



APacCHRIE News

"See You in Macau 2013 APacCHRIE Conference !"

Volume 1 Issue 1

Macau Sets for 2013 APac CHRIE Conference

The Asia Pacific Federation of CHRIE (APac CHRIE) will have its 11th Annual Conference on May 21 - 24, 2013 with the theme, "Facing the Challenges, Grasping Opportunities- Winning the Hospitality Industry in Uncertain Times" in Macau, SAR, China. The event will be hosted by the Hospitality and Gaming Management Program, Faculty of Business Administration, University of Macau. Tourism and Hospitality Management educators, researchers and practitioners are cordially invited to submit extended abstracts and industry presentations on a wide range of tourism and hospitality related topics. The event is determined to be a comprehensive conference that shall provide an open platform in order to bring together practitioners, academics and government officials worldwide via re-

search presentations aimed to stimulate discussions on new developments in tourism and hospitality both in education and industry.

Back to back with the 11th ApacCHRIE Annual Conference is the 4th Youth Conference 2013 with the theme of "RICH-E". The four letters of the word "RICH" stand for *Responsible, Innovative, Charming, Hopeful* future hospitality professionals and *Entrepreneur* in tourism, a major factor behind tourism growth and development and a significant feature of successful leaders in the industry. The Youth Conference shall feature various aspects of education, training and academic development for the hospitality and tourism industry in this dynamic and challenging global environment. This conference will also

allow students with different cultural backgrounds to interact, discuss and exchange ideas, knowledge and practical skills.

For more information, please visit the following website:

http://www.umac.mo/fba/apacchrie2013/call_papers.html.

For further inquiries on paper presentation, please contact the Paper Review Committee:

paper.apacchrie@umac.mo

LPU 1st INTERNATIONAL CONFERENCE A SUCCESS

The Lyceum of the Philippines University (LPU) had its 1st International Hospitality and Tourism Management Conference last October 24-26, 2012 at the Bayleaf Hotel, Manila, Philippines with the theme, "Innovations and Diversity in

Tourism and Hospitality".

Dynamic international speakers from government and private organizations and educational institutions were invited to discuss relevant issues on tourism and hospitality

developments which include regional cuisine, internship, ASEAN agreements, research collaborations and new directions in education.

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President Desk

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University of Santo Tomas
Manila, Philippines

After ten years of existence, we want to always look back on our roots to assess the past, work on the present and plan for the future. The leaders of APacCHRIE have paved the way for our association to remain strong and ready for more challenges to come. Our priority this year is to reach and serve better our present and future members. The slots for APacCHRIE membership at special rate for emerging nations have been increased. Let us encourage fellow academicians to avail of the benefits of being a member of this prestigious tourism and hospitality global organization. With the recent developments in the Asia Pacific region which

include the recent PATA meeting in the Philippines and the ASEAN Mutual Recognition Agreement (MRA) series of consultations, we shall expect new challenges in our curriculum, training standards, industry partnership schemes and job placement. Thus, the need for us to get more connected as we share best practices.

To date, our federation has been featured in the October and November 2012 issues of *Communique*, the official newsletter of our mother organization, I-CHRIE as a way of establishing possible links and collaboration with fellow members from

other I-CHRIE federations.

This is our 1st issue of our publication, APacCHRIE News for this year. Please send us news about you and your school or workplace, movement, partnership / cooperation, statistics etc. We look forward to receiving your comments and suggestions too for the next issue on January/February 2013.

Let us explore opportunities, exchange ideas and information and continue to be connected in our federation.



.Cont...LPU 1st international Conference

The event also featured theme inspired paper presentations, dynamic fora and panel discussions. The participants were treated with the colorful presentation of the candidates for Mr and Ms LPU on ethnic costumes during the Welcome Night.

Among the APacCHRIE Board invited to sit on the panel on the said conference were: Dr. Andy Nazarechuck, (Immediate Past President), Dr JS Perry Hobson (Past President) Dr. Vic Nair (Past President), Dr Parikshat Singh Manhas (Director of Research), and Mr. Samir Thapa (Director of Industry Relations).

The LPU 2012 Conference Chair, Ma Christina Aquino is APacCHRIE's Director of Membership. LPU is one of the active

institutional members of APacCHRIE. Congratulations to all the dynamic men and women behind this noble academic undertaking!

Cont...UST Hosts

St Augustine church. The traditional buffet lunch at Barbara's was the final destination which reminded them of the old Spanish dining ambiance complemented with a lively serenade.

OATHS Conference

Back to back with the APacCHRIE conference was the OATHS Youth Conference (Opportunities in AsiaPacific for Tourism and Hospitality Students) which delivered a successful gathering of 150 future hoteliers, restaurateurs and tourism professionals.

With the theme anchored on C.H.R.I.E., (Culture, Hospitality, Recreation, Innovation, Environment) the student organizers were able to design an interesting

number of inspiring talks of outstanding local and international speakers at various conference sites, a green tour of gourmet farm, a culinary experience on mushroom burgers, a podium race challenge, traditional welcome and closing dinner with APacCHRIE delegates and lots of bonding moments together.

Finally, the conference organizers from the College of Tourism and Hospitality Management at UST of both events together with the university administrators, would like to express its sincerest appreciation to all who extended support making the event possible and a successful one. Thank you!

It is indeed an honor for the Philippines and the University of Santo Tomas to host the 10th APacCHRIE conference!

See you all in the 2013 APacCHRIE conference in MA-CAU!

In Focus

2012 Present Status of Tourism in Korea:

A Country Report

By Dr. Sam Kim

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The number of foreign tourists visiting Korea in 2011 was about 9.8 million with tourism revenue amounting to 9.72 billion dollars. The goal set by the government for 2012 is to attract 11 million foreign visitors with 13 billion dollars' worth of revenue. Back in July of 2012, the monthly number of foreign tourists visiting Korea surpassed 1 million for the first time.

To promote inbound tourism Korean government, four practical directions were established. The first direction is to expand tourist accommodations and improve its service quality to meet the demand of more than 10 million foreign tourists. The Ministry of Culture, Sports and Tourism suggested the revitalization plan for tourist accommodation business with a decision to supply 38,000 guest rooms for hotels creating 30,000 jobs. With the aim of raising the level of quality services, the government made it clear that they would alleviate the floor space ratio regulation to build more hotels, encourage small hotel business, improve the present rating system, enhance tour guide satisfaction, and cultivate the manpower, as well as give support to country hotels.

Secondly, the government expanded diverse tourist contents by making use of high-dignity historical culture, tourism resources, and industrial resources, etc. In other words, they are aiming at making the traditional heritages, such as old palaces, into worldwide tourist attractions by integrating a diversity of contents such as performance and music to name a few. In addition, the government is planning to make the Korean traditional houses ('Hanok'), and time-honored houses of main families into tourist accommodations developing them into traditional-culture-experiencing tour packages. The government is planning on investing 1 billion won in 81 Korean traditional house-experiencing tour programs, 2.65 billion won in turning 35 old houses and houses of main families into masterpieces, and 3.5 billion won in renovating traditional houses and installing 102 convenience facilities to manage traditional-house-experiencing programs.

On top of that, the government allotted a budget amounting to 20 billion won for 2012 in managing 120 temple-stay-experiencing temples and invested 1 billion won in developing a walking tour route by weaving downtown area tourism resources by themes within the old four main gates of Seoul. The government is planning on establishing the comprehensive support system, such as supporting commercialization including discovery of creative tourism businesses, consulting (50 businesses), supporting IT infrastructure, and intensively supporting promotion marketing and their management. In addition, the government is going to develop the industrial tourism tapping the industrial resources, such as shipbuilding, automobiles, and IT. It will also try intensify the tourism items and marketing using 'Hallyu' (the Korean Wave) contents, to develop the tourism resources of the district adjacent to the 2013 Yeosu Expo, and its tourism contents in connection with the tourism resources. Additionally, the Jeju area is being conceived as the world-famous high-dignity tourist attraction through sightseeing brand enhancement, discovery of tourism contents, and infra improvement.

Thirdly, the government aims on fostering the higher value-added field of MICE (Meeting, Incentives, Convention, and Exhibition), medical tourism, shopping tourism, and others. It is intensively attracting large conventions & incentive tourisms expanding the public relations by designating the year 2012 as 'Korea Convention Year.' The government is also expanding & implementing the program 'Sharing Medical Tourism' with the goal of intensively fostering a long-stay medical tourism by tapping into new markets targeting Southeast Asia and Central Asia. Moreover, the government is creating a basis for the development of luxury leisure & tourism by arranging the grounds for political resources for the maritime tourism & leisure industry like yacht and or cruise.

UST Hosts 10th APacCHRIE Pilipinas Conference

Mabuhay! This is the Filipino warm and sincere greeting of welcome to all with a smile!

This is the same warm and caring message the University of Santo Tomas (UST) Philippines extended to all the delegates as the official host of the 10th APacCHRIE conference held last June 5-8, 2012 at Diamond Hotel, Manila, Philippines with the theme "Building Bridges, Creating Opportunities". The conference aimed to highlight the role of APacCHRIE as a federation in providing new avenues for growth

as it bridges gaps and creates opportunities of learning exchanges. The event featured prominent international and local speakers who shared their views and expertise via exciting plenary sessions, vibrant panel discussions, interesting fora and dynamic paper presentations.

Pre-Conference Events and Welcome Dinner

The 1st day pre-conference speakers provided the participants with interesting insights on trends and

issues on research, publications, culture and innovation. The 165 delegates from at least 14 countries had the opportunity to visit the 400 year old host university on the 1st day prior to the welcome dinner. The participants and guests further had glimpse of Filipino culture with the native buffet dinner feast served, the colorful and entertaining folk dances and the parade of tribal and nature inspired clothes all worn by the tourism and hospitality management students.

Opening Ceremonies and Paper Presentations

The program officially opened on the 2nd day with the University of Santo Tomas traditional parade of colors followed by the welcome remarks of Dr Andy Nazarechuck, immediate past president of ApacCHRIE, Prof. Ma Cecilia Tio Cuison, CTHM Dean and Rev.Fr. Herminio V. Dagohoy O.P., the new Rector of UST. The former ICHRIE President, Ms Susan Fournier gave warm congratulatory greetings. The opening ceremonies

main highlight was the most awaited inspiring keynote speech of its founder and chairman, Dr Kaye Chon PhD, CHE.

Research paper and poster presentation sessions with C.H.R.I.E. inspired theme (Culture, Hospitality, Recreation, Innovation, Education) on the 1st and 2nd day provided the participants the opportunity to engage in brilliant exchange of new ideas, listen to challenging comments and interact with positive suggestions.

President' Hour

On the 3rd day, both foreign and local leaders in the field of tourism and hospitality graced the event with their sharing of perspectives on the role of the government, industry and academe in building cultural bridges and business highways in the Asia Pacific region. Another interesting part of the conference was the President's Hour which gave the audience opportunity to know more of the

dreams and secrets of success as presidents of APacCHRIE and ICHRIE.

Medal of Leadership

Celebrating as well its 10th founding year, the past presidents of APacCHRIE were awarded with the Medal of Leadership to recognize their invaluable contribution to the growth and development of APacCHRIE for the 1st ten years of its existence.

Gala Night and Closing Ceremonies

The conference final gala dinner at Manila Hotel featured the awarding of the 3 top research papers, awarding of the certificate of recognition to the outgoing president and the conference host, the induction of the new set of officers and acceptance speech by the new president. The evening ended with the colorful presentation of the "Santa Cruzan", a religious procession of men and women in traditional costumes by selected UST faculty and

students with the special participation of some APacCHRIE officers and members.

City of Manila Tour

The last day did not only give the foreign delegates the chance to savor the final taste of Filipino hospitality during the city tour of Manila. The half day activity also filled the hearts and minds of the tour participants with fond memories they brought home on Old Manila after visiting Intramuros, the Walled City, the Casa Manila and St Au-

Highlights of the 10th APacCHRIE in Manila Part I



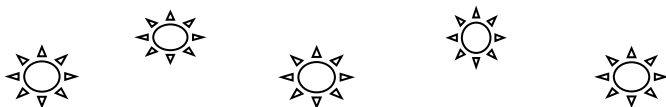
KNOW YOUR APacCHRIE Board



Dr Parikshat Singh Mahnas

Dr Parikshat Singh Mahnas , our APac CHRIE Director of Research is an Associate Professor at the Business School (TBS) of the School of Hospitality and Tourism Management(STHM), University of Jammu, India. He is also the Coordinator for the Global Understanding Course of the same school.

Dr Mahnas is also a recipient of the Career Award for Young Teachers (CAYT) given by All India Council of Technical Education in 2008-2009. On top of being a prolific writer, author, researcher and publisher, Dr Mahnas is also a multi awarded Roller Hockey Cup player.



FLASH....FLASH...FLASH!

Dr Andy Nazarechuck our immediate past president for is now the new **Dean for American Studies** of Taylor's University, Malaysia.

Lyceum of the Philippines University LPU) an active APacCHRIE institutional member was recently declared by the The_ICE as a Center of Excellence in Tourism and Hospitality.

Dr Parikshat Singh Mahnas , our APac CHRIE Director of Research was awarded the prestigious **Hungarian Faculty Research Fellowship for 2013-2014.**

From the APacCHRIE family, a warm and heartfelt greetings of congratulations to all of you !

ASIA PACIFIC CHRIE (APac CHRIE)

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Conference Announcements

4th ASIA –EURO CONFERENCE IN TOURISM

HOSPITALITY AND GASTRONOMY

November 28– December 1, 2012

Taylor's College University, Lakeside Campus
Subang Jaya Selangor, Malaysia

8th Graduate Education and Graduate Student Research Conference in Tourism and Hospitality

January 3-5, 2013

The Fairmont Olympic Hotel
Seattle , Washington, USA

International Conference on Tourism, Transport, and Logistics 2013: Challenges and Opportunities on Increasing Connectivity

February 14-16, 2013

The Hotel du Louvre, Paris, France

The China Tourism & China Hotel- Branding Forum , 16-18 May 2013

Hotel ICON, Hong Kong SAR, China

ICHRIE Central Federation Hospitality Research Symposium for Undergraduates

April 19th – 20th, 2013, Hosted by Missouri
State University

The Asia Pacific Federation of CHRIE (APac CHRIE) 11th Annual Conference

Macau, SAR, China.

May 21-24, 2013

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

May 26 –28, 2013, Bangkok, Thailand

Hosted by : Hospitality and Tourism Programs
Siam University, Thailand

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

Highlights of the 10th APacCHRIE in Manila Part II

