

APacCHRIE NEWS

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All Set for APacCHRIE Conference 2013

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The University of MACAU has all the reasons to be happy after receiving close to 200 papers for the 2013 APacCHRIE conference presentation on May 21-24, 2013. The papers are from different countries including Australia, Bataan, Brazil, Mainland China, Croatia, Dubai, Hong Kong, SAR, China, India, Indonesia, Japan, Korea, Macau SAR, China, Malaysia, New Zealand, Philippines, South Korea, Switzerland, Taiwan, Thailand, The Netherlands, Turkey, United Kingdom and USA.

On the other hand, almost 50 student papers were submitted for the youth conference stand up and poster presentations which will happen simultaneously with the main event. They came from Philippines, Malaysia, Mainland China, Macau SAR, China, Hong Kong SAR, China, Taiwan, USA, Indonesia and South Korea.

The conference promises a number of interesting topics for the plenary sessions with the following prestigious world known speakers who have confirmed their kind support and participation: Prof Kaye Chon, Dean, HK Polytechnic University; Prof Liping Cai, Associate Dean, Purdue University ;Prof Hailin Qu, Director, Oklahoma State University ; Prof. Tzung-Cheng (T.C.) Huan, Dean, National Chiayi University, Taiwan ; Prof Jerome Agrusa, Professor, Hawaii Pacific University ; Prof Jamie Murphy, Australian

nier, Immediate Europe CHRIE President, Leadership Programme Director at Cesar Ritz Colleges Switzerland .

For the youth conference, the following have expressed their willingness to share their expertise : Prof Kaye Chon, Dean, HK Polytechnic University , Prof Perry Hobson, Vice Chancellor for Global Engagement, Taylors University Malaysia; Prof Andy Nazarechuk, Dean, Taylors University, Malaysia; Prof James Murphy, Australian School of Management , Prof Rich Harrill, Director, University of South Carolina and Mr. Raymond Yap Yin Min, Corporate Director, International Premium Market Development of Galaxy Entertainment Group .In addition, the 2013 conference shall feature three strong industry supporters namely: Redglobal, Smith Travel Research (STR) and AHLEI. Certification programs will be introduced to the members by Redglobal and STR. Among this year's kind and supportive sponsors are the following: Hong Kong Polytechnic University, Taylors University, Emirates Academy of Hospitality Management Dubai, the ICE, and Taylors Publisher.

The event shall also include the annual APac CHRIE general membership meeting where the new board of officers will be elected and proclaimed.

President 's DESK



Evangeline E. Timbang
University of Santo
Tomas, Philippines

The hot summer is on in the Philippines with the latest 36.6 degrees on the scale. From the winter meeting in Missouri to the summer conference in Macau are developments in ICHRIE and other federations including our very own APacCHRIE. Allow me to share some of them with you.

Membership

Prospective members from our region are continuously given the opportunity to avail of the benefits of APacCHRIE membership with the experimental \$ 50.00 emerging country membership rate. Thus, we invite our fellow educators from the region to register and be counted. You may send your inquiry to Prof. Christina Aquino, our Director of Membership Committee who has been busy updating our membership

Founding President Dr. Kaye Chon together with Dr Xiao Qu, our APacCHRIE Secretary has started conceptualizing strategies to increase membership with their links to the professional organizations in China. On the hand, former president Dr. Perry Hobson, Director Parikshat Mahnas and Director Samir Tapa have started to explore the Indian market as well. Dr Vic Nair has expressed his intention to join this team.

Website

Let us extend our sincere appreciation to Leslie Fung for her continuous efforts in improving our website contents and features and her constant reminders to all.

Facebook

Please check our APacCHRIE Facebook account. Dr Qu Xiao, our Treasurer and Acting Secretary who is in charge of our Facebook is waiting for your active participation and contribution.

Host School

In addition, find on the next page an opportunity to be the guest of possible host schools from the Philippines starting from the beautiful city of Davao.

Collaboration with Euro CHRIE

I am happy to share with you that Euro CHRIE under the leadership of Maureen Brookes ac-

cepted my invitation to contribute an article in this newsletter as a symbol of a possible partnership, collaboration and networking relationships between our federations.

I-CHRIE Meeting

By the way, I was able to join I-CHRIE, our mother organization during its general board meeting last January 17-18, 2013 at St. Louis Station Hotel (Missouri, USA). During the meeting, a lawyer-approved privacy policy which has been created was presented and finally approved by the body allowing our federation to gain access to membership data within the restrictions outlined in the policy. This simply translates to being able to know more our members in order to serve them more. In addition, the international board unanimously expressed their respect for the federation's flexibility on the observance of election policies being a young and culturally unique federation.

Up, Close and Personal



Dr. Kyungsoo Han, our APacCHRIE Korea Representative is a Professor at the Department of Foodservice Culinary Management, Kyonggi University, South

Korea. She is also the President of Hotel & Food Management Federation and the Tourism Sciences Society of Korea (TOSOK). Dr. Han is Vice President of Foodservice Management Society of Korea (FMSOK), and also an attache of Kyonggi University administration. She is active in Hospitality and Tourism sector in various ways.

Another new board that we need to know better comes from the National Kaohsiung University of Hospital-

ity and Tourism. In Taiwan. She is **Dr Pearl, Yueh-Hsiu Lin, Ph. D. CHA.**



At present, she is the Dean of the School of Hospitality Management and a Professor of the Graduate Institute of Hospitality Education of the same university.

SYDNEY HOSTS THE-ICE 7TH INTERNATIONAL PANEL OF EXPERTS



THE-ICE is pleased to announce the 7th International Panel of Experts Forum 2013 will be hosted at the Blue Mountains International Hotel Management School, Sydney Australia on the 6th – 8th November 2013. The Theme "The Industry Education Nexus – a global perspective" will build on past forum themes focusing on current strategic issues facing tourism, hospitality and events education. Extensive networking opportunities will be provided throughout this event, which is open to members and non-members of THE-ICE. The Forum will feature a series of in-

vited presentation panel sessions by leading tourism and hospitality educators and industry experts within the region and international. Key presentations will focus on industry engagement and educational leadership for the connected generation, how tourism research connects with industry imperatives, global industry trends that are demanding a different educational approach and technology and innovation in tourism and hospitality education arena.

The Forum will include workshop sessions on creating shared value through education and industry partnerships and will focus on how we lead and engage students to create

shared values that influences business decisions in contemporary tourism and hospitality organisations and implementing successful work integrated learning programs to prepare students for career success. The Forum will also include a number of referred paper presentation sessions with publication opportunities available for accepted submissions.

THE-ICE is a non-profit international accreditation, benchmarking and promotion body that focuses specifically on tourism, hospitality, culinary arts and events education.

JIF leads HOST Project

When the idea of an experimental Host project was shared to some local members in the Philippines, Jojie Bian Foundation (JIF) was among the 1st to say "YES!". The concept of this project involves a local school in the Philippines to host APac CHRIE foreign member/s as guest/s who may wish to visit the Philippines. The school must be willing to become a Host to the APac CHRIE member from the region for at least two days of visit to the city of destination. The project also includes a group tour of foreign hospitality students from the region who might want to visit the Philippines particularly Davao City in the South where JIF is based. The host shall take care of their city tour and organize a din-



ner or lunch with cultural event. *Ms. Joji Ilagan Bian is the Founder and President of JIB Foundation*

The project promises a cultural bridge to link and create friendly network and mutual cooperation among interested school participants.

JIF is recognized for developing the finest training and educational resources for the rapidly growing manpower needs and demands of industry with special focus in tourism and hospitality courses; contact center (call center agents) training programs; welding and metal arc fabrication and health and home management courses.

Working in partnership with business and industry partner since 1981, the educational institution's courses and programs are sought by the Tourism and Hotel Industry as basis of service, frontline, and management development; contact/call centers for their call center agents; welders for shipping, mining and industrial sector; and caregivers, home managers, and licensed practical nurse for overseas employment. The educational institution is a non stock and non profit educational foundation. Joji Ilagan Foundation which uses unique training methods combined with lectures, workshops, actual subject exercise and student participation; and on-the-job training in simulated work-environment.

In addition to exceptional service and educational standards, excellent updated methods and curriculum consistently enhance its graduates'

maximum learning, the school offers modern facilities: air-conditioned rooms, simulated work areas; computer rooms and modern learning centers. Experts and consultants are employed to complement facilitators and teachers - making the Center an excellent resource pool and training field for forward-looking men and women.

For more information on this project, please write to:

info@jojilagan-careercenter.com



Meet our Industry Partners



PETER J. STARKS

Mr. Starks is the Co-Founder and President of the **REDGlobal** Group which houses the Lodging Institute, the Cruise Institute, and the Destinations Institute. He has twenty five years of successful experience in the hospitality and tourism industry, improving the effectiveness and efficiency of both

private and public sector organizations. **REDGlobal** Group, celebrates its 14th year in providing blended and computer based training solutions in the international hospitality Industries. It is the world's leading provider of gold standard internet based management business simulations for the hospitality industries. **Mr. Starks'** professional experience is entirely in the hospitality and tourism field. He has successfully served as general manager of restaurants, private clubs, and international five star hotels. He served as Director of Tourism Projects for the United Nations, Geneva managing a portfolio of over \$300 million in development aid projects. He holds a Master of Science Degree in Human Resources Development and a Masters of Business Administration. He is a Certified Hotel Educator, a member of the American Society of Training and

Development, an elected Fellow of the prestigious Institute of Hospitality of the United Kingdom and a sponsoring member of CHRIE International. He serves on the revenue management advisory board of DePaul University, Chicago. Starks, along with his colleagues, conducts some 25 events each year in some 18 countries.

REDglobal offers a certification on Business Acumen to help hotel and tourism educational institutions balance theory and real-life practical skills in their curriculum via contemporary and effective learning simulations in courses such as Hotel Operations, Finance, Sales and Marketing, Revenue Management, Food and Beverage Management and Strategic Management. When a candidate has successfully completed the certification he will have an excellent grounding in both lodging business acumen and the use of simulation.



Steve Hood

Steve is Senior Vice President of Research for **STR (Smith Travel Research, Inc.)**. He has been with STR for 17 years and was involved in the original development of the STAR program. He is currently responsible for research-related activities at STR and serves as the Founding Director of the SHARE Center, STR's outreach to universities around

the world. Steve currently serves on several advisory boards for industry and academia.

STR is the leading authority on lodging industry performance trends and benchmarking. This has been accomplished through STR's commitment to confidentiality and accuracy, and tireless effort to continue to develop products to enhance the hospitality industry. This effort has led to the development of the STR family of companies, which include: STR Global, RRC Associates, HotelNewsNow.com, STR Analytics and the Hotel Data Conferences.

STR recently launched the SHARE Center (Supporting Hotel-related Academic Research and Education) a global partnership with ICHRIE. The SHARE Center provides train-

ing materials, train the trainer programs, sample reports, publications, reference information, raw hotel-related data, and additional resources to universities and professors around the world to assist in their research and classroom activities. The SHARE Center has just helped to introduce the "STAR Certification in Hotel Industry Analytics" is being offered to undergraduate and graduate students through a joint effort between the AH&LEI (American Hotel & Lodging Educational Institute), ICHRIE (International Council on Hotel, Restaurant, and Institutional Education) and STR (Smith Travel Research).

GUEST CORNER: *WELCOME EURO CHRIE !*



**Dr. Maureen
Brookes**

Dr Brooks is the President of EuroCHRIE and Teaching Fellow & SL Marketing in the Oxford School of Hospitality Management, Oxford Brookes University, UK. She sits on the Executive Board of the UK Hospitality Management Subject Association (CHME) and the Professional Review Panel for the Institute of Hospitality. She is also a Director of Oxford Gastronomica and served for many years as the Hospitality Liaison Officer for the UK's Higher Education Academy.

Greetings from EuroCHRIE to our friends at APacCHRIE!

In an effort to build greater collaboration between our respective Federations and our members, your President, Evangeline Timbang and I have decided that a good starting point would be an article exchange in our newsletters. For this first exchange, I thought it might be helpful to provide a bit of background to EuroCHRIE and explain how we operate.

EuroCHRIE has been operating now for 21 years, representing Europe, the Mediterranean Basin and Africa. Our geographical boundaries are wide ranging and include countries of Eastern and Western Europe, plus those states recognised by the United Nations from the former states of Yugoslavia and USSR (west of the Ural range of mountains), and countries in the Middle East and Africa. We are very proud of our cultural diversity and both recognise and value the strength that this diversity

brings to our organisation.

Our very first President, in 1992, was Professor Peter Jones from the UK, one of the key founders of our Federation. I am reliably informed that discussions about starting a European chapter (as it was called then) started in a pub in Brighton with Rai Shacklock (a past President of both EuroCHRIE and I-CHRIE) and others in attendance. We are all very grateful for their foresight and initiative in developing the strong foundations that our Federation has been built on. We tend to refer to our membership as a 'family' and this is very much due to the spirit and culture which was created and instilled by our founding fathers. Since Peter's time, we have had Presidents from France, Greece, Switzerland, Sweden, Ireland, Germany, Finland, Turkey, the UK and US and Dubai. Like I-CHRIE, our Presidents have usually served on the Board of Directors before being elected to the post of Vice President, and they serve one year each as Vice President, President and finally Immediate Past President. This process helps to ensure that there is representation from across the different countries of our membership. In addition to these presidential roles, our members vote on incumbents of the Executive Board including an Honorary Secretary and Treasurer and Directors of Networking, Membership, Marketing and Communications, Education, and Research. We also have an appointed Director at Large and a Director of Industry Relations and for many years now latter post has been filled by a representative from Nestle Pro Gastronomica which has been steadfast and generous in its support of EuroCHRIE.

In order to reach out to our members across such a wide geographical area however, we are dependent on our Area Consultants who, in our Federation are appointed to represent their specific countries and its members on the EuroCHRIE Board. We rely on this large and diverse team who volunteer their time and energy and their institutions that provide their financial support to keep our Federation strong and growing. We have also recently appointed a new EuroCHRIE Federation Administrator, Rai Shacklock, to provide support to the Executive Board and to provide greater continuity for our Federation. Although she has only been in this position for a couple of months now, I am already wondering how we ever managed without her! Over the last few years, we have tried hard to increase the benefits to our members. We have introduced a mentoring scheme and a buddy system for new members and added a new section to our newsletter to share the perspectives of our members on relevant pedagogic and research issues. It goes without saying that we would welcome any input from any APacCHRIE members to these newsletters.

I am personally delighted that we have started to forge closer ties with APacCHRIE. I hope that now you know a little bit more about us, we can consider other ways to collaborate and strengthen the relationships between our Federations. Sadly, I will not be able to attend your May conference personally, but there will be EuroCHRIE members there and a colleague will be presenting a paper on my behalf. I do hope as well that we will see some APacCHRIE members at our annual conference in Freiburg Germany, in October. Look out for the EuroCHRIE stand at the conference and the flyers for this in your conference bag.

Yours in the spirit of cooperation and collaboration,

Maureen Brookes

EuroCHRIE President

2013 Annual ICHRIE Summer Conference & Marketplace in Missouri

Annual ICHRIE Marketplace & Conference



The 2013 ICHRIE conference on July 24-27, 2013 at Missouri, USA promised to fill everyone with highly informative presentations, recent educational researches, exciting ICHRIE Marketplace Expo and networking opportuni-

Board on Wheels

The APacCHRIE board continues to spread the good news about APacCHRIE in various international and regional meetings, conferences and other forms of academic gatherings. Former president Dr. Perry Hobson was the keynote speaker at Hung-Kuang University, Taiwan conference, Banarsidas Chandiwal Institute of

ties for all. The International CHRIE's mission statement has evolved to include the facilitating exchanges of information, ideas, research, products and services related to education, training and resource development for the hospitality and tourism industry (food, lodging, recreation and travel services). Serving as the hospitality and tourism education network, it strive to unite educators, industry executives and associations and industry colleagues.

Hotel Management and Catering Technology in Delhi together with Dr. Parikshat Singh Manhas (Director for Research) and Mr. Samir Thapa (Director for Industry Relations).

Pres. Vangie Timbang and Dir. Tina Aquino promoted the Macau conference during the COHREP and AAHRMEI conferences, 2 national organizations of hospitality educa-

APACCHRIE BOARD IN MACAU

The APac CHRIE Board met at the Venetian Hotel hosted by the University of Macau during its 1st meeting of the year in January. The founding president, Dr Kaye Chon, gave encouraging words to the organizers of the next conference and thanked all who came to the meeting. Prof. Michael Gift, Associate Dean (Curriculum & Teaching) of Faculty of Business Administration, University of Macau, welcomed the board members to

Candy Tang presented the progress of the 2013 conference. Preparations. While Taylor's University in Malaysia becomes the 2014 host, Auckland University of Technology (AUT) expressed its interest to submit a bid proposal to



The APacCHRIE Board at Macau meeting poses for a souvenir shot

tors in the Philippines last December 2012, February 2013 and April 2013.

Founding President Dr Kaye Chon and DR Qu Xiao of the China Team are happy to share that Prof Liu Jinyan, Head of Hospitality and Tourism Department at Sun Yat-Sen University and Prof Wang Lin, Dean of the College of Tourism, Hainan University are willing to support the China initiatives.



The APac CHRIE Board at Macau Meeting

The -CHRIE Board at Union Station, MISSOURI, USA Meeting



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Our APacCHRIE newsletter welcomes contributions from our members (individual and institutional) and partners news and updates for possible publication on any development, achievement, career movement, meetings and conferences attended

NEWS UPDATES



Southville Foreign University offers Australian Degree in Hospitality Management

Southville Foreign University (SFU), the pioneering and leading transnational university in the Philippines, teamed up with the International College of Hotel Management (ICHM), a Swiss Hotel Association school based in South Australia, to offer Filipino students an Australian Degree in Hospitality Management. The ICHM has been operating since 1992 and for years, they have been visiting Manila to recruit students to get a bachelor's degree and a Swiss Hotel Association diploma. With ICHM as SFU's international partner, SFU was able to offer a "2+2" program, wherein students can study for two years in the Philippines and two years in Australia—an arrangement that allowed them the benefit of spending more time at home to study and lower cost of matriculation. SFU takes pride in being the only university in the Philippines that offers an Australian Bachelor's Degree in Hospitality Management. Graduates of other degrees from other universities — and are already working in a different field — who wish to pursue a career in hotel management are also welcome to enroll in SFU. For more information you may call (02) 820.6774, (02) 820.5952 or visit our website www.sfu.edu.ph.

PATA YOUTH FORUM

After an initial forum in Malaysia, the PATA Youth Forum was dovetailed with the PATA Travel Mart last September 27, 2012 at the Lyceum of the Philippines University, Manila. Speakers were members of the PATA Board, led by the CEO, Mr. Martin Craigs, and members of the Education and Training Committee. The Forum attracted close to 400 students, from 17 different colleges, schools, and universities. Delegates also enjoyed their visit to the PATA Travel Mart.

The Youth Forum this year took place one day prior to the 2013 PATA Annual Summit (2013PAS) last April 26, 2013 at Centara Grand & Bangkok Convention Centre at Central World, Bangkok, Thailand. Package prices included the PATA Annual Summit, the PATA Youth Forum and Digital Innovation Asia, which took place the same week.



ANNOUNCEMENT

APac CHRIE Board and Members would like to extend its sincere condolences to APac CHRIE VP Alan Williams and his family for the demise of their dear father. May he rest in peace.

Conferences to Watch!

3rd International Conferences on Tourism (ICOT)
June 3-7, 2013, Limassol, Cyprus

2013 TOSOK (Tourism Sciences Society of Korea) International Conference, July 3-5, 2013
Pyeongchang County, South Korea

12th Asia Pacific Forum for Graduate Students Research in Tourism Malaysia, June 27-29, 2013. Hosted by: Taylor's University

The 31st Euro CHRIE Annual Conference, October 16- 19, 2013
at Freiburg, Capital of the Black Forest, Germany

World Convention on Tourism, Hospitality and Event Research and International Convention and Expo Summit 2013

May 26 –28, 2013, Bangkok, Thailand

8th The Best En Think Tank, 23-26 June 2013. Taylor's University, Malaysia