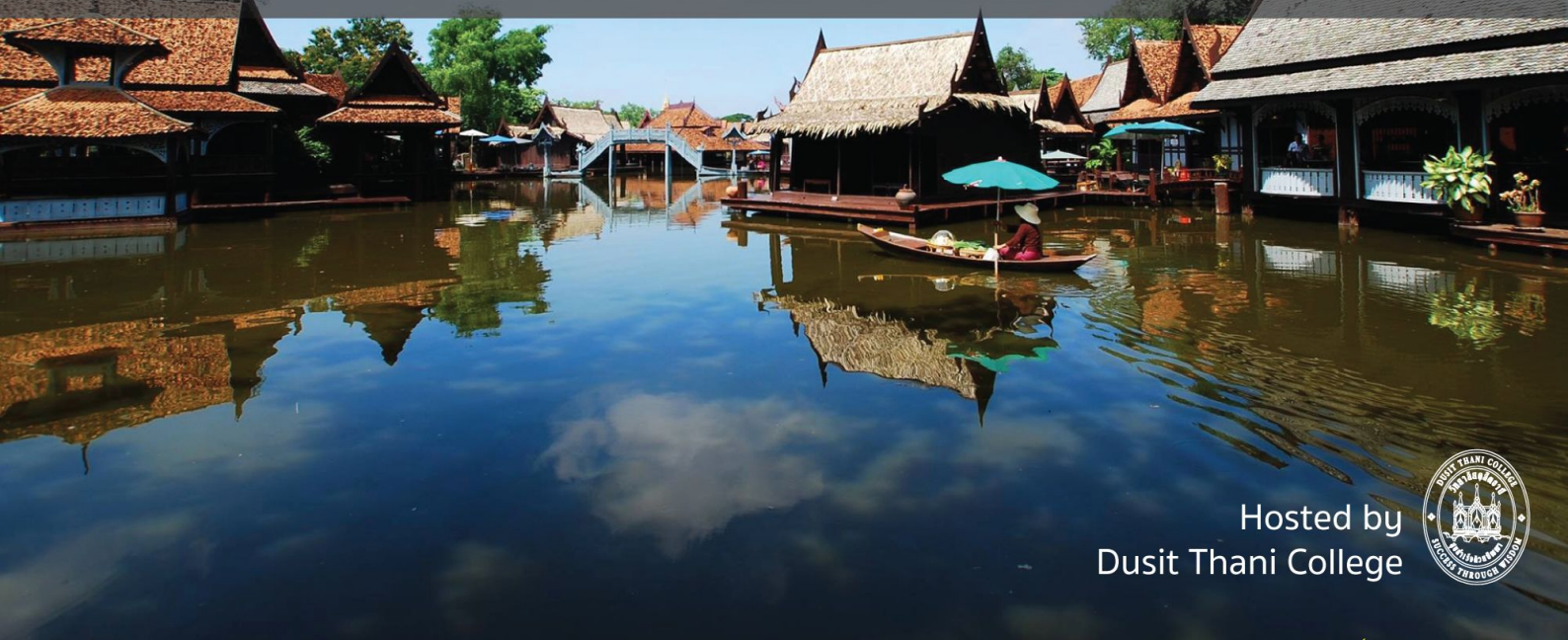


# 14<sup>th</sup> APacCHRIE Conference

"Crisis Management and Business Continuity in the Tourism Industry"

## 1<sup>st</sup> Newsletter



Hosted by  
Dusit Thani College



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## Register online now!

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[Info-bangkok@apacchrie2016.com](mailto:Info-bangkok@apacchrie2016.com)

# EXTENDED PAPER SUBMISSION

The conference host is pleased to invite hospitality and tourism researchers and practitioners to submit extended abstracts and industry presentations across a wide range of hospitality related research. We open for two types of submission: Working Papers (in the form of a 1,200-words extended abstract) and Full Papers of 3,000 – 4,000 words. Papers will be presented in either oral or poster form.

First submission (extended abstracts / full papers) 20 February 2016 (Extended)

Final revisions (extended abstracts / full papers) 20 March 2016 (Extended)

## PROGRAM UPDATE

### Tuesday 10 May 2016

09:00-17:00

Pre-conference workshop: "Certification in Hotel Industry Analytics"  
Train-the-Trainer session by AHLEI and STR Global (1<sup>st</sup> session)

### Wednesday 11 May 2016

09:00-15:00

APacCHRIE Board meeting (By invitation only)

16:30-17:30

Dean and Director's forum (By invitation only)

08:00

Registration start

#### Pre-conference workshop

09:00-12:00

Workshop: "Certification in Hotel Industry Analytics" Train-the-Trainer session by AHLEI and STR Global (2nd session)

09:00-12:00

Workshop: "HOTS simulation Train the Trainer" by Russell Partnership Technology

11:00-12:00

Workshop: Dubai: Building a 7 Stars City by The Emirates Academy of Hospitality Management

#### Conference Agenda

12:00-13:00

Welcome Lunch

13:00-14:30

Concurrent session 1

14:30-15:30

Concurrent session 2

15:30-16:00

Afternoon refreshment

16:00-17:30

Concurrent session 3

16:00-17:30

Women Academics in Tourism (WaiT) session "Career, Crisis and Continuity in the Tourism Academy: Challenges and Choices for Women"

18:00-19:00

First time attendees' reception

19:00-22:00

Welcome reception sponsored by:



### Thursday 12 May 2016

09:00-10:00

Opening ceremony

10:00-10:30

Industry Hour

10:30-11:00

Morning refreshment

11:00-12:30

Keynote Speaker 1& 2

12:30-13:30

Lunch

13:30-15:00

Panel Session

15:00-16:00

Afternoon refreshment / Poster presentation session

16:00-17:30

Concurrent workshop: Meet the Journal Editors

16:00-17:30

Concurrent workshop: Career Academy Workshop: Developing, writing and using case studies for educational purposes

### Friday 13 May 2016

09:00-10:30

Concurrent session 4

10:30-11:00

Morning refreshment

11:00-11:30

Industry Hour

11:30-12:00

APacCHRIE Annual General Meeting

12:00-13:00

Lunch

13:00-14:30

Concurrent session 5

14:30-15:30

Concurrent session 6

15:30-16:00

Afternoon refreshment

16:00-17:30

Concurrent session 7

18:30-21:00

Paper awards, Gala dinner, and Closing ceremony sponsored by:





# CONFERENCE VENUE

## Welcome to Dusit Thani Bangkok

Since opening in 1970, Dusit Thani Bangkok has become an icon of luxury in the heart of Thailand's capital, delivering distinctive service featuring Thai artistry and graciousness.

Dusit Thani Bangkok is a 5-star luxury hotel which embodies the very essence of Thailand and blends it with modern conveniences, affording guests a truly singular experience. The well-appointed rooms and suites feature distinctive Thai elements and include furnishings made of traditional materials, immersing guests in the mystique of the 'Land of Smiles'.

Dusit Thani offers a range of cuisine from around the world, as well as Devarana Spa, where guests can soothe their bodies and minds with signature treatments that fuse East and West.

Conveniently located adjacent to two rapid transit stations as well as the lush expanse of Lumpini Park, the luxury hotel is within close proximity to Bangkok's major business, shopping and entertainment districts.



**Dusit International** is delighted to offer the special rates to the delegates of 14th APacCHRIE 2016 for any pre or post stay with our Dusit Hotels & Resorts in Thailand.

**Validity:** May 8-11 and May 13-16, 2016

All reservations have to be channeled directly to the hotel quoting 14th APacCHRIE as to enjoy the special offer on or before May 1, 2016. All space is subject to each hotel or resort's availability.

**Guarantee Policy:** All reservations must be guaranteed with a valid credit card to be provided upon reservation. The hotel or resort reserves the right to release any non-guaranteed booking any time.

**Cancellation Policy:** Should the reservation need to be cancelled, the delegates must contact the individual property directly at least 72 hours in advance to avoid any possible cancellation charges.

**Payment:** All expenses will be settled upon departure by delegates either by cash or credit cards.

For more information, please visit our website

## SPECIAL OFFER!

for APacCHRIE 2016 attendee





# 7<sup>th</sup> APacCHRIE YOUTH CONFERENCE



## Program update

### Wednesday 11 May 2016

08:00

Registration start

18:00-20:00

Welcome reception @ My Bar sponsored by:



### Thursday 12 May 2016

09:00-10:00

Opening ceremony

10:00-10:30

Industry hour

10:30-11:00

Morning refreshment

11:00-13:00

Team activities: Building the bridges

13:00-14:00

Lunch

14:00-15:00

Keynote speaker 1&2

15:00-16:00

Afternoon refreshment (Exhibit Hall)

16:00-17:00

Panel session 1

17:00-17:30

Preparation session for team activity by STR Global

### Friday 13 May 2016

09:00-12:30

Team activities: Case study analysis by STR Global

12:30-14:00

Lunch with the industry

14:00-15:00

Panel session 2

15:00-16:00

Awareness session: Human Trafficking

16:00-16:30

Afternoon refreshment

16:30-17:00

Keynote speaker 3

18:30-21:00

Paper awards, Gala dinner, and Closing ceremony sponsored by:



# HOTEL BOOKING

The organising committee has secured room allocations close to the conference venue

**We are holding a limited number of room ! Book online now via the links on our website!**

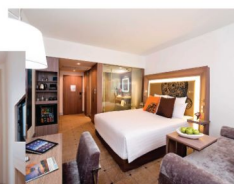
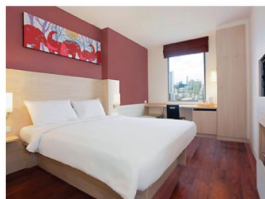
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BANGKOK



BANGKOK  
ON SIAM SQUARE



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## PRE-CONFERENCE WORKSHOP



### “Certification in Hotel Industry Analytics” Train-the-Trainer session by AHLEI and STR Global

You are cordially invited to attend a free train-the-trainer session for the “Certification in Hotel Industry Analytics” (CHIA) Prior to the APacCHRIE conference, on Tuesday May 10 (9:00-5:00) and Wednesday May 11 (9:00-1:00) Jointly offered by ICHRIE, AHLEI and STR Global; the CHIA has quickly become the most popular certification for hospitality and tourism students. Over 4,000 students (undergrad and grad), professors and industry professionals have received the CHIA certification. This session presents all of the training material and prepares professors to offer the CHIA to their students. Content includes industry definitions, terminology, formulas and methodologies. Training includes application exercises where students receive hands-on experience manipulating, analyzing and interpreting industry data for hotels and markets. A full outline is available, but major sections include:

- Hotel Industry Foundations
- Hotel Math Fundamentals
- Property Level Benchmarking
- Hotel Industry Performance Reports

Space is limited. If you are interested, please contact [sharecenter@str.com](mailto:sharecenter@str.com) or select to attend the workshop during your conference registration and we will be glad to reserve a seat for you and send you more information. We would be delighted to have you join us for a very educational and enjoyable time together.

### Dubai: Building a 7 Star City

Come and attend this session to learn about the latest developments of the city with the highest density of 5 star hotels - Dubai. Presented by The Emirates Academy of Hospitality Management, which is part of the Jumeirah Group that owns the world's most luxurious hotel, Burj Al Arab, this session will provide an insight to the numerous opportunities available in the exciting city of Dubai.

### HOTS Simulation – Train the Trainer Session

You are invited to attend our free morning session ahead of the Asia Pacific CHRIE Conference. The HOTS Simulation provides an excellent platform for both students and industry professionals to continue their learning and development after completing other exercises and certificates.

The HOTS Simulation places participants into the position of managing a hotel business in a virtual environment that mirrors the real world. This enables participants to take what they have learnt previously and apply this within an experiential learning environment. HOTS is utilised by both education and industry to teach and develop skills relating to revenue management, benchmarking and much more. This is a highly valuable exercise, which is being utilized to prepare students around the world for their first jobs in industry and with industry professionals to develop their skills and knowledge.

This TTT session will feature a quick introduction to the HOTS Simulation for those who are unfamiliar with the program, before moving on to an interactive revenue management exercise. By the end of the session you will understand what the simulation does and how this can be applied. The easiest way to learn how to use the simulation is to experience it for yourself. This will be an interactive, competitive and fun session which will be a great way to spend the morning.

To register, please select to attend the workshop during registering to the conference or send your email to [Registration@apacchrie2016.com](mailto:Registration@apacchrie2016.com)



Our sponsor

