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Upcoming:
APacCHRIE 2020 Conference
27-30 May 2020, Kaohsiung
City, Taiwan

APacCHRIE NEWSLETTER

November 2019

ASIA PACIFIC
CHRIE
*The Hospitality &
Tourism Educators*

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27-30 May 2020, Kaohsiung
City, Taiwan



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PRESIDENT'S DESK

Pearl Yueh-Hsiu Lin, Ph.D., CHA

President, APacCHRIE (2019-2020)
President, National Kaohsiung University of Hospitality and
Tourism Chairperson of Chinese Hospitality Education
Association



Dear APacCHRIE Members and Friends:

It is truly a great honor for me to be the APacCHRIE President for the 2019-2020 term. In the coming year, I will do my best to serve the APacCHRIE board and community. This issue of our newsletter will highlight recent and future events.

The first-ever 2019 APacCHRIE and EuroCHRIE Federation Joint Conference was held on May 22-25 in Hong Kong SAR, China, and it was a great success, setting a high bar for future events. At the joint conference, the 2019 APacCHRIE Lifetime Achievement Award was given to Dr. Jennifer Cronin, President of Wharf Hotels Management Limited.

I am especially excited that the 2020 APacCHRIE Conference (2020 APacCHRIE) will be held 27-30 May 2020 in Kaohsiung, Taiwan, and will be hosted at the National Kaohsiung University of Hospitality and Tourism (NKUHT), where I currently serve as President. Everyone at NKUHT sincerely invites all interested schools, scholars, and industry representatives to experience Taiwan's warm hospitality, beautiful natural landscapes, and delicious food at the 2020 APacCHRIE. Of course, the most important feature will be the opportunity to meet fellow APacCHRIE members and friends in order to further develop Asian hospitality and tourism. Please visit <https://apacchrie2020.com> for more information about the conference.

Prior to next year's conference, I will be traveling around the region to visit current and future APacCHRIE members in an effort to strengthen our organization and expand our network and resources.

I wish you all the best in the upcoming year. See you in Taiwan!

Pearl Yueh-Hsiu Lin, Ph.D., CHA
President, APacCHRIE (2019-2020)

Highlights of

2019 APacCHRIE & EuroCHRIE Joint Conference and Youth Conference

The 2019 APacCHRIE & EuroCHRIE Joint Conference was successfully held on 22-25 May, 2019. The host school was the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University. Because more than 750 delegates from 42 countries and regions from around the world joined the conference, it became a record-breaking event in the history of tourism and hospitality.

The Hong Kong conference's theme was "East Meets West in Hospitality and Tourism Education," and it hosted educators, practitioners, and students who provided an interdisciplinary platform on which to exchange knowledge, ideas, information, and views, and to consolidate research collaboration.

This joint conference was run by a key organizing committee of 57 talented SHTM undergraduate students who were taking the School's Special Events Class. The conference kicked off on 22 May with a series of workshops on a variety of important topics, including "Certification in Advanced Hospitality and Tourism Analytics," facilitated by Mr. Steve Hood of the STR SHARE Center; "Certification in Hotel Industry Analytics," hosted by Mr. Duane Vinson of the STR SHARE Center; "Design Thinking," conducted by Dr. Geoff Maree of the Breda University of Applied Sciences; "Hotel Industry Insights and Revenue Management Outlook: An Interactive Simulation Workshop," co-facilitated by Mr. Peter Russell and Ms. Heidi Anaya of Russell Partnership Technology; "Taylor & Francis Workshop: What's Next in Tourism and Hospitality,"

moderated by Ms. Lindsey Dixon of the Taylor & Francis Group; "Early Career Development: Issues and Strategies," moderated by Prof. Vikneswaran Nair of the University of the Bahamas; "Mid-Career Development: Issues and Strategies," moderated by Dr. Basak Denizci Guillet of the SHTM; and "Research and Publication: Insights from Journal Editors," moderated by Professor Bob McKercher of the SHTM.

Officiating at the conference's opening ceremony on 23 May at Hotel ICON were Dr. Peter Kim, President, APacCHRIE; Dr. Ralph Burbach, President, EuroCHRIE; and Professor Kaye Chon, Dean and Chair Professor, and Walter Kwok Foundation Professor in International Hospitality Management of SHTM. This was followed by plenary sessions covering a whole host



■ Opening ceremony in Hotel ICON



■ Opening ceremony

2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference East Meets West in Hospitality & Tourism Education



■ Panel discussion



#CHRIEhk2019

of important topics, including “Connecting the Dots between Research and Industry Practices,” “Current Issues on Hospitality and the Tourism Industry,” “Service Design,” and “Hospitality and Tourism Education: Embracing Innovations.” Renowned academicians and industry leaders also had the opportunity to attend a series of concurrent sessions, poster sessions, and other interesting activities that were scheduled during the conference.

At the Gala Dinner rounding out the conference on 24 May, the Best Paper Award Presentation was held. The winners were:

- Champion – “A Socio-Personal Perspective on Hotel Social Commerce,” by Dr. Yun Victoria Chen, Dr. Guoqiong Ivanka Huang, and Professor Ipkim Anthony Wong, Sun Yat-sen University, China

- First Runner-up – “Do Status Discrepancy and Socioeconomic Immobility Really Drive Compensatory Consumption?” by Ms. Heewon Kim and Professor SooCheong Shawn Jang, Purdue University, USA
- Second Runner-up – “Ease of Use of the German Independent Hotels’ Website,” by Dr. Rosemarie Krebs, IUBH University of Applied Sciences, Germany



■ Paper presentations or poster presentations



■ APacCHRIE Lifetime Achievement Award, awarded to Dr. Jennifer Cronin



■ 2020 APacCHRIE host, the National Kaohsiung University of Hospitality and Tourism



■ 22 May, 2019. APacCHRIE Board Meeting, Hong Kong

Youth Conference



■ Joint Youth Conference (group photo)

Alongside the main conference, the Joint Youth Conference was held on 23 and 24 May and was attended by 91 undergraduate delegates from 20 universities in eight countries and regions. Three keynote presentations were delivered by Prof. Kaye Chon, Dr. Jennifer Cronin, and Ms. Rainy Chan. A Plenary Session was themed as "Inspiration and Passion for a Hospitality Career: Sharing from Recent Graduates." The panelists included Miss Gloria Chan, Miss Pureanae Jang, Mr. David Lau, and Mr. Calvin Yuen. The session chair was Ms. Rainy Chan. The two leadership and cultural activities: "Together We Be Eco Stylists" and the "PolyU Run" brought lots of fun to the conference.

The Best Paper Award for the Youth Conference was presented to Dr. Daniel Leung and Ms. Sarah Pyo of the SHTM, for their paper "Factors Affecting Hotel Guests' Likelihood of an Online Review Contribution: An Experimental Study."

The EuroCHRIE President Award was also presented by Dr. Ralf Burbach to Mr. Duane Vinson, Vice President of STR and Assistant Director of the STR SHARE Center. The APacCHRIE Lifetime Achievement Award went to Dr. Jennifer Cronin, President of Wharf Hotels Management Ltd.



■ Joint Youth Conference, keynote presentations or plenary sessions





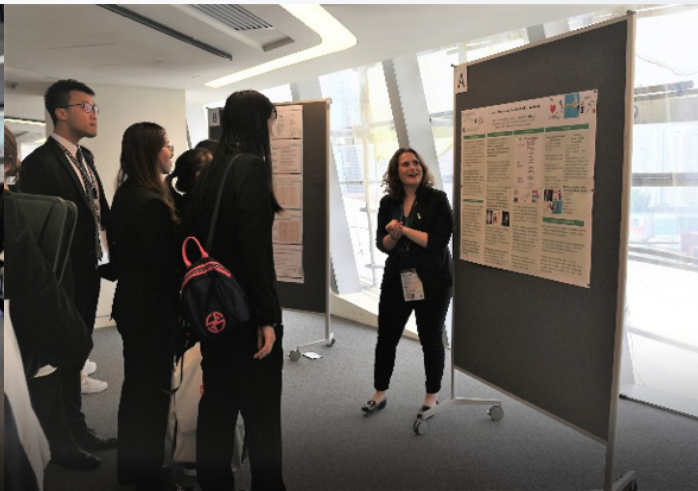
■ Joint Youth Conference, leadership & cultural activities: (1) Together We be Eco Stylists and (2) the PolyU Run

Youth Conference

This year's conference was the biggest conference in the history of both the APacCHRIE and the EuroCHRIE Federations, and it concluded as a major success. The conference was very memorable in part because it was the first joint conference held by APacCHRIE and EuroCHRIE. Next year's APacCHRIE conference will also be highly successful and will be hosted by the National Kaohsiung University of Hospitality and Tourism (NKUHT) in Kaohsiung, Taiwan. Please visit the promotional website (<https://apacchrie2020.com>).



■ Joint Youth Conference: presenter and inquisitive audience



■ Joint Youth Conference, poster sessions

Introduction of Board Members

APacCHRIE Board 2019–2020

- President – Prof. Pearl Lin
- Vice President – Ms. Margaret Heng
- 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 subcontinent – Prof. Manohar Sajani
- 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
- Indonesia – Dr. I Made Sudjana
- Japan – Dr. Hiroaki Saito
- Macau SAR, China – Dr. Lawrence Fong
- Philippines – Prof. Shirley Guevarra
- 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) – IIsun 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
15. (2019–2020) – Peter Kim (Immediate Past President)

UPDATES



- 24 July 2019. Prof. Lin attended the I-CHRIE Conference in New Orleans, and promoted 2020 APacCHRIE Conference.



- APacCHRIE President Pearl Lin, with assistance from APacCHRIE Director of Networking Professor Parikshat Singh Manhas, visited universities in India to recruit new members to join APacCHRIE's expanding number of affiliated schools. Along with the recent world-wide growth in tourism and the recognition of the importance of tourism education in promoting sustainable cultural and economic development, APacCHRIE will continue to promote the benefits of membership to strengthen both individual member institutes and APacCHRIE as a whole. During the visit, Prof. Lin gave a Keynote Speech at Ambedkar University titled 'Innovation and Incubation in Hospitality and Tourism Sector.' As a result of the visit, APacCHRIE hopes that University of Jammu, India will become an institutional member of APacCHRIE.



- 18 January 2020. APacCHRIE Board Meeting, Kaohsiung, Taiwan.
- 27-30 May 2020 APacCHRIE Conference. Hosted by the National Kaohsiung University of Hospitality and Tourism (NKUHT). Please visit the promotional website (<https://apacchrie2020.com>).

UPCOMING

APacCHRIE 2020 Conference

27-30 May 2020, Kaohsiung City, Taiwan

Hosted By: National Kaohsiung University of Hospitality and Tourism (NKUHT)

CALL FOR PAPERS

The APacCHRIE 2020 Organizing Committee is delighted to announce the Call for Papers for the Asia-Pacific CHRIE Conference (APacCHRIE 2020) to be held from May 27 to 30, 2020 in Kaohsiung City, Taiwan.

We invite researchers to submit their abstracts or research manuscripts for this up and coming conference dedicated to supporting discoveries in hospitality and education.

The APacCHRIE 2020 is a conference that has been designed to foster growth and research in the multi-faceted field of Humanity and Technology in Hospitality Education by bringing together esteemed academicians to present their latest research and breakthroughs in the field.



APacCHRIE 2020 Main Conference

Researchers are invited to submit their abstracts or research manuscripts under the following domains:

- Data Analytics in Hospitality and Tourism Industry
- Advanced Technologies in Hospitality and Tourism Industry
- Marketing Management and Strategies of Hospitality and Tourism Industry
- Human Resource/Capital Management of Hospitality and Tourism Industry
- Innovation and Entrepreneurship of Hospitality and Tourism Industry
- New Ecosystem of Hospitality and Tourism Industry
- Emerging Issues in Hospitality and Tourism Research and Management
- Consumer Behavior of Hospitality and Tourism Industry
- Design-Thinking Paradigm in Hospitality and Tourism Education and Management
- Other Issues related to the Theme of the Conference

APacCHRIE 2020 Youth Conference

Undergraduate Students are invited to submit their abstracts or research manuscripts under the following domains:

- Data Science for Hospitality and Tourism Industry
- Advanced Technologies in Hospitality and Tourism Industry
- Emerging Issues in Hospitality and Tourism Research and Management
- Managerial Strategies of Hospitality and Tourism Industry
- Other Issues Related to the Theme of the Conference
- Chinese Language Session (中文發表場次)



Important Dates

Submission Deadline: **February 10, 2020**

Paper Acceptance Notification: **March 23, 2020**

Final Version Submission: **March 30, 2020**

Early Bird Registration: **March 30, 2020**

Conference: **May 27-30, 2020**

- Researchers are invited to submit their abstracts and manuscripts by February 10, 2020 on our submission portal.
- For more details about our conference, visit our website, <https://apacchrie2020.com> or send in your inquiries via email at apacchrie2020@live.nkuht.edu.tw, paper.apacchrie2020@live.nkuht.edu.tw

Main Conference Venue

May 27-30, 2020

Grand Hi-Lai Hotel, Kaohsiung, Taiwan.

Address: No.266, Cheng-kung 1st Rd., Kaohsiung City, Taiwan

Youth Conference Venue

May 27-28, 2020

Grand Hi-Lai Hotel, Kaohsiung, Taiwan.

Address: No.266, Cheng-kung 1st Rd., Kaohsiung City, Taiwan

May 28 (Afternoon), 2020

National Kaohsiung University of Hospitality and Tourism (NKUHT)

Address: No.1, Songhe Rd., Xiaogang Dist., Kaohsiung City, Taiwan

Sponsorship Benefits at APacCHRIE 2020

Fund Raising & Sponsorship Manager:

Tel: +886 07 806 0505#1720 (Richard Jih-Wen Wu)

E-mail: sponsor.apacchrie2020@live.nkuht.edu.tw

Conference Honorary Chair

Prof. Pearl Lin

President and Professor

National Kaohsiung University of Hospitality and Tourism

Conference Chair

Prof. Sophie Liu

Dean and Professor

School of Hospitality Management

National Kaohsiung University of Hospitality and Tourism

APacCHRIE 2020 Conference Hosted By



NATIONAL KAOHSIUNG UNIVERSITY
OF HOSPITALITY AND TOURISM
國立高雄餐旅大學



COUNTRY REPORT

Indonesia



■ Tour trail on the tourism package developed at a tourist village

Country Report

Dr. I. Made Sudjana, SE., MM (Country Representative of Indonesia)

Tourist Village Acceleration Program: A Project to Boost Local Communities' Quality of Life

Indonesia is an enormous country for many reasons, starting from the number of islands, which currently totals 17,504, to the population, which has hit 270,054,834 people belonging to more than 300 ethnic groups. This immense demography brings the bonus of tourism, which is a highlighted business sector that raises Indonesia's economic growth, along with the sectors of agriculture and oil & gas manufacturing. Tourism, as a leading economic sector, has many aspects that are expected to bring major benefits to the communities involved, especially to those who reside in rural areas. This fact clearly indicates to the government of Indonesia that it should head a tourism policy that can benefit the villagers.

The Indonesian Ministry of Tourism targeted 20 million tourists to visit the republic in 2019, and the ministry also expected 2 million visitors to arrive at various tourist villages, which requires the preparedness of the tourist villages themselves. A tourist village acceleration project has now been launched integrating the Ministry of Tourism and the Ministry of Rural, Rural Development and Transmigration. This project aims to prepare 2000 tourist villages (desa wisata) in Indonesia for tourism. The acceleration project is directed to hasten the empowerment of each tourist

village's community in an effort to help it present the local character of the area. That empowerment will at the same time support cultural preservation. Specifically, the acceleration project is expected to elevate the villages' classification, for instance, from that of a developing village into being considered an advanced village. Mapping of tourist villages in Indonesia shows four different classifications of villages: pioneer, developing, advanced, and independent villages. Indicators to determine one's level are the village's ownership management by the local community, its contribution to social

welfare, its contribution to maintaining and improving environmental quality, its encouragement of villagers' active participation in interactions with tourists, its quality of tours and travel, its quality of food and beverages, its homestay quality, and the friendly performance of its tour operators.

To make sure that the acceleration project achieves its targets, the integration of five elements of stakeholders is engaged. The pentahelix model requires the active participation and collaboration of academicians, businesses, communities, the government, and the media. That active participation will focus work on developing the criteria of attractions, amenities, accessibility, ancillaries, and community involvement (4A + 1C).

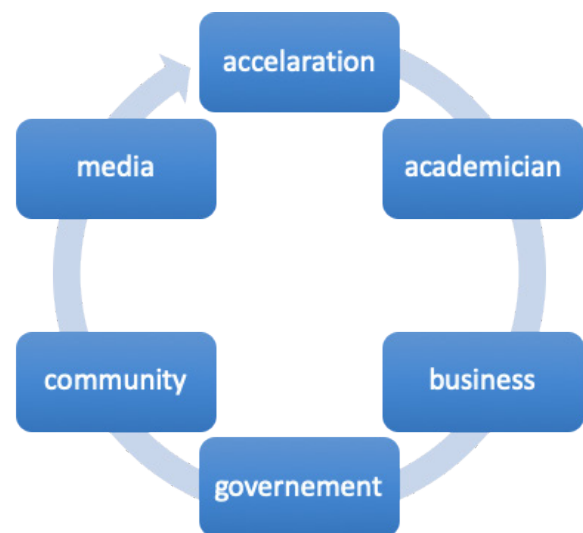


Figure 1. PENTAHelix Model for Tourist Village Acceleration



Figure 2. Tourist Village Development Criteria

The roles of academicians (lecturers and students) in this project are primarily to promote the residents' competency in managing a tourist village and the village's tourism products. This is known as an "accompaniment" program. Academicians make sure that the tourist villages' development complies with the sustainability development principles that are applicable, and that the villages' tourism development is economically, environmentally, socially, and technologically feasible. Evaluations will be conducted to assess the application level of the program, obtain feedback for further development planning, and propose scoring for the Tourist Village Competition.

On top of all of that, the accompaniment program will result in concretely helping communities to elevate their quality of life. The communities' competency in maintaining hygiene and sanitation, and the villagers' understanding about the need to preserve their local authentic products and resources, will also increase and, in the end, will contribute to their economic equality.