



Pg.5

2019 APacCHRIE & EuroCHRIE
Joint Conference cum 4th Global
Tourism and Hospitality
Conference

APacCHRIE NEWSLETTER

October 2018

ASIA PACIFIC
CHRIE
*The Hospitality &
Tourism Educators*

IN THIS ISSUE



President's DESK

Pg.1 Message from the
ApacCHRIE president



Highlights

Pg.2 Highlights of
the 16th APacCHRIE
Conference and
the 9th Youth Conference,
Guangzhou, China



Upcoming

Pg.5 2019 APacCHRIE & EuroCHRIE
Joint Conference cum 4th Global
Tourism and Hospitality
Conference



Introduction

Pg.8 Introduction of
Board Members

PRESIDENT'S DESK

Peter B Kim, PhD

Associate Professor, School of Hospitality and Tourism
Associate Director, New Zealand Tourism Research Institute
Auckland University of Technology (AUT)
Auckland, New Zealand



Dear APacCHRIE members and friends:

I am delighted to present our first newsletter to you! Each month we will share important updates as well as exciting news of APacCHRIE with you. This newsletter highlights the last APacCHRIE conference and the upcoming APac-Euro Joint CHRIE conference.

We had another successful APacCHRIE conference in Guangzhou, China on May 31 – June 2, 2018. The 16th APacCHRIE Conference was hosted by the Sun Yat-Sen University Business School (SYSBS) in China. A total of 329 scholars, industry practitioners and students attended from over 20 countries, and the conference highlighted the unique features of APacCHRIE. We would like to thank Prof Jingyan Liu and her conference organizing team for their hard work, and congratulate again Dr Fu-Teng Li, the founding president of National Kaohsiung University of Hospitality and Tourism, who received the 2018 Lifetime Achievement Award.

Last year, both APacCHRIE and EuroCHRIE awarded the first ever APacCHRIE and EuroCHRIE Joint Conference to be held in 2019 to the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. I am excited to announce the joint conference dates: 22–25 May 2019 in Hong Kong SAR, China – please put this on your calendar! To be held concurrently with the 4th Global Tourism & Hospitality Conference, the APacCHRIE & EuroCHRIE Joint Conference carries the theme of 'East Meets West in Hospitality and Tourism Education' and welcome papers from a broad range of topics related to tourism and hospitality. Please visit the APacCHRIE website at www.apacchrie.org and the conference website at www.chriehk2019.com for additional information on the conference.

As president, I feel truly fortunate in contributing to the ongoing success of APacCHRIE together with my fellow board members supported by past presidents. Reaching and better serving our current and future members will be our top priority. Your thoughts, concerns and/or suggestions for APacCHRIE will be highly appreciated.

Peter B Kim, PhD
President, APacCHRIE



■ Youth Conference (Poster Session)



■ Opening Ceremony in the Auditorium



■ Panel Discussion

Highlights of

the 16th APacCHRIE Conference and the 9th Youth Conference, Guangzhou, China



Innovation and Sustainability

Date: 30 May-2 June 2018

Host: The Sun Yat-sen University Business School (SYSBS)

The Asia-Pacific Federation of the Council of Hotel, Restaurant, and Institutional Education (APacCHRIE) successfully organized the 16th annual conference (hereafter APacCHRIE 2018) in Guangzhou, China from May 30th to June 2nd 2018. This year's conference was themed "Innovation and Sustainability," and provided a platform for hospitality and tourism academia and industry to exchange ideas on innovation and resilience in hospitality and tourism development, education, and research. The Sun Yat-sen University Business School (SYSBS) hosted the four-day conference, which featured several workshops by distinguished researchers, as well as keynote speeches, an aspirational panel session, and the presentation of papers.

A total of 329 delegates attended this year's conference. Analysis of the affiliated institutions of the international delegates indicated the largest group was from USA, followed by Hong Kong, Philippines, Macao, Singapore, South Korea, Japan, New Zealand, Thailand, and Malaysia.

At the main conference, 220 papers were presented, including 177 stand-up presentations and 43 poster presentations. On May 30th there were workshops in research design, IJCHM paper development, academic writing and publication, grant application, and CHIA. On May 31st there was a board meeting in which 27 members participated. Sessions at the main conference included a research incubator session with outstanding

scholars, poster sessions, and concurrent sessions (13:00-14:30, 15:30-17:00). These were followed by the opening reception (18:30-21:00), hosted at the Westin Hotel.

June 1st began with the opening ceremony on the SYSBS campus followed by keynote speeches from Prof Kay Chon, Prof Chris Ryan, Prof Sara Dolnicar, Prof Bin Dai, and Mr Jing Feng. They showcased prospects in education, integrity in academia, and research trends. The sessions concluded with a hospitality education forum and a poster session (15:30-17:00).

On June 2nd an industry panel session discussed obstacles, opportunity and the future in the hospitality and tourism business. Before lunch the annual general



■ Group Photo of All Delegates

meeting for APacCHRIE was held, introducing new board members and the main agenda. Dr Peter Kim (Auckland University of Technology) succeeded Mr Samir Thapa as APacCHRIE President. After lunch a panel was arranged with journal and magazine editors, followed by more stand-up presentations. The gala dinner and award ceremony was held at the Garden Hotel. The best paper award went to "Effects of Smart Tourism Technology on Tourists' Experience and Behavior Intention" (authored by Hyejo Shin and Miyoung Jeong), while the first runner-up award went to "The Fun-Scale: Investigation of Latent Structure, Reliability, and Construct and Predictive Validity from a Sample of Chinese

Tourists" (authored by Hyeyoon Rebecca Choi, Hwansuk Chris Choi and Lena Jingen Liang). The best paper award from the Business School, Sun Yat-sen University went to "Role of the Local Community in Ecotourism in Sta. Cruz Island" (authored by Maria Cecilia E. Remanente). Moreover, the Lifetime Achievement Award 2018 was presented to Dr Fu-Teng Li, the founding president of the National Kaohsiung University of Hospitality and Tourism, and known as the "Father of Hospitality Education," for his prominent contribution in advancing hospitality and tourism education. The annual general meeting of APacCHRIE was also arranged, in which the new board was introduced.



■ Main Conference (Presenters and Audience)



■ Main Conference (Presenters and Audience)



■ Main Conference (Presenters and Audience)



■ APacCHRIE Board Meeting



■ Lifetime Achievement Award
(Awarded to Dr Fu-Teng Li)



■ Youth Conference Attendees after Group Discussion



■ Youth Conference (Poster Session)

The Youth Conference started at 10am on June 1st and finished with the gala dinner on June 2nd. A total of 27 papers were presented in stand-up sessions, and 30 papers presented in poster sessions. As well as the presentations, the program included a keynote speech, and a field trip to Evergrande Company Centre with a group discussion. Best Paper Awards went to "Divergence of Destination Evaluation between Natural and Cultural Attractions" (authored by X.N. Chen and M.Y. Xu, School of Tourism Management, Sun Yat-sen University) and "Factors Affecting the Urban Residents' Memorable Tourism Experiences: A Case of Pearl River Delta in China" (authored

by Chao Wei and Weiyan Zhao, School of Tourism Management, Sun Yat-sen University).

All delegates experienced a happy and memorable evening at the gala dinner's many brilliant performances and delightful Chinese cuisine. Kaye Chon showcased the promotional video and welcomed all delegates to participate in the APacCHRIE and EuroCHRIE Joint Conference in Hong Kong in 2019. Overall, the APacCHRIE 2018 conference achieved its aim in providing a forum of practical and academic knowledge for both industry practitioners and researchers in the field of hospitality and tourism. To learn more about the conference, please visit its official website

at <http://www.apacchrie2018.com/>.

Next year's conference will be even more memorable and grand because APacCHRIE and EuroCHRIE Joint Conference will be held in the same venue, Hotel ICON in Hong Kong. Please visit the promotional website (<https://www.chriehk2019.com/>).

Bibliography:

Irene Cheng Chu Chan and Rob Law (2018). The 16th APacCHRIE Conference 2018: "Innovation and Sustainability". Anatolia. <https://doi.org/10.1080/13032917.2018.1490385>



■ Gala Dinner

UPCOMING

2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference

“East Meets Wests”

22-25 May, 2019 | Hotel ICON, Hong Kong SAR, China

We are pleased to invite you to the “2019 APacCHRIE & EuroCHRIE Joint Conference” to be organized by School of Hotel and Tourism Management, The Hong Kong Polytechnic University. This will be the first joint conference between the two federations of I-CHRIE, APacCHRIE and EuroCHRIE, on 22-25 May, 2019 to bring together scholars and industry partners in the field of tourism, hospitality, events and design from literally around the globe to Hong Kong, a beautiful city where the east meets the west.



Possible Topics

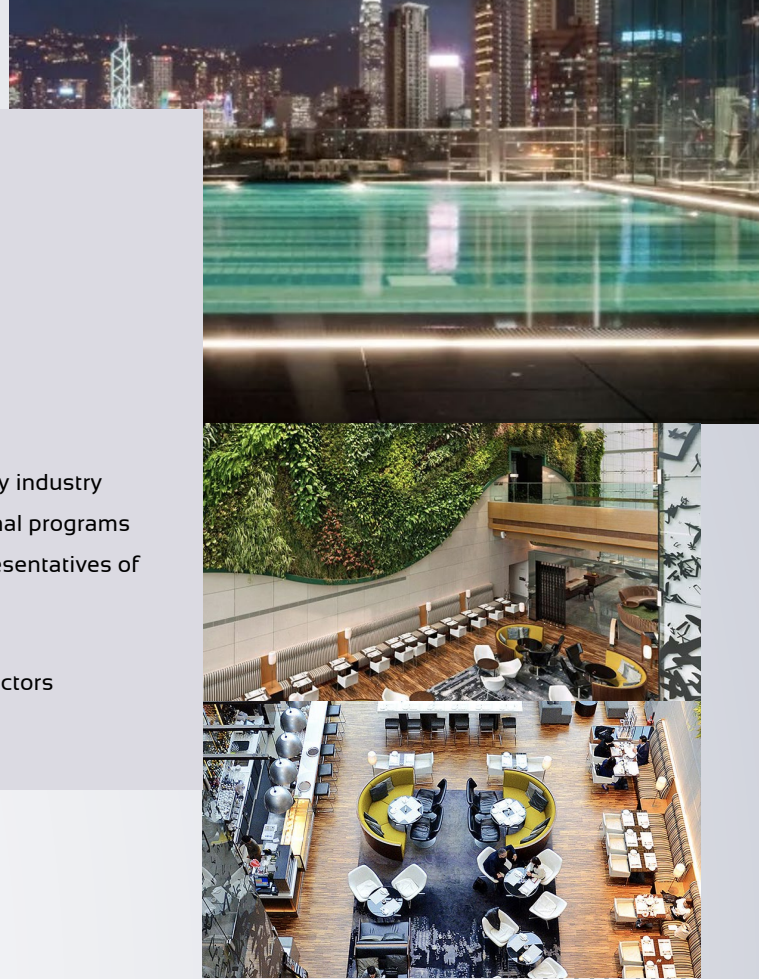
The conference will focus on a broad range of topics related to tourism and hospitality.

Papers are also invited in the sub themes of:

- Big Data and Marketing
- Community Resilience and Social Capital
- Consumer Behavior in Hospitality/Tourism
- Contribution of Technology to Industry
- Culture, Localization and Globalization
- Case Studies on Tourism & Hospitality, Development, Marketing and Management
- Contemporary Issues in Tourism & Hospitality Industry Education and Research
- Contest and Cooperation on Tourism within Asia-Pacific Areas
- Current Issues in Education for Tourism/Hospitality
- Destination Marketing
- E-commerce & Travel Agency Management
- Emerging Issues in Tourism/ Hospitality Research
- Ethics, Leadership, and Corporate Social Responsibility
- Experience-based Co-design
- Food Service & Food Habits
- Human Resource Management and Organizational Behavior
- Hospitality Management & Marketing
- ICT and Social Networks
- Implications of Technology & Media in Tourism
- Innovation and Entrepreneurship
- Knowledge Economies, Knowledge Management
- MICE Development & Tourism Crisis Management in Tourism Industry
- Multi-Disciplined Issues Related to Tourism & Tourism Education
- Papers related to the Theme of “One Belt One Road”
- Public-Private Partnerships
- Rural Tourism and Green Tourism
- Rural Tourism & Poverty Alleviation
- Service Design
- Smart Tourism and Innovations
- Social Innovation
- Social Media and Sharing Economy
- Sustainable Development strategy
- Stakeholders’ Cooperation in Tourism Development
- Tourism Consumer Behavior
- Tourism Economics
- Tourism Human Resource & Training
- Tourism Impact Assessment
- Tourism Planning & Sustainable Tourism
- Transnational Market Analysis & Forecast
- Other papers related to the theme of the Conference

Who Should Attend

- Academics and educators in tourism/hospitality fields
- Academics and educators in design fields
- Managers of hotels/restaurants/tourism businesses
- Trainers in tourism/hospitality/restaurant fields
- Tourism/hospitality researchers and industry consultants
- Interregional organizations with interest in tourism/hospitality industry
- Administrators of tourism/hospitality management educational programs
- Tourism/hospitality/ restaurant industry executives and representatives of multinational firms
- Financial institutions and tourism industry investors
- Tourism policy makers and national tourism organization directors
- Students in tourism/ hospitality management/design



General Submission Information

- Two types of submission are invited: Abstracts (maximum 1,500 words) or full papers (maximum 5,000 words). Authors will have an option of choosing to include only the abstracts or the full papers in the conference proceedings to be published electronically.
- Each submission will be accepted as either Stand up paper presentation or Poster presentation based on the quality of the submission and author's preference.
- Submissions must be original and should not be already published nor under review for publication elsewhere.
- Individual and multiple authors are welcome to contribute.
- Once the submission is accepted, at least one of the authors must register and present at the conference.
- Papers must be written in English.
- Papers will be presented in either oral (i.e. stand-up presentation) or visual (i.e. poster) form.
- The author's name and affiliation should be shown only on the cover page of the manuscript and they should not be indicated anywhere in the paper.
- Authors will retain full copyright to their work and the conference organizers are making no claim on the copyright. It is for this reason that we are not placing the papers and abstracts on the internet.
- All contributions should follow the format and style described in the Publication Manual of the American Psychological Association (APA, 6th edition).
- BEST PAPER AWARDS will be competitively selected by the Best Paper Review Committee after assessing the Full Papers (final version. maximum 5,000 words) submitted.





Guidelines for Abstracts Submission

- Abstracts (three (3) pages extended abstract, typed, single-spaced and maximum 1,500 words) should be submitted for review and selection. Authors will have an option of submitting full papers (maximum 5,000 words) if they prefer.
- The author's name and affiliation should be shown only on the cover page of the manuscript and they should not be indicated anywhere in the paper.
- The paper is reviewed based on the quality of the abstract. Thus, ensure a complete abstract is submitted.
- All the abstracts will be reviewed by the Scientific Paper Review Committee and authors of accepted abstracts will be invited to submit a final version.

For more details, please refer to a template on conference website
<https://www.chriehk2019.com>

Guidelines for Full Papers Submission

- Manuscripts submitted to "2019 APacCHRIE & EuroCHRIE Joint Conference" should be original contribution and should not have been previously published nor under consideration for publication elsewhere. Individual and multiple authors are welcome to contribute.
- Manuscripts should normally not exceed 5,000 words.
- All manuscripts should be typed in MS WORD format, single-spaced with one-inch margins and using 12-point Times New Roman font (exception of tables 10-point Times New Roman).
- Manuscripts should include the following major sections & sequence: title, affiliation of the authors (e.g., university name, country), abstract (80-120 words), keywords (3-6 words only), main body (Introduction, Literature Review, Methodology, Results, Discussion and Conclusion) and references.
- Tables and Figures (300dpi) should be clearly labelled, in the format and style described in APA (6th edition) and suitable for direct reproduction.

For more details, please refer to a template on conference website
<https://www.chriehk2019.com>



Important Dates

- Abstracts or Full Papers Submission: **27 January, 2019**
- Final Version (Abstracts or Full Papers) Submission: **31 March, 2019**
- Paper Submission:
<https://easychair.org/conferences/?conf=chriehk2019>
- Paper Submission Enquiries:
paper.chriehk2019@polyu.edu.hk
- General Enquiries:
chrie.hk2019@polyu.edu.hk



Introduction of Board Members

APacCHRIE board 2018–2019

- President – Dr Peter Kim
- Vice President – Prof Pearl Lin
- Secretary – Prof Sam Kim
- Treasurer – Ms Joji Bian
- Director of Education – Prof Lin Wang
- Director of Industry Relations – Dr James Mabey
- Director of Marketing – Prof Sunny Ham
- Director of Membership – Dr Henry Tsai
- Director of Networking – Prof Parikshat Manhas
- Director of Research – Dr Bongkosh Rittichainuwat
- Area Consultant I: PRC/Taiwan/Korea/Japan – Dr Gyumin Lee
- Area Consultant II: Indian sub-continent – Prof Manohar Sajjani
- Area Consultant III: Oceania – Dr Warren Goodsir
- Area Consultant IV: South East Asia – Dr Prathana Kannaovakun
- Australia – Dr Richard Robinson
- China – Prof Jingyan Liu
- Hong Kong SAR, China – Dr Shuo Wang
- Japan – Dr Hiroaki Saito
- Macau SAR, China – Dr Lawrence Fong
- Philippines – Prof Shirley Guevarra
- Singapore – Ms Margaret Heng
- South Korea – Prof Kyungsoo Han
- Taiwan – Dr Arthur Wang
- Thailand – Mr Sakda Kanjanawanawan
- Vietnam – Dr Thu Thi Trinh

- Founding Chairman (2002–2003), Kaye Chon

Past Presidents:

1. (2003–2004) – Eliza Ching-Yick Tse
2. (2004–2005) – Ilsun Yang
3. (2005–2006) – Carol Pido
4. (2006–2007) – Wen Zhang
5. (2007–2008) – Vikneswaran Nair
6. (2008–2009) – Jeou-Shyan Horng
7. (2009–2010) – Perry Hobson
8. (2010–2011) – Manat Chaisawat
9. (2011–2012) – Andy Nazarechuk
10. (2012–2013) – Evangeline E. Timbang
11. (2013–2014) – Alan Williams
12. (2014–2015) – Qu Xiao
13. (2015–2016) – Christina Aquino
14. (2016–2017) – Amy So
15. (2017–2018) – Samir Thapa
(Immediate Past President, 2018–2019)

UPDATES

Update for APacCHRIE

Updated APacCHRIE website:

New Board members, Lifetime Achievement Award, and 2019 conference announcement <http://www.apacchrie.org/>

Update for 2019 APacCHRIE & EuroCHRIE Joint Conference (22-25 May, 2019. Hong Kong SAR, China)

- 26 January, 2019. Board Meeting. School of Hotel and Tourism Management, The Hong Kong Polytechnic University.
- Call for Papers Announcements