCST aims to restore the trust of South Koreans by establishing a transparent administrative system. MOCST focus on several initiatives in the tourism sector in 2017. First, MOCST should thoroughly review the preparations for the Pyeongchang Olympics and Paralympics, as well as strengthen the relevant government-wide support. Given that 2017 is the final year prior to the opening of the Winter Games, should collaborate with the organizing committee and Gangwon Province to prioritize the finishing touches on the facilities, enhance the operations, and improve the conditions to welcome athletes and visitors. Second, the games will be leveraged to upgrade South Korea's status as a cultural powerhouse. Apart from being a sporting event, the 2018 Pyeongchang Winter Olympics will be a showcase for the convergence of cultural contents, information and telecommunications technology, and tourism. A wide range of cultural events has been planned, and will utilize public and private art resources. The games will likewise serve as a platform where various cultures can interact with one another. One example is the opera that will be performed at the Pyeongchang ski jump tower. Local festivals will be held

where the Olympic torch passes through to support local tourism. A track course will be built after the Olympic torch relay has been completed. A luxury trail is expected to be designed in the host city as well. Third, the content business must be revitalized amid the so-called fourth industrial revolution. MOCST will identify and foster content with new technology, such as VR (virtual reality) and AR (augmented reality), and will support the production of VR in tourism and create zones around major destinations for people to experience. Fourth, efforts shall be concentrated on the development of the tourism industry as one of the country's strategic industries. Thus, the government and private sector, including businesses and media, will collaborate to pursue a campaign to boost domestic tourism. The "top 10 travel destinations" will be designated, and the Korea trail (dulle-gil) project will encourage people to walk and popularize traveling by foot. The Korea Tourism Organization plans to open an incubation center for tourism startups to generate quality jobs in the tourism industry. MOCST will develop tourism products tailored to tourists from specific regions, such as Japan, Southeast Asia, and Greater China, as well as enhance the quality of South Korean tourism products to attract Chinese upper-class tourists. A "moving tourism office" will be operated by devising a mid-/long-term roadmap to attract individual tourists; and developing an extensive selection of products that reflect the preferences of individual tourists. In addition, "Korea's top

30 wellness tourism products" will be selected and sponsored to go beyond the existing medical tourism. Fifth, opportunities will be expanded to bring tourism into daily life. A campaign to boost domestic tourism will be implemented. The spring and autumn traveling weeks will be extended, and a travel week for the winter season will be added as well. "Textbook based travels" will be developed in cooperation with travel writers, textbook authors, and the EBS (Education Broadcasting System) to enhance the interest of the youth in tourism. Lastly, MOCST will commence the project tender process to enhance transparency and credibility in the field of cultural administration to regain the trust of the South Korean public. At present, South Korea boasts of a dynamic tourism industry. Accordingly, the number of foreign tourists to South Korea reached 17 million by the end of 2016. The rigorous preparations for the Pyeongchang Olympics, which is a major event for the country, and our attitude, are key issues. Thus, promoting domestic travel and the qualitative growth of the travel industry are significant initiatives that will spark domestic demand. In turn, this development can influence the creation of a favorable environment for individual tourists, thereby enhancing the quality of tourism in South Korea and stimulating consumption and the overall economy.

Prof. Kyungsoo Han
South Korea Representative



Australia

The Australian tourism industry continues to expand. The number of international visitors has increased, and the majority of them spends more nights and contributes substantially to tourist expenditure figures. Australia's top three markets as of September 2016 are China, the US, and Japan. We see an increase in the number of family groups, adult couples, friends and relatives traveling together, and solo travelers.

The industry has observed an expanding interest in championing the work rights and welfare of women in the fields of hospitality and tourism. For example, renowned Melbourne food critic Larissa Dubecki was quoted on how rife sexism still is in the hospitality industry, and academic publications have highlighted the sexual harassment of women workers in Australian tourism sites (e.g., Kensbock,

Bailey, Jennings, and Patiar, 2015). Thus, multiple organizations and initiatives for women in the fields of hospitality and tourism have been launched throughout Australia. Women in Hospitality was launched in October 2016. Australia's Hotel, Tourism, and Hospitality New South Wales committed \$20,000 worth of scholarships for women pursuing a degree in Hotel Management. Women in Travel and Tourism Leadership hosted multiple lunch events throughout 2016. Whether these organizations and initiatives continue to expand is anyone's guess. However, they do echo the worldwide need for an improved representation of women's contributions in tourism (e.g., see www.equalityintourism.org).



Dr. Catheryn Khoo-Lattimore
Area Consultant III: Oceania



New Zealand

New Zealand's tourism and hospitality industries have rapidly expanded. However, this positive economic growth is causing negative infrastructure challenges, such as the lack of tourist facilities in various regions, insufficient hotel accommodation, and the struggle of operations to recruit the appropriate staff members.

New Zealand's growth is seen in the continual increase in visitors from China

and India while still holding the levels of visitation from Australia and European countries.

The tourist hotspots are Auckland (New Zealand's largest city) and Queenstown (an adventure playground). The industry also promotes different regions to facilitate the spreading of the increasing number of visitors and ease the pressure from a few areas.



Dr. Anthony Brien
New Zealand Representative



REDGlobal Pre-Conference Workshop Hospitality Business Simulations

Facilitators: Peter Starks and Heidi Anaya

“Using New Generation Simulations for New Generation Students in a New Generation Marketplace”.

The REDGlobal Foundation provides hospitality business simulations, on a “not-for-profit” basis, as a service to educators, students, and institutions as our global “give-back” for the preparation of future industry leaders.

Delivered in over 40 countries, 8 languages, and 10 currencies, new-generation simulations are valued by over 6000 undergraduate and graduate students annually, elevating student engagement, embedding real-to-life learning, and enriching the enjoyment of teaching. They are internet delivered, industry validated, aligned with STR metrics, and grounded in reputation management for social media. Used by hospitality companies and institutions around the globe, new generations simulations help instructors bring real-world learning into class.

Peter and Heidi warmly welcome you to this non-commercial, interactive, and lively workshop, providing the following take-ways for educators who already use simulations and for those considering it:

Benefits of Simulations

1. How do educators, in over 80 institutions, currently blend simulations into undergraduate courses such as: Hotel Operations, F&B Management, Revenue Management, Finance and Accounting, Marketing & Sales, Human Resources, Asset Management, Strategic Management, and Capstone?
2. Why have simulations become so popular in Graduate programs?
3. How do educators use real-world simulation learning to bring STR SHARE Center, CHIA metrics, and benchmarking alive for students?
4. How have simulations impacted student engagement, course evaluations, and program reputation over the last 5 years?

New Generation Simulation Training

5. How do simulation really work behind the scenes?
6. How do instructors easily shape and scale a simulation to their specific course objectives and student level in just a few minutes.
7. How do instructors replicate any market scenario and hotel configuration with just a few clicks?
8. How can students receive complimentary certification to present to recruiters?
9. What are the 2016 simulation enhancements in REVsim, HOTELsim, F&Bsim, RATEsim, and PROFsim? And, which simulation is the perfect fit for a course?

We warmly welcome you to join us for a lively meet-up filled with practical information, a hands-on simulation experience, and idea sharing. Attendance is complimentary.



Peter Starks



Heidi Anaya



“An instructor who is dedicated to students.....
deserves a simulation partner who is dedicated to both of them”.

REDGlobal

In case you have questions about the workshop: pstarks@triad.rr.com ; heidico@gmail.com

The Inaugural APacCHRIE University Challenge Comes to a Great Finish!

The inaugural APacCHRIE University Challenge, which began at the beginning of March, came to an exciting conclusion on April 14th. We were delighted to have teams from the following schools competing: Far Eastern University (The Philippines), Singapore Institute of Technology, National Kaohsiung University of Hospitality and Tourism (Taiwan), William Angliss Institute (Australia), and The International Bali Tourism Institute (Indonesia).

The teams, comprised of four students and one instructor, competed in the Simulation Challenge in a competitive set of five (with one hotel operated by each school). Each week they made strategic decisions to improve the position of their hotels in the competitive set, with a focus on Market Share, Financials, Guest Satisfaction, and Associate Engagement. The winning team was the one with the hotel with the best overall balanced scorecard at the end of the four-week competition.

As they competed, the students were also completing their certification in Hotel Business Acumen via on-line learning modules, supplemented by weekly web conferences.

This was a very exciting competition and it came down to a very close finish. In the end, it was the team from National Kaohsiung University of Hospitality and Tourism (Taiwan) who were the winners with the second position going to the team from the William Angliss Institute (Australia).

Sincere congratulations to everyone! REDGlobal will be delighted to honour the top two teams at APacCHRIE 2017 in Bali.

Heidi Anaya
Director of Education - REDGlobal Group
heidi@redglobalgroup.com

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Coordinator - Global Understanding Course [GUC]
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Associate Professor Scott Richardson
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College of Business
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Dr Prathana Kannaovakun
Dean, Faculty of Hospitality and Tourism
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Vietnam Representative

Dr. Thu Thi Trinh
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