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APacCHRIE  
Conference  
2015

# APACCHRIE NEWSLETTER

December 2014

ASIA PACIFIC  
**CHRIE**  
*The Hospitality &  
Tourism Educators*

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## PRESIDENT'S DESK

Qu Xiao, Ph.D.

Associate Professor  
School of Hotel & Tourism Management  
The Hong Kong Polytechnic University



Dear APacCHRIE members and friends,

Season's Greetings!

As a successful year in the history of APacCHRIE, 2014 will be remembered with a number of joyful and important highlights, such as our well organized and attended annual conference in Kuala Lumpur, Malaysia, constant growth of membership, strengthened ties and collaboration with EuroCHRIE, and many innovative activities within the Asia-Pacific region with strong support from the industry.

APacCHRIE will enter its 13th year in 2015. Reaching and better serving our current and future members will be our top priority. Exploring new opportunities and thinking and acting strategically will also be critical to our further growth. I would like to take this opportunity to invite you to share with me and other board members your thoughts, concerns and suggestions. Let's keep up with our efforts in building a more vibrant and supportive community of hospitality and tourism educators.

I wish you and your loved ones a wonderful holiday season and a very happy new year! I also look forward to meeting and speaking with you at our next annual conference, to be held in beautiful Auckland, New Zealand on 10-13 June 2015!

Qu Xiao, Ph.D.  
APacCHRIE President

# UPCOMING

## AUT HOSTS THE 13<sup>th</sup> APacCHRIE CONFERENCE

**13<sup>th</sup> APacCHRIE Conference 2015 in conjunction with APF Conference**  
“Hospitality and Tourism in a Greening World: Challenges and Opportunities”

**10-13 June 2015 | Auckland, New Zealand**

Auckland University of Technology (AUT) proudly hosts the 13th APacCHRIE Conference in conjunction with the 14th Asia Pacific Forum for Graduate Students Research in Tourism (APF). In 2015, two premier research conferences in hospitality and tourism occur at the same time (10-13 June), in the same place, Viaduct Events Centre in Auckland, New Zealand.

### Auckland, New Zealand the Pacific meeting place

A world-class event demands a world-class destination and Auckland has it all. New Zealand's largest city is a premier convention and incentive destination and home to a vast array of hotels, venues, attractions and touring options.

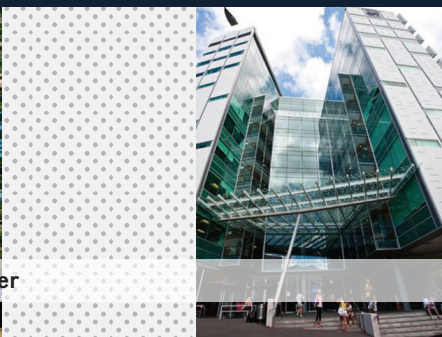
**Visit the conference website on**  
[www.apacchrie2015.co.nz](http://www.apacchrie2015.co.nz)



**The host**  
**the School of Hospitality and Tourism at**  
**the Auckland University of Technology**

Auckland University of Technology (AUT), New Zealand's newest university, was formed on 1 January 2000 when the 100 year old Auckland Institute of Technology was granted university status. By the end of 2013, AUT had 27,300 students, of which 3,600 were international students. The School of Hospitality and Tourism at Auckland University of Technology has 70 full-time academic staff who teach and research in the hospitality, tourism, culinary and events fields.

The School has a long history in the field, commencing as a catering school in the early 1960s, and is now the largest Hospitality and Tourism School in New Zealand. The School offers programmes ranging from pre-degree certificates and diplomas to PhDs, including undergraduate degrees in culinary arts, hospitality, tourism and events, and postgraduate degrees in hospitality and tourism. The School currently has over 1800 students, of which 20% are international students.





## Call for papers the Pacific meeting place

The conference theme, *Hospitality and Tourism in a Greening World: Challenges and Opportunities*, acknowledges issues of sustainability facing hospitality, tourism and events research, education and practice. This conference is an opportunity to engage in debate about how to adapt, innovate and be resilient at a time when sustainability has become a prominent issue. The conference theme also targets general issues around hospitality,

tourism and events in a global community, and incorporates discussions related to adaptation, benchmarking, and innovation in related education, research, and practice.

Two types of submission are invited: working papers (in the form of a 1200 word extended abstract), and full papers of 3000 - 4000 words. Papers will be presented in either oral (i.e. stand up presentation) or poster form.



## No reira, nau mai haere mai ki Aotearoa

We look forward to welcoming you to Aotearoa, the land of the long white cloud.



[www.facebook.com/apacchrie2015](http://www.facebook.com/apacchrie2015)



[#apacchrie2015](https://twitter.com/apacchrie2015)



[#apacchrie2015](https://www.instagram.com/apacchrie2015)

## Important dates

### Submission deadlines:

First submission (extended abstracts / full papers) **23 January 2015**

Final revisions (extended abstracts / full papers) **17 April 2015**

Paper submissions: [papers@apacchrie2015.com](mailto:papers@apacchrie2015.com)

General information: [info@apacchrie2015.com](mailto:info@apacchrie2015.com)

For more details, please go to the website: [www.apacchrie2015.co.nz](http://www.apacchrie2015.co.nz)

We look forward to welcoming you to the beautiful islands of Aotearoa New Zealand!

Peter Kim, PhD

Conference Chair – 2015 APacCHRIE/APF Conference







## Recall of the 12<sup>th</sup> APacCHRIE Conference & the 5<sup>th</sup> APacCHRIE Youth Conference, Kuala Lumpur, Malaysia



### Breaking Barriers Shifting Gears

Date: 21-24 May 2014

Venue: Sunway Resort Hotel & Spa (Sunway Convention Centre), Bandar Sunway, Selangor, Malaysia & Taylor's University, Lakeside Campus, Subang Jaya, Selangor, Malaysia

### "MAKAN – MAKAN"

Motivation – Action – Knowledge – Achievement – No Boundaries

Date: 21-24 May 2014

Venue: Sunway Resort Hotel & Spa (Sunway Convention Centre), Bandar Sunway, Selangor, Malaysia & Taylor's University, Lakeside Campus, Subang Jaya, Selangor, Malaysia

The School of Hospitality, Tourism and Culinary Arts (TCHT) scaled new heights in tourism & hospitality education in bringing together more than 350 delegates from over 30 countries for the advent of two prestigious international Conferences. These conferences is another historical milestone for Taylor's University, School of Hospitality, Tourism and Culinary Arts to organize two international conferences simultaneously from 21 to 24 May 2014 in

our Lakeside Campus and Sunway Resort & Spa. A total of 30 distinguished keynote speakers and panelists from different continents delivered their speech in respective conferences. Relentless support from sponsorship of 14 high impact journals and industry-focused workshops by Smith Travel Research and Red Global, not to forget the support of the Ministry of Tourism and Culture Malaysia who sponsored the Grand Gala Dinner of APacCHRIE. The conference was officially

opened on the 22nd of May 2014 by YBhg Datuk Prof Dr Roziah Binti Omar, Deputy Director General From The Minister of Education, Malaysia on behalf of Y.Bhg Datuk Dr. Madinah bte Mohamad, Secretary-General, Ministry of Education Malaysia. This Conference Week (21-24 May 2014) was an important milestone for TCHT in the realization of its mission to be the finest School of Tourism and Hospitality Management in Asia.



# Recall of the ICHRIE 2014 & EuroCHRIE 2014 Conferences



## Country Reports China

Within the past year, China's tourism industry has developed rapidly with the strong support of government policies. The National Tourism Administration of China (CNTA) and other national government departments are beginning to implement the Wealth Project of Rural Tourism, which is set improve the overall development of China's tourism industry and help the poor. With the purpose of enhancing farmer employment and income, the government decided to vigorously focus on rural tourism based on scenic spots in China's vast countryside.

Increasing attention is also being paid to the scientific measurement of tourism's contribution to the national economy, such as through the Tourism Satellite Account (TSA) data information system construction and application in Guangdong province, which has made major progress in terms of the tourism statistics.



To speed up the development of marine tourism, a range of tourism policies and measures has been gradually established. For instance, the "Development plan for the Chinese cruise industry" was launched by the CNTA in March 2014, providing clear guidance. Moreover, vigor has been injected into Hainan Island this year, with new construction in full swing.

Since the enactment of China's tourism law in 2013, the tourism industry has become more standardized step by step. The CNTA announced during the year that the national tourism standardization technical committee had completed its approval of travel agency grades, which were published

to gather public opinions, pushing the issue of grade estimation for travel agencies to the national level. According to the new standard, travel agencies will be divided into five levels, such as A, 2A, 3A, 4A and 5A, similar those for scenic spots.

Internationally, Chinese tourists have captured attention from all over the world. Through rapid growth in recent years, China has become one of the biggest tourist source countries, and the mighty purchasing power of the Chinese tourist is now affecting the world tourism market. In the near future, neighboring countries will continue to be the main tourist destinations for Chinese visitors, while remote areas





such as Europe, North America and Oceania will see a constantly expanding Chinese market share.

On top of that, high-end tourism is on the rise in China. A major industry report, "The Chinese luxury traveler 2014", indicated during the year that the combination of standard products and flexible customized products will become the mainstream in China's high-end tourism market. Additionally, over 60% of domestic tourists are in the age range of 35 to 50, which indicates a low tendency for aging in that market.

*Professor Jingyan Liu,  
Country Representative (China)  
Director, Hospitality and Service  
Management Department, Business  
School, Sun Yat-Sen University*



## Country Reports

# New Zealand

New Zealand has an increasingly positive tourism outlook with tourism numbers rising year-on-year. This means that as an industry we are continually looking for good and qualified staff, but like many countries battle the view that hotels, hospitality and tourism is not supported as a career option in many of our schools. Consequently, we rely heavily on immigrants and part-time employees.

Just 4 years ago, Christchurch suffered a major earthquake (6.7 on the Richter scale) that crippled the city and reduced hotel accommodation by about 75%. This has naturally had a major negative impact on tourism in the South

Island of New Zealand. However, Christchurch as a city and New Zealand as a country have not let this deter them from having a great tourism product to offer the world.

The South Pacific region continues to attract a growing number of new tourists, and this is necessitating a growing number of new, qualified, trained and educated employees.

*Dr. Anthony Brien,  
Country Representative  
(New Zealand)  
Senior Lecturer, Department of  
Business Management, Marketing  
and Law, Faculty of Agribusiness  
and Commerce, Lincoln University*







## Country Reports Thailand

Since the military took power peacefully to resolve political unrest and conflict in May 2014, the political situation in Thailand has been much more stable. As one of the premier tourist destinations in the world, Thailand receives around 7% of its GDP from international tourism revenue. The tourism industry in Thailand is wide-awake again as foreign tourist arrivals to the country rose in October for the first time this year, recording a 6.14% increase over the same month last year. The country's biggest tourist market for the month was China, which provided 23% of all visitors, jumping 67% from a year earlier. Another factor impacting tourism in Thailand is the growth of East Asian tourists, as was seen in November, which was due to the political stability and is likely to increase with many more events and festivals to come.

*Mrs. Veera Pardpattanapanich  
Country Representative (Thailand)  
Rector, Dusit Thani College*



## Country Reports Philippines

In 2012, a global campaign under the simple yet catchy slogan "It's More Fun in the Philippines" was launched to create a heightened level of awareness of the Philippines as a destination of choice for tourists. The slogan immediately became viral on the Internet and captured the attention of the international media as well as large numbers of potential inbound arrivals.

Excitement was in the air for Philippine tourism this year. A number of low cost airlines went beyond their usual domestic travel to offer international travel to and from the Philippines and many Asian countries, the Middle East and Australia.

According to our Department of Tourism, the Philippines was named Destination of the Year at the 25th Annual TTG Travel Awards 2014.

The Philippines was also confirmed to host the very first Madrid Fusión – Manila in April 2015. Madrid Fusión, Spain's famed culinary event, has established itself as one of the leading international gastronomy gatherings held annually in Madrid and attended by elite chefs and

experts in the culinary field to discuss trends, the evolution of tastes, and new food habits.

With the booming tourism industry, the Department of Tourism and Canada, in conjunction with the Asian Development Bank, are cognizant of the fact that a better skilled workforce is needed, as it will lead to quality services. With that in mind they awarded grants for tourism human resource development to select areas: Davao City, Cebu City, and Bohol and Palawan.

With all of these, it really will be a more FUN experience for any tourist to visit the Philippines whether to enjoy the sun and surf at our white sand beaches, to shop until they drop in our malls, simply eat their heart out with our street food and in fancy restaurants or spend hours of bliss and serenity in our spas. Whatever you want, we have it all in the Philippines. This is the country where FUN NEVER ENDS!

*Joji Ilagan Bian  
Country Representative (Philippines)  
Chairperson, Joji Ilagan Schools  
Foundation Inc.*