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Conference 2015
Updates

APACCHRIE NEWSLETTER

June 2015



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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,

Among a number of important APacCHRIE member benefits is our annual conference. At this moment, I believe we are all looking forward to another great conference soon to be hosted by AUT in Auckland, New Zealand. The AUT organizing team, led by Dr. Peter Kim, has been working day-in and day-out preparing the conference over the past 12 months, and we are confident that you will be amazed by their wonderful hospitality. On 10-13 June, delegates from all over the world will have the opportunity not only to exchange views and insights about teaching, research and our industry, and to develop professional partnerships, but also to meet new friends and strengthen existing friendships.

In the first half of this year, several other events have also been significant. The APacCHRIE Board had a productive gathering in Manila, The Philippines on the 31st of January. Among the most significant outcomes of the meeting was the selection of the host of our conference next year. I am

pleased to report that Dusit Thani College in Bangkok, Thailand was awarded the right to host the 14th APacCHRIE Conference in May 2016. Board members also visited the Lyceum of the Philippines University (LPU) in Manila. Thanks to great organizing efforts led by our Vice President Ma. Christina G. Aquino, the LPU-APacCHRIE Lecture Research Forum in Manila was very successful. Joint events between APacCHRIE and dedicated host institutions such as LPU are a proven effective way for us to extend our support to local hospitality institutions, and we will continue to organize similar events that take APacCHRIE expertise and services to more countries in the region.

My attendance at the I-CHRIE Board Meeting in Orlando was fruitful, with many critical issues on membership benefits being discussed and better understandings and stronger collaborative relationships being built between APacCHRIE and the other federations, particularly with EuroCHRIE.



Another recent development reflects the critical importance of ongoing support from the industry to our success. It is with great pleasure that I can announce the STR SHARE Center as the first Strategic Industry Partner of APacCHRIE. We both look forward to a very productive commitment in this new partnership.

While there is much exciting news to share, our region also suffered great losses caused by the two devastating earthquakes in Nepal in the last two months. With a record death toll and hundreds of thousands of people still struggling in the country, many of our APacCHRIE member institutions acted rapidly in providing financial and moral support through various means. APacCHRIE also immediately approved financial assistance of US\$2,000 through a direct donation to the Nepal Red Cross Society. We will also hold a silent auction at the Auckland conference to raise funds for the Nepalese people, and I do hope you will try your very best to participate in this meaningful activity.

Our endeavors to better serve members and further grow APacCHRIE will continue throughout the year, but they will not succeed without your participation and support. On the 31st of July, we will hold an APacCHRIE meeting during the I-CHRIE summer conference in Orlando, USA, and on the 13th of November APacCHRIE will support the 1st International Symposium on Hospitality and Tourism, hosted by Sekolah Tinggi Pariwisata Bali International (STPBI). Once again I would like to invite you to attend the various APacCHRIE events and to share with me and other board members your concerns and suggestions. Your thoughts are important.

I look forward to meeting and speaking with as many of you as possible in Auckland and at other events this year!

Qu Xiao, Ph.D.
APacCHRIE President



CONFERENCE

THE 13th APacCHRIE CONFERENCE

Conference Theme:
Hospitality and Tourism in a Greening
World: Challenges and Opportunities



VENUE: The award-winning ANZ Viaduct Events Centre

Sustainability Features

The award-winning ANZ Viaduct Events Centre has been designed to achieve a five-star rating in the New Zealand Green Building Council environmental rating system. Its energy costs and water consumption are up to 60% lower than a conventional office building.

PROGRAMME UPDATES

	Tuesday 09 June 2015	Wednesday 10 June 2015	Thursday 11 June 2015	Friday 12 June 2015	Saturday 13 June 2015
Morning	STR pre-conference workshop	STR pre-conference workshop APacCHRIE board meeting & Lunch Registration opens	Registration open Conference Opening and Welcome Keynote 1 Keynote 2 Morning tea Panel discussion 1 Conference lunch – Welcoming lunch for new APacCHRIE members and first-time attendees	Registration open Keynote 3 Panel discussion 2 Panel discussion 3 Morning tea Paper presentations 5 Conference lunch	Post-conference tours
Afternoon	STR pre-conference workshop	Emirates Academy workshop Work Integrated Learning Workshop STR/HOTS workshop Paper presentations 1 Afternoon tea Paper presentations 2 Dean's/Director's forum	Paper presentations 3 Afternoon tea Paper presentations 4 APacCHRIE annual general meeting	Paper presentations 6 Afternoon tea Poster presentations EventsAIR Workshop Paper presentations 7	
Evening		Pōwhiri (traditional Māori welcome) Welcome reception	Explore Auckland: Dinner own arrangements	Conference Gala Dinner 2016 APacCHRIE, / 2016 APF Awards Ceremony	

Panel discussion

“Hospitality/Tourism as a discipline of study:
Issues & challenges.”

Panellists:

Prof Maureen Brookes
Oxford Brookes University

Prof Kaye Chon
The Hong Kong Polytechnic University

Prof Nigel Hemmington
Auckland University of Technology

Mr Steve Hood
Smith Travel Research

Prof Elizabeth Roberts
Southern Cross University

Mr Alan Williams (Moderator)
Australian School of Management

Keynote speakers

Hon Paula Bennett

Associate Minister of Tourism and Finance,
Minister of Local Government,
Social Housing, State Services



Simon Milne

Professor of Tourism,
Director of the New Zealand Tourism
Research Institute,
Auckland University of Technology



Krishna Botica

Auckland Branch President,
Restaurant Association of New Zealand



Pre-conference workshops

“Training the Trainer (TTT)”

CHIA TTT and HOTS TTT - June 9th, 10th
We are pleased to announce two workshops
Train-the-Trainer workshop for the
“Certification in Hotel Industry Analytics”
(CHIA) by Smith Travel Research and HOTS
TTT by the Total Simulator Company. There
will be a one day version of the training on
Wednesday June 10 and a two day version
on June 9 and 10.

Post-conference tours

Tour Options:

- Auckland Sky Tower
- Auckland Adventure Duck
- Auckland Whale & Dolphin Safari
- Discover-Middle Earth - Hobbiton Film Set Tour
- Waitomo & Rotorua Deluxe Day Tour
- Waitomo caves and Polynesian Spa

Visit the conference website for the Tour
Reservation Form!



YOUTH CONFERENCE

PROGRAMME UPDATES

	Thursday 11 June 2015	Friday 12 June 2015
Morning	Youth Conference Orientation	Keynote 3
	Keynote 1	Morning Tea
	Keynote 2	Students Forum
	Youth Conference Registration	
Afternoon	Conference Lunch	Industry Panel Discussion
	Conference Poster Sessions	Conference Award Lunch
	Academic Panel Discussion	EventsAIR Workshop
Evening	Youth Conference Dinner	End of Conference

STR SHARE CENTER

APacCHRIE's First Strategic Industry Partner

APacCHRIE is pleased to introduce to members and friends our very first Strategic Industry Partner – the STR SHARE Center. Many of you already know about the Center, which was launched in 2011 with a mission of supporting hotel-related academic research and education. Under the leadership of Steve Hood, Senior Vice President –Research of STR, Founding Director of the SHARE Center, and a long time friend and supporter of APacCHRIE, the Center has provided 450 member schools in 55 countries with invaluable hotel and tourism data, as well as related resources for research, student projects and other classroom uses. In addition, it provides members

- training programs and materials;
- global industry articles and publications;
- webinars for faculty and students;
- speaker support for academics;
- regular educator newsletters; and
- access to educator forums connecting academia with industry.

To answer calls for an industry “stamp of approval” process, in 2012 the STR SHARE Center launched Certification in Hotel Industry Analytics (CHIA), which is offered jointly with ICHRIE, AH&LEI and STR for undergraduate and postgraduate students as well as professors. Thousands of students have now received CHIA certification, and nearly 600 professors from around the world have participated in CHIA Train-the-Trainer sessions.

Now also including an industry version of the certification for industry professionals, CHIA certification provides recognition of having attained a thorough knowledge of foundational data analytics and strategic benchmarking, which are essential in the industry today.

To find out more about upcoming STR SHARE Center Educator Workshops and CHIA/ HIFIA Train-the Trainer Sessions at various locations in the UK, Australia, New Zealand, China, Singapore and the US., please contact sharecenter@str.com.



Country Reports

Bali, Indonesia

Bali is an island among 17,504 islands in Indonesia, known as the largest archipelago which is located on the equator, situated between the continents of Asia and Australia and between the Pacific and the Indian Oceans. Bali is one of the most favorite tourist destinations in the world and for few years awarded as the world best island by The International Travel Magazine. Bali has all the 3 criteria of tourist attractions such as natural attractions, cultural attractions, and manmade attractions. The rapid growth of development in tourism has had a big impact and influences to Bali tradition and lifestyle. Interestingly, Balinese culture is still as what it was, growing along with the globalization. It is the Balinese civilization that makes the island different from other destination.

Sekolah Tinggi Pariwisata Bali Internasional (STPBI), a higher institution on Hotel and Tourism will proudly host the 1st International Symposium on Hospitality and Tourism (I-SYMPHONIT) on 13th-15th November 2015, with the theme of Forging Ahead in the Challenging Growth: Hospitality and Tourism. We are looking forward to welcoming you in Bali, Indonesia.

STPBI Committee



Country Reports

China

The tourism industry is becoming the growth area of the "new normal" economy in China. In first quarter of 2015, the industry maintained steady and rapid development. The domestic tourism market grew rapidly, the inbound market returned to growth, and the outbound market continued on its path of accelerating growth. The China Tourism Academy's tourism booking indicator is now at 108, the second quarter will see 80.28% of residents desiring to travel, and across the first half of the year tourist numbers will reach 2.06 billion and tourism income will be 1700 billion yuan. Both leisure and business travel will see increases in their overall market share, which will be a rational and sustainable outcome.

In the first quarter of this year, direct investment for tourism in China rose by 35% to 1062 billion yuan (US\$171.1 billion). Importantly, the rate of tourism investment growth was much higher than the rate of total investment in fixed assets for the whole country. Among the various areas of the Chinese tourism industry, investment has continued to increase in online tourism and mobile tourism. The recent influx into the market of online and mobile tourism operators has created a welcome scenario of heightened competition.

With the rapid development of its tourism industry, China is also facing challenges such as 'civilization construction'. A government official

recently pointed out that restrooms mirror the degree of civilization in a country, and should be a symbol of modernization. Thus, the China National Tourism Administration has convened meetings, and will cooperate with each of the country's regions to build 33,000 new restrooms and reconstruct 24,000 existing restrooms at tourism destinations in the next three years.

Along with the rapid development of the domestic tourism industry, international cooperation on academic research has been further enhanced. A strategic partnership agreement has been reached between the International Journal of Contemporary Hospitality Management (IJCHM) and the Department of Hospitality and Service Management (DHSM) at Sun Yat-Sen University's School of Business (SYSBS). SYSBS is the only business school in China to have established a partnership with an international hospitality and tourism journal. This is an innovative mode of academic partnership that echoes the rapid development of hospitality research and practice in the Asia Pacific region. Given the exponential development of the hospitality industry in China over the last two decades and the tremendous growth potential of the Asia Pacific region, we believe that this strategic partnership will be greatly beneficial for both IJCHM and SYSBS.

*Prof. Jingyan Liu,
Country Representative (China)*



Country Reports

New Zealand

Greetings from New Zealand – Aotearoa (the Land of the Long White Cloud).

New Zealand looks forward to welcoming members to the APacCHRIE conference in Auckland in June 2015.

The New Zealand tourism industry continues to grow with increasing numbers of international and domestic tourists. This increase has seen subsequent increases in hotel room occupancy and average-daily-rates, both which have been lagging in the past years when compared to other international destinations.

With regard employment within the industry, New Zealand continues to struggle to attract employees to the hotel/restaurant/hospitality industry in terms of a career with most hotels reporting high employee turnover. Hotels acknowledge that pay is the main reason for it not being an attractive industry to work in, whether in attracting new employee or retaining existing. While this is an international problem, we as educators must continue our excellent work in educating those who do wish to join this sector.

New Zealand is now officially in winter, however, temperatures have been well above average – great to some travelling around New Zealand after the APacCHRIE conference.

*Dr. Anthony Brien,
Country Representative (New Zealand)*



Country Reports

The Philippines

Visit Philippine Year (VPY) 2015 will make the Philippines the tourism hub and mecca of the ASEAN. With the aim of attracting 10 million visitors in the Philippines the potential of both traditional and non-traditional tourist attractions will be anchored on five themes—arts and culture; lifestyle and entertainment; travel and adventure; year-round sporting events and business.

There will be one to a hundred reasons that will bring tourists to the different regions of the country. This already started with the papal visit in January; Madrid Fusion Manila in April; and MTV Music Evolution in May to the Asia Pacific Economic Cooperation [APEC] Ministerial Meetings and Leaders' Summit where 21 heads of state and 46 ministers, 10,000 economic leaders, support staff and international journalists will be coming into the country.

VPY2015 will feature an exciting mix of events and activities, as well as the unveiling of more historic treasures, natural wonders and unforgettable adventures.

The Sinulog of Cebu Dinagyang of Iloilo and Ati-atihan of Aklan and the Kadaywan of Davao are just some of the examples that show the rich arts and culture that will create lasting impression on the visitors. Likewise the centuries-old baroque churches, historical museums and various regional arts and craftsmanship will enrich the tourists' appreciation of the country's cultural heritage.

We can offer a lot in natural wonders and biodiversity to enable tourists to commune

with nature; give nature lovers the activity they want from surfing, diving and cruising. World heritage sites, such as the Banaue Rice Terraces and the Palawan Underground River continue to inspire awe even among jaded travelers.

As far as sports tourism is concerned, tourists will have their schedules full as the country will play host to international events, such as the Iron Man and Xterra triathlons, and the CWC International Wakeboarding Competition. There are also local sporting to watch, such as the International Dragon Boat Race in Boracay and the series of marathons and triathlons that have attracted foreign participation.

Educational Institutions and hospitality and tourism schools had committed to ensure the continuous training of highly skilled and competent manpower and personnel to meet the growing demands of the industry. Our schools are also preparing for the K12 program whose implementation will start this year. Hospitality and Tourism tracks will be one of the vocational pathways that students in Grades 11-12 can choose to pursue.

Airlines, hotels, resorts, national tourism organizations, domestic tour operators, travel agencies and other stakeholders in the tourism industry are now in the midst of making the 2015 Visit Philippine Year full of excitement and thrill for the all the visitors.

*Ms. Joji Ilagan Bian,
Country Representative (Philippines)*



Country Reports

Singapore

2014 ended on a mixed note for the tourism industry in Singapore. Based on statistics from the Singapore Tourism Board, its total visitor arrivals dipped 3% to 15.1 million tourists compared to 2014. The uncertain global economic environment, increasing regional competition and a relatively strong Singapore dollar are all contributing factors of more challenges ahead in 2015. For the first two months of 2015, there was a decline of 5% visitor arrivals, compared to the same period in 2014.

At the industry sector level, the hotel sector recorded an average occupancy rate of 85% in 2014, marginally lower than 2013 whilst the average room rate remain unchanged at S\$258. The average occupancy rate and average room rate for the period January to February 2015 declined slightly when compared with the same period in 2014 at 83.8% and S\$248.50 respectively.

The forecast for 2015 is fairly optimistic. The Singapore Tourism Board (STB) expects tourism numbers to grow between 0 and 3% for visitor arrivals and between 0 and 2% for tourism receipts.

In general, Singapore will focus on three main initiatives to drive tourism growth in 2015. The first initiative is differentiating Singapore through innovation. New tourism products include the opening of The National Gallery which will position Singapore as a regional leader in the visual arts and The Singapore Pinacothèque de Paris, a fine art museum known for its contemporary and classical collections. Sports and leisure events would also be introduced, for example, Singapore will be one of the 10 global cities, and the only South-East Asian city, to host the Sevens World Series Rugby for 4 years, starting from the 2015/2016 season. In addition, STB has secured five new

large-scale events for large incentive groups with an expected 24,000 business delegates attending the events.

Secondly, STB will boost marketing efforts through partnerships with airlines, markets and partners. For examples, STB will be working with TripAdvisor to build a Global hub that will house Singaporean content, and increase efforts to help tourism companies build up marketing capabilities in domains such as digital space and branding. STB will also launch a S\$20m global marketing campaign in conjunction with the country's Golden Jubilee celebrations.

The third initiative centres on continuous investment in capability enhancement. STB will continue to support the industry and businesses to adopt innovative practices and implement productivity improvement initiatives. For example, Hotel Jen at Orchard Gateway received funding to implement an RFID barcode-based inventory management and tracking system. The result is a reduction of man-hours in physical stock-taking by 45% and reduction of human errors. In line with the government's thrust to encourage Singaporeans to develop their fullest potential throughout life, regardless of their starting points, a national initiative called the SkillsFuture will be incorporated in building capabilities for the industry. The SkillsFuture will incorporate government support for programmes which enable, train and retain talents for the industry.

As the industry school, SHATEC will be working closely with the industry partners in the third initiative.

Ms. Margaret Heng
Country Representative (Singapore)



Message from the EuroCHRIE President

Dear APacCHRIE Friends,

It is my pleasure to give you a heads up on EuroCHRIE, the sister federation of APacCHRIE, covering Europe, the Middle East and Africa.

EuroCHRIE, like APacCHRIE, is committed to stimulate international linkages for research and education. Continuous worldwide growth of tourism and hospitality and, more specifically, a solid growth of visitor numbers in the Asia Pacific region, call for a collaborative approach of cross-cultural policy and business dilemmas. Our federations are very motivated to be the catalyst in bringing together educators and researchers to jointly challenge these issues. During the ICHRIE board meeting in Orlando initial talks have started with APacCHRIE President Dr. Qu Xiao to explore opportunities for this kind of cooperation between EuroCHRIE and APacCHRIE. You are also cordially invited to bring in your ideas and expertise to carry this forward. Do not hesitate to contact either APacCHRIE's or EuroCHRIE's leadership to share your thoughts.

In March, EuroCHRIE held its annual Spring board meeting in Manchester (UK). This meeting was hosted by MMU (Manchester Metropolitan University) and was used to prepare for our annual conference later this year. It was also decided that, after three different bid presentations, the 2016 annual EuroCHRIE conference is going to be organised by BKF University of Applied Sciences in Budapest. But first I hope we will have a chance to meet at one of the upcoming conferences in Orlando or Manchester. Due to other commitments abroad I will unfortunately not be able to attend your APacCHRIE conference in Auckland, which, I am pretty sure, will be another great event. I wish you all good luck in breaking new ground in exchanging research and educational experiences for the benefit of our students and the tourism and hospitality industry!

Experience EuroCHRIE 2015

The EuroCHRIE annual conference will be held from 15-17 October 2015 in Manchester and as a board we have full confidence that Dr. Steven Rhoden and his team will turn this conference into a very successful one in terms of knowledge sharing and networking opportunities. Meanwhile there has been a great response to the call for papers and delegates can look forward to a full and interesting schedule of theoretically progressive and industry-relevant presentations and posters. In addition to the research presentations and posters, a number of free side-events have been set up to enhance the conference experience.

- Career Academy sponsored by REDGlobal on Thursday 15 October.
- Pre-conference workshop on Wednesday 14 October run by our sponsor STR Global SHARE Center: Certification in Hotel Industry Analytics & Train-the-Trainer session.
- Pre-conference workshop on Wednesday 14 October run by our sponsor The Total Simulator Company.
- Institute of Hospitality accreditation workshop.

What might be a very attractive conference add-on to many delegates is the option to book a tour of Manchester United's Old Trafford Stadium. The tour includes visits to the players' dressing rooms, the pitch and the managers' seats. This tour can be purchased as part of the registration procedure. Online registration for Experience EuroCHRIE 2015 is open and can be done via www.eurochriemanchester.org. You may want to check with the British Embassy in your country to verify visa requirements for entry to the UK before registering. I hope to meet many of you there!

Jan W. Meijerhof
EuroCHRIE President
j.w.meijerhof@saxion.nl

