

Conference hosted by:



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

School of  
Hotel & Tourism Management  
酒店及旅遊業管理學院



Sponsored by:



# 9<sup>th</sup> APacCHRIE Conference E-Newsletter

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[www.polyu.edu.hk/htm/conference/APacCHRIE2011](http://www.polyu.edu.hk/htm/conference/APacCHRIE2011)

## APacCHRIE Conferences Development — From Past to Present



2003 Seoul, Korea

2004 Phuket, Thailand

2005 Kuala Lumpur, Malaysia

2006 Hualien, Taiwan



2007 Beijing, China

2008 Perth, Australia

2009 Singapore

2010 Phuket, Thailand



## 2011 - Hong Kong

In 2011, Hong Kong will be the destination for the 9<sup>th</sup> APacCHRIE Conference. Hong Kong is a unique place where East meets West, balancing a modernized way of life with traditional Chinese practices. Come explore Hong Kong's unique culture, please join us in this year conference and create an unique and memorable experience in Hong Kong.

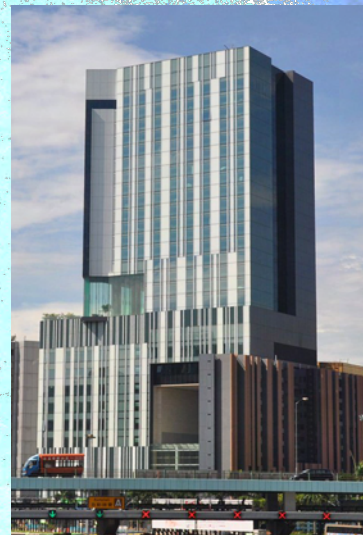
## Venue — Hotel ICON

Hotel ICON is a one-of-a-kind upscale hotel, not affiliated to any chain hotel brands. Fully owned by The Hong Kong Polytechnic University, it is also a teaching and research hotel built for its School of Hotel and Tourism Management. More than just a place to stay, it is a learning environment, offering guests in Hong Kong a unique Hotel.

The 28-storey tall hotel has 262 spacious guestrooms ranging from 36 to 80 square metres in size. Most rooms display spectacular view of the Victoria Harbour framed in the background by the impressive skyline of the Hong Kong Island. The components of this monumental hotel have been refined by a team of world-renowned architects and designers, including Sir Terence Conran from the United Kingdom, Rocco Yim of Rocco Design Architects Ltd from Hong Kong, and Patrick Blanc, the botanist and Vertical Garden designer from France.

The main hall of the Hotel is able to accommodate different meetings and events with its flexibility to be divided into four smaller spaces. It can cater events from a banquet or a theatre-style conference for up to 480 persons to small panel sessions which contain 30 persons. The venue is also equipped with the latest audio-visual, lighting and technical facilities, including wired and wireless Internet, providing the speakers best environment to present their ideas. Thus, Hotel ICON would be the best venue for holding the 9<sup>th</sup> APacCHRIE Conference.

The organizing committee of the 9<sup>th</sup> APacCHRIE Conference is delighted to work with Hotel ICON to organize this big conference and hopeful to dedicate all our best to the delegates in the 9<sup>th</sup> APacCHRIE Conference.



## Registration starts, join us now!

9<sup>th</sup> APacCHRIE Conference registration period starts now! Don't miss your golden chance to enjoy the early bird registration privilege! You are also welcome to bring your family members along you to attend the event. Registration fee is listed as follows:

	CHRIE Members	Non-CHRIE Members
Early bird (on or before 27 <sup>th</sup> April, 2011)	USD 280 (HKD 2184)	USD 360 (HKD 2808)
Normal ( 28 <sup>th</sup> April, 2011 onwards)	USD 360 (HKD 2808)	USD440 (HKD 3432)
Spouse and Post-Graduate Students	USD180 (HKD 1404) or USD250 (HKD 1950) – with Farewell Dinner	

For more details, please visit our [official website](#) under “Registration”.

**9<sup>th</sup> APacCHRIE Conference Organizing Committee sincerely invites you to join us for the conference**



## Back of the Scene - the 9<sup>th</sup> APacCHRIE Organizing Committee

### Winter Board Meeting

Date: 15th January 2011

Weather: Sunny

Today is an important date for us as the Organizing Committee of 9<sup>th</sup> APacCHRIE Conference as we had a special appointment with the Conference's VIP - the Board Members of APacCHRIE. Six of us as representatives presented our proposed plans during the meeting.

After the presentation, Professor Kaye Chon, SHTM Director and the founding chairman hosted a lunch session at the New Training Restaurant at Hotel ICON – Bistro 79. We are glad to have the valuable opportunity to learn from the Board Members on their past conferences experience and the latest industry trends. We are graceful to be given the chance of presenting our ideas to the Board. In the coming days, we will try hard to make the conference the BEST :)

### Chinese Tea Reception

Date: 19<sup>th</sup> January 2011

Weather: Sunny and windy

Today is the start of the Semester 2, we are all excited about meeting with each other again after the long holiday. Also, today is a big day for us to hold our first publicity event – Chinese Tea Reception. In order to promote the 9<sup>th</sup> APacCHRIE Conference and encourage paper submissions, we, the Organizing Committee especially hosted a Chinese Tea Reception at the new SHTM premises in Hotel ICON.

The event was successfully held and attracted over 40 participants from SHTM to share their research ideas and paper writing progress. During the tea reception, we are also very honored to have Professor Kaye Chon to share the history of APacCHRIE and the pleasure of SHTM to host the annual conference at the organization's birth place – Hong Kong.

As Dim-Sum is one of the most well-known Chinese food, we made a variety of Dim-Sum as our warm regards to the guest with the assistance of Dim-Sum Master Mr. Stephen Kung, Lecturer from IVE and our SHTM lecturer Ms. Alice To. We are glad that all the guest enjoyed the Dim-Sum and social time. Today's event sets a good start and we will work harder for the upcoming publicity activities of the conference.



1. Our committee members presenting ideas to Prof. K. Chon
2. Our committee members making the delicious spring roll
3. Group photo for Chinese Tea Reception
4. Prof. K. Chon introducing the history of ApacCHRIE