

APACCHRIE NEWSLETTER

NOVEMBER 2017

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APACCHRIE CONFERENCE 2017

The annual conference of APacCHRIE was hosted by The International Bali Tourism Institute in Bali, Indonesia on May 31 to Jun 3, 2017. With the theme being “Future of Hospitality and Tourism: Opportunities & Challenges”, it was well received with 223 papers and over 300 delegates from 29 countries.

At the Gala Dinner, the APacCHRIE Lifetime Achievement Award was also bestowed to Dr. Ho Kwon Ping, esteemed hotelier, Founder and Executive Chairman of Banyan Tree Holdings. Here we would like to thank all the organizing host and conference committee and students for their hard work, all the Board members who have spared their valuable time and effort to prepare for the conference, and last but not least, all the delegates who flew from their countries to attend the conference. Without any of you, the conference would not be successful.

The next APacCHRIE conference will be held in Guangzhou, China on 31 May – 2 Jun, 2018.

Hope to see you there!



Recall of
**The 15th APacCHRIE
Conference 2017**
Bali, Indonesia



APacCHRIE 2018

Guangzhou, China

UPCOMING

16th APacCHRIE CONFERENCE May 31 - June 02

Hosted by
Sun Yat-Sen Business School

Established in 1985, Sun Yat-sen Business School (SYSBS) was instituted to offer a broad range of business degree programs. SYSBS is one of the first schools to be engaged in business education in Mainland China. Today, SYSBS is regarded as a leading business education institution in China.



中山大學管理學院
SUN YAT-SEN BUSINESS SCHOOL
SYSBS

Conference Venue: Sun Yat-sen Kaifeng Hotel



The main conference venue will be the Sun Yat-sen Kaifeng Hotel. This hotel is located inside Sun Yat-sen University, The Sun Yat-sen Kaifeng Hotel is also located by the pearl-river, which means the hotel guests can enjoy beautiful river view in the hotel rooms.

For more information
visit the conference website:
www.apacchrie2018.com

For any inquiries or questions email:
apacchrie2018@hotmail.com



China

In 2016, the key ideas for China's tourism industry include "global tourism 全域旅游," "tourism toilet revolution," "mergers and acquisition," and "tourism 13th Five-Year Plan."

The new director of the China National Tourism Bureau stated "to push tourism development in China from 'scenic-based tourism' to global tourism," thereby emphasizing the position of the tourism industry in this country as a comprehensive industry.

Last year was the second year of the "tourism toilet revolution" in China, and over 25,000 toilets were built or remodeled in tourist destinations in this country.

Mergers and acquisitions are the critical points of the Chinese tourism market. The Lingnan Group Co., Ltd., merged its GZL International Travel Service Ltd., Garden Hotel, China Hotel, and other fine resources of the company into a listed company. CITS and HKCTS combined into China's tourism group to become the largest tourism enterprise in the country. Ctrip became a shareholder of China Eastern Airlines and purchased Travelling Bestone, Skycanner, which is an online tourism search engine; and two of the largest local travel agencies in North America, namely, Seagull Holiday and LL Tours. At present, Ctrip is emerging as a comprehensive tourism operator in the entire industrial chain. Wanda Tourism merged with Tongcheng Tourism to integrate online and offline resources. HNA Tourism purchased stocks of Gategroup, TAP Portugal, Virgin Australia, and Calson Travel Group to position the tourism airline industry globally. Evidently, large enterprises in China will step into the competitions of the future tourism market.

"Tourism 13th Five-Year Plan" was the framework document that directs the development of China's tourism industry in the next five years. This plan targets China's tourism market size to reach 6.7 billion people and the total income to reach 7 trillion RMB in 2020. Moreover, this plan consolidates the position of tourism as a mainstay industry in China. It proposes the

comprehensive contribution of tourism to the national economy to reach 12% and the comprehensive contribution rate to the dining, lodging, airline, and railway industries to reach above 85%. It also creates new jobs for over 1 million people.

Research Program

Guangdong Tourism Satellite Account Information System Program

On December 12, 2016, Prof. Liu Jingyan, Associate Prof. Wu Chenguang, Assistant Prof. Ye Haobing, and senior scientist Huang Xiang from the Business School of Sun Yat-Sen University were invited by UNWTO to share the research results and experiences of the Guangdong Tourism Satellite Account (GDTSA) project. UNWTO thought highly of the GDTSA program, which has immense potential to spread and apply in developing countries. Since 2011, the project team was entrusted by the Guangdong Tourism Administration and has implemented GDTSA for five years.

In 2012, the project team completed the GDTSA-2010 based on TSA Recommended Methodological Framework 2008. The contribution to the Guangdong GDP from tourism under the TSA framework was estimated for the first time. However, compiling has become a one-off work instead of a regular one because of its high cost, which is a common problem in China's regional TSA. Accordingly, implementing a longitudinal comparison of data is not feasible without the support of a regularly compiled TSA. To address this issue, the project team developed the GDTSA information system with the support from the Guangdong Tourism Administration. The GDTSA information system can automatically store and manage the Guangdong tourism statistics and compile the quarterly and annual GDTSA.

Prof. Jingyan Liu
Country/Regional Representatives-China
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Thailand - Phuket: A UNESCO City of Gastronomy

Thailand has recognized the significance of its culture, apart from its natural attractions, as a key factor that attracts tourists worldwide. In 2015, Thailand successfully launched the Discover Thainess Tourism Campaign to go along with the Amazing Thailand Campaign. The Discover Thainess Tourism Campaign aims to demonstrate the distinctive hospitable nature of the Thai people and other diverse cultural aspects of Thailand that make it a remarkable tourist destination. This campaign also stimulates the Thai people to take pride in their culture, realize the significance of the Thai way of life, and be considerably interested in their cultural identity.

Thai food is a key cultural element that is recognized as a major tourist attraction. Thai cuisine is local wisdom that has been passed on across generations. Thai food is divided into regional variations, and most restaurants have a wide range of Thai food menu from throughout the kingdom. A distinctive aspect of Thai food is the use of fresh herbs and spices. Thai food is known for being spicy and is actually based on a balance among various flavors. This balance is achieved by combining the varied flavors within an individual dish and contrasting flavors between different dishes in one meal.

Cultural elements, such as local festivals and cultural shows, reflect the Thai way of life, and Thai food has been embedded into Phuket tourism packages to enhance the quality of the tourist experience. Food has particularly become a key driver of tourism in Phuket and other key destinations in Thailand. A recent survey conducted by the Prince of Songkla University (PSU), Phuket Campus on the Phuket Tourist Experience revealed that local food and seafood are among the leading highlights of tourist experiences in Phuket. The beauty of its beaches and other natural attractions come second.

This finding does not suggest that food primarily attracts tourists to visit Phuket ahead of its natural resources. Instead, it suggests that enjoying local cuisine has become one of the most sought-after activities during their visit. Therefore, local cuisine and seafood are the ideal complement to fulfilling the experience of tourists, alongside the natural attractions.

On December 28, 2015, Phuket was declared a “City of Gastronomy” by the United Nations Educational, Scientific, and

Cultural Organization (UNESCO) because of the variety of cuisines offered on the island. Accordingly, Phuket has become the first city in Thailand and the 18th city in the world to receive such a designation.

This welcome year-end news prompted enthusiasm and satisfaction among local authorities, scholars, agencies, and entrepreneurs throughout the island in 2016. The local population has considered this accomplishment an immense opportunity for Phuket to realize its strengths in the charm of its natural environment and cuisine, thereby enabling this city to offer complete tourism services.

Several groups of people have collaborated to further promote and maximize this UN designation of Phuket. The governor of Phuket Province assigned PSU in Phuket to draft a strategic plan for the further utilization and development of this remarkable achievement. This draft has been completed and submitted to the governor’s office for further implementation. The plan encompasses different dimensions on food tourism, which includes healthy food, food safety and hygiene, the revival of the local Phuket food, and food festivals.

A significant upcoming event this year is the hosting of “Phuket Creative Gastronomy Cities Conference 2017. PSU Phuket is a member of the organizing committee that will welcome delegates from the other 17 UNESCO Cities of Gastronomy to a seminar and discussion on gastronomy values, as well as enjoy the experience of the local Thai cuisine in Phuket.





Singapore

In August 2016, the tourism industry of Singapore experienced a double-digit growth turnaround in terms of visitor arrivals. For the first eight months, Singapore received 11.3 million visitor arrivals, thereby showing a substantial growth of 10.3% over the same period in 2015. Market insights from the Singapore Tourism Board indicated that such growth was driven by leading source markets, such as China, Indonesia, and India.

In 2016, the Singapore government endeavored to ensure the growth momentum by allocating another S\$700 million to a third tranche of the Tourism Development Fund from 2016 to 2020. This tranche aims to support the transformation of the tourism sector in the following three areas:

- (i) product development to ensure that Singapore remains a destination-of-choice for visitors,
- (ii) technology adoption and innovation to enhance productivity, and
- (iii) enhancement of manpower capabilities to ensure that Singaporeans have the appropriate skills to benefit from the industry growth.

An annual growth of 3.2% was observed in gazetted hotel room revenues in the first half of 2016. Another development was the launching of the Hotel Transformation Roadmap in

November 2016 by Trade and Industry Minister Iswaran. The Hotel Transformation Roadmap aims to assist hotels in Singapore to transform their businesses to ensure sustainable growth. This roadmap includes initiatives to promote manpower-lean business models, innovation, internationalization, and workforce growth in the hotel industry. An example of the initiative is the grant for retrofitting old hotels to add features that will enhance productivity. This grant funds up to 70% of the costs for small and medium enterprises and up to 50% for other businesses.

Changi Airport's Terminal 4 is scheduled to be in operation by the second half of 2017. This development will increase the capacity of the airport by 16 million passengers or a 24% increase from the current 66 million, thereby further boosting the tourism industry of Singapore.

The tourism industry is optimistic that 2017 will continue to be a good year despite various unforeseen circumstances.

Ms. Margaret Heng
Country/Regional Representatives-Singapore
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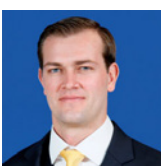
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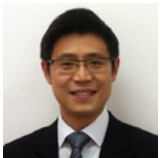
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