

14th APacCHRIE Conference

"Crisis Management and Business Continuity in the Tourism Industry"

2nd Newsletter



Hosted by
Dusit Thani College

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Register online now!

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Info-bangkok@apacchrie2016.com

EARLY REGISTRATION DEADLINE

by 17 March 2016. Don't miss your chance !!

Online registration go to <https://www.apachrie2016.com/index.php/registration>

Early Registration (by 17 March 2016)

Member US\$ 320
Non-Member US\$ 370
Post Graduate Students US\$ 250
Youth Conference US\$ 100

Registration (after 17 March 2016)

Member US\$ 370
Non-Member US\$ 440
Post Graduate Students US\$ 300
Youth Conference US\$ 100

PROGRAM UPDATE

Pre-Conference Workshop

Tue 10 May 2016

09:00-17:00

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

Wednesday 11 May 2016

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, Sponsored by Jumeirah Group

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

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

11:00-12:00

Keynote Speaker 1

12:00-13:00

Lunch

13:00-13:30

Keynote Speaker 2

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

Concurrent workshop: Career Academy Workshop: Case study writing
and use for educational purpose

Friday 13 May 2016

09:00-10:30

Concurrent session 4

Concurrent workshop: Complimentary Simulations and Certifications
for Asia Educations

10:30-11:00

Morning refreshment

11:00-11:30

Industry Hour: New generation of enterprenour

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:



SPEAKER & PANELIST



Professor Kaye Chon

- Dean, Chair Professor and Walter Kwok Foundation
- Professor in International Hospitality Management of the School of Hotel and Tourism Management at the Hong Kong Polytechnic University



Ms. Suphajee Suthumpun

Group Chief Executive Officer at Dusit International, Thailand



Mr. Siradej Donavanik

Assistant Director-Project Investment at Dusit International, Thailand



Mr. Chanin Donavanik

Vice Chairman & Chairman of the Executive Committee (CEO) at Dusit International, Thailand



Yod Chinsupakul

CEO / Co-Founder of Wongnai
Owner of multiple restaurants



Dr. Fabien Fresnel

Chief Academic Officer at Ecole hôtelière de Lausanne



Mr. Bert van Walbeek

Vice President Area Business Development at Asia Pacific Safehotels Alliance



Mr. Samir Thapa

Executive Chairman at Silver Mountain Group, Nepal



Dr. Bongkosh Ngamsom Rittichaiuwat

Director - International Program in Hotel and Tourism Management at Siam University
Chair - Hotel & Tourism Association of Private Higher Education Institutions of Thailand



Professor Alexandros Paraskevas

Chair in Hospitality Management at the London College of Hospitality and Tourism in University of West London

7th 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

11:00-11:30

Keynote speaker 1

11:30-12:30

Panel session 1

12:30-13:30

Lunch

13:30-15:00

Team activities: Building the bridges

15:00-16:00

Afternoon refreshment (Exhibit Hall)

16:00-16:30

Keynote speaker 2

16:30-17:30

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:



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 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.



HOTS Simulation – Train the Trainer Session by Russell Partnership Technology

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



Dubai: Building a 7 Star City by the Emirate Academy of Hospitality Management, Sponsored by Jumeirah Group

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.

CONCURRENT WORKSHOP

Career, Crisis and Continuity in the Tourism Academy: Challenges and Choices for Women



The theme for the conference is “Crisis Management and Business Continuity in the Tourism Industry”. The title of this proposed session addresses this call by initiating conversations with tourism researchers on the rising trend of female researchers. Panellists will discuss the role gender play in the personal and professional lives of these “new” academics in tourism, and how the tourism academy in general should consider the changes that could and need to be made in the way we manage teaching, research and scholarship.

In this specific session at APacCHRIE, the objective is to engage both male and female academics to create a more inclusive academic community. There has been a growing body of work pointing to the mismatch between academic women’s career aspiration and leadership absences.

The session will be in the form of an introductory session followed by a broader panel discussion. The main speaker for the introduction will present research statistics on gender representation in the tourism academy. Panel speakers will be invited to kick-start the discussion with their own response to the presentation. It is proposed that the panellists represent middle and late career researchers, both males and females.

Meet the Journal Editors

Being a researcher is not an easy task to achieve as we have to sacrifice our time, patient, and effort in order to achieve our goal. However, what is beyond being a researcher is being a successful researcher. This panel will walk you through the life of the successful researchers / journal editors. The following topics will be discussed in the session,

- Lifestyle of journal editors
- Tips or secrets for becoming successful researchers.
- Challenges in becoming successful researcher: Do’s and Don’ts
- FAQs for publishing in a journal or being nominated in the best paper award

Case Study writing and use for educational purposes

The workshop aims to ‘train’, guide and motivate scholars to develop, write and use case studies for educational purposes. The workshop will reveal insights from award winning case studies from the ICHRIE Johnson & Wales Case Study Competition and the Journal of Hospitality & Tourism Cases. In addition, a robust methodology and detailed guidelines on how to write and structure case studies will be presented. Pedagogical strategies for integrating case studies into instructional methods will also be presented.

Delivered by Professor Marianna Sigala, University of South Australia

REDglobal Foundation: Complimentary Simulations and Certifications for Asia Educators.

“Tell me...I forget. Teach me...I remember. Involve me...I learn.” B. Franklin
We warmly welcome you to a free interactive, energizing, and informative session where you will learn:

- Complimentary simulations - how to easily insert gold-standard hospitality business simulation into core, elective, integrated, and capstone courses... for free.
- Complimentary certifications – how easily students can add free professional level certification to their coursework.
- Action Learning – how simulations get top marks for student engagement, course evaluations, and instructor enjoyment, reaching every level of Bloom’s Taxonomy while igniting student motivation.

You will enjoy:

- A demonstration of how easily simulations can be shaped within minutes to meet the exact learning objectives of your course. Customization is the key to modern simulations.
- Using a simulation as a student would, in a dynamic competition.
- How simulations turns ‘knowing’ into real skills and business mindset.
- An open discussion among experienced simulation users.

Join us to see how schools and companies in over 40 countries and 9 languages add robust reality into their courses in operations, revenue management, finance & accounting, human resources, marketing & sales, asset management, strategic management, and more.



PRE & POST TOUR

Pre Tour / May 10, 2016

Trip A1: Floating Market/ Thai Culture & Elephant Theme Show

Duration: 1 day (07:30 a.m. - 06:00 p.m.)

Trip A2: Famous Temples

Duration: half day (09:00 a.m. - 01:00 p.m.)



Post Tour / May 14, 2016

Trip C1: Bang Pa-In Summer Palace and Ayutthaya Historical Park

Duration: 1 day (07:30 a.m. - 06:00 p.m.)

Trip C2: Vimanmek Palace / Marble Temple

Duration: half day (09:00 a.m. - 01:00 p.m.)



More detail go to www.apacchrie2016.com

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