

APacCHRIE NEWSLETTER

SEPTEMBER 2020

ASIA PACIFIC
CHRIE
Council on Hotel, Restaurant,
and Institutional Education
*The Hospitality &
Tourism Educators*



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Ms. Margaret Heng

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MARGARET HENG

President, APacCHRIE
Chief Executive, SHATEC

Greetings to all members and friends of APacCHRIE!

As I stepped into my new role as President of APacCHRIE a month ago, it dawned on me that I am taking the helm in unprecedented times - yes, COVID-19 has practically brought the tourism and hospitality industry to a standstill.

Every country is addressing the situation in its own way. Support from government of each affected country has been vital in ensuring that their respective economies stay afloat during this challenging period. However, for long-term sustainability, international borders will need to open safely for tourism to resume. This is where all of us are called to play our part by standing united in our resolve to battle the COVID-19 virus which knows no boundary.

Without doubt, the current crisis has disrupted the way we live, work and play. For us in the educational field, this meant the need to migrate, almost immediately, from face-to-face classes to online sessions, and overnight home-based learning became a new buzz word. It was indeed no mean feat and I would like to applaud our educators for their hard work in making this quick transition so that learning can continue to take place for our students.

Moving into the world of hospitality, service delivery has also been reshaped as guest experience is now centred on being safe and clean. Hotels are therefore vigorously enhancing their hygiene practices and cleaning procedures. With a contactless approach to guest engagement, the adoption of technology has become more urgent than ever before with a greater push towards mobile room keys, chatbots, digital menu and also more prevalent use of robots, from service delivery to cleaning. Additionally, meetings and exhibitions are going either virtual or taking on a hybrid form to encompass an online session and a physical component.

As the industry strives to adapt to the new normal, it is encouraging to see potential revenue streams being discovered - from F&B delivery and takeaway options to work-from-home packages for guests to work in the comfort of a hotel setting to daycation which allows guests to enjoy all the amenities without having to stay the night. Being creative and agile is clearly the way to navigate through these trying times to reinvent our business for eventual recovery.

Take care and stay well!

Forthcoming Conference

18th APacCHRIE Conference

27-28 October 2020, Hong Kong

Organized by The Hong Kong Polytechnic University

In an effort to help contain the spread of the COVID-19 pandemic, the 2020 APacCHRIE Conference originally set to take place in Kaohsiung, Taiwan in May 2020 has been postponed. At this critical time, I am honoured and grateful that the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University has been entrusted with the responsibility of hosting the 2020 Conference. Connecting people and facilitating change has always been at the core of what we do in our sector.

I have the pleasure to extend to you a warm invitation to the 2020 APacCHRIE Conference, now scheduled to be held in Hong Kong on 27-28 October at Hotel ICON, our groundbreaking teaching and research hotel. With the solidarity and strong spirit of members and friends of APacCHRIE, we will work together with dedication to ensure the conference a success.

The 2020 Conference will not only feature a diversity of research papers, it will also bring together educators, scholars, researchers, industry executives, government policy makers and tourism professionals to discuss and address important issues such as how educational institutions will help the industry go forward. The challenges we face are extraordinary. The hospitality and tourism industry will, however, get past the pandemic and it can also lead the way in driving recovery. Our co-ordinated effort would ensure that we will make it through together and, more importantly, to prepare to support recovery.

On this note, I would like to draw your attention to an inaugural event in Hong Kong. Immediately after the 2020 APacCHRIE Conference, the first-ever IMPACT2020 Conference will take place at Hotel ICON on 30 October. Taking the theme of "Crisis Management and Recovery Strategies", IMPACT2020 will provide a unique platform for stakeholders to discuss crisis management and recovery strategies with a view to countering the negative impacts of geopolitical, socio-economic uncertainties and global health crises.

I look forward to welcoming you to these exceptional events in Hong Kong!



PROF. KAYE CHON, PhD, CHE

Founding Chairman and Past President (2002 -2003)

Dean and Chair Professor

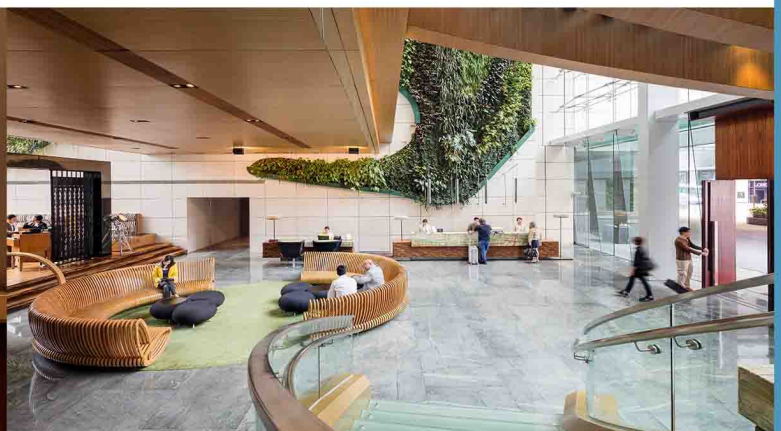
Walter and Wendy Kwok Family Foundation

Professor in International Hospitality Management

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

Chairman, 2020 APacCHRIE Conference



Call for Registration

The School of Hotel & Tourism Management of The Hong Kong Polytechnic University is pleased to announce that APacCHRIE 2020 will be held on 27-28 October 2020 at Hotel ICON in Hong Kong.

For more details about the registration process please visit www.apacchrie2020hk.com

For enquiries you may contact the conference organizing team at APacCHRIE2020.info@polyu.edu.hk

APacCHRIE Board 2020–2021

- President - Ms. Margaret Heng
- Vice President - Prof. Sam Kim, PhD
- Secretary - Ms. Joji Ilagan Bian
- Treasurer - Dr. Henry Tsai
- Director of Education - Prof. Lin Wang
- Director of Industry Services - Dr. James Mabey
- Director of Marketing - Dr. Lawrence Hoc Nang Fong
- Director of Member Services and Development - Dr. Warren Goodsir
- Director of Networking - Prof. Parikshat Singh Manhas
- Director of Research - Associate Professor Bongkosh N. Rittichainuwat
- Area Consultant I: PRC/Taiwan/Korea/Japan - Prof. Sunny Ham
- Area Consultant II: South East Asia - Dr. Prathana Kannaovakun
- Area Consultant IV: Indian Sub-continent - Prof. (Dr.) Manohar Sajjani
- Country/Regional Representative of Australia - Dr. Richard Robinson
- Country/Regional Representative of China - Prof. Jingyan Liu
- Country/Regional Representative of Fiji - Prof. Stephen Pratt
- Regional Representative of Hong Kong - Dr. Shuo Wang
- Country/Regional Representative of Indonesia - Dr. I Made Sudjana
- Country/Regional Representative of Japan - Dr. Hiroaki Saito
- Country/Regional Representative of New Zealand - Dr. Claire Liu
- Country/Regional Representative of The Philippines - Prof. Shirley Guevarra
- Country/Regional Representative of Singapore - Ms. Yu Yu Tan
- Country/Regional Representative of South Korea - Prof. Kyungsoo Han
- Regional Representative of Taiwan - Dr. Arthur Wang
- Country/Regional Representative of Thailand - Mr. Sakda Kanjanawanawan
- Country/Regional Representative of Vietnam - Dr. Thu Thi Trinh
- Country/Regional Representative of Macau - Dr. Soey Lei

Past Presidents:

• Founding Chairman (2002–2003) - Prof. Kaye Chon PhD, CHE

1. (2003–2004) – Prof. Eliza Ching-Yick Tse
2. (2004–2005) – Prof. Ilsun Yang
3. (2005–2006) – Ms. Carol Pido
4. (2006–2007) – Prof. Wen Zhang
5. (2007–2008) – Prof. Vikneswaran Nair, PhD
6. (2008–2009) – Prof. Jeou-Shyan Horng, PhD
7. (2009–2010) – Prof. Perry Hobson
8. (2010–2011) – Assoc. Prof. Manat Chaisawat
9. (2011–2012) – Dr. Andy Nazarechuk
10. (2012–2013) – Assoc. Prof. Evangeline E. Timbang
11. (2013–2014) – Mr. Alan Williams
12. (2014–2015) – Dr. Qu Xiao
13. (2015–2016) – Ms. Ma. Christina Aquino
14. (2016–2017) – Dr. Siu-lan (Amy) So
15. (2017–2018) – Mr. Samir Thapa
15. (2018–2019) – Dr. Peter B. Kim
16. (2019–2020) – Prof. Pearl Yueh-Hsiu Lin, PhD, CHA (Immediate Past President)

Introduction of Board Members





Zoom Around the World

The first ever Zoom Around the World (ZATW) organized by ICHRIE last July 21, 2020 has successfully gathered the members virtually all-over the world. The Zoom conference was worth remembering as APacCHRIE members joined the session showing a virtual backdrop of a place of interest from their country or region.

The meeting highlighted the Memories of ICHRIE shared by the Past Presidents of APacCHRIE, this part of the session made the members looked back and looked ahead at the exciting future and plans of the leading hospitality and tourism education association within the Asia-Pacific Region.

An interactive session with the attendees were conducted as well during the meeting to create chance to answer questions coming from the participants. Closing remarks by the Founding Chairman, Prof. Kaye Chon PhD, CHE was celebrated shortly with a toast and a taste of a homemade mocktail called Cerulean Unity created specially for this event by the Singapore Hotel Association Training and Educational Centre (SHATEC).



Through a unique blend of creativity and innovation, Cerulean Unity brings forth a true harmonious experience that cultivates keen connections and invigorates alliances. Propagated with fresh Sencha leaves and a shrewd combination of lime juice and elderflower syrup, its artistry lies in its ability to amalgamate the differing senses. Perhaps one cannot be more drawn to its beauty made possible by the aesthetic effects of blue lagoon; the same beauty which embellishes the ardour and essence of hospitality. With a dash of soda water and ginger ale, this imperative concoction becomes more than a mere beverage. It is a unification of values and a celebration of zest and passion. Ingested with grated lemon rind on the rim of the glass, Cerulean Unity is an emblem of camaraderie and harmony. It is an affinity which seeks to foster closer ties and kinship within an ever-vibrant community. Cerulean Unity is, indeed, an affiliation to all that represents strength, vigour and resilience.

A Task Force for Enhancement of Membership Services

APacCHRIE set up a task force to develop the criteria for sponsoring activities initiated by the APacCHRIE board members and to formalize the application procedures. The task force was constituted by Dr. Lawrence Hoc Nang Fong (University of Macau), Prof. Shirley Guevarra (The University of the Philippines), and Mr. Sakda Kanjanawanawan (Dusit Thani College Pattaya).

Their proposal was approved by all board members in the July meeting. It is expected that APacCHRIE will contribute more to the field by initiating activities which are beneficial for the members while the brand of APacCHRIE will be extended to a broad audience.



Lawrence Hoc Nang Fong



Shirley Guevarra



Sakda Kanjanawanawan



Webinar Series

APacCHRIE is devoted to helping our members to develop their professional career and improve hospitality and tourism education within the region, and in the midst of this pandemic, the leading hospitality and tourism education association within the Asia-Pacific Region has conducted several Webinars which include the following:

24 APR 2020

COVID-19 Impact on the Global Hotel Industry Webinar Jointly Presented by STR and APacCHRIE

Steve Hood from the STR SHARE Center presented an update on the global hotel industry. The virtual session reviewed the impact of the coronavirus on countries and markets around the world. The meeting included a brainstorming session related to research opportunities and was led by Dr. Qu Xiao, School of Hotel and Tourism Management, The Hong Kong Polytechnic University and APacCHRIE Past President.

19 JUN 2020

Has the Recovery Begun? Updates on COVID-19 Impact on the Global Hotel Industry – Webinar Jointly Presented by STR and APacCHRIE

This was the second session in the series of updates on the impact of COVID on hotel performance that was presented jointly by STR and APacCHRIE. Up-to-date performance metrics was shared during the session, including some early signs of recovery. Past economic cycles, prior events like SARS, recovery scenarios, lessons to be learned and industry takeaways were discussed in this virtual session.

29 JUL 2020

The Impact of COVID-19 on Hospitality Education: An Asia-Pacific Perspective

The virtual session began with a welcome remark from the Founding Chairman of Asia Pacific CHRIE, Prof. Kaye Chon PhD, CHE. The panelists and moderator during the Webinar includes: Associate Professor Bongkosh N. Rittichainuwat – Director of International Program in Hotel and Tourism Management Siam University, Prof. Shirley V. Guevarra - Professor of Hospitality Management Dept. of Hotel, Restaurant, and Institution Management University of the Philippines, Dr. Zhaoping Liu - Associate Professor of Hospitality Business Programme Coordinator of Case Method Community of Practice Singapore Institute of Technology, Prof. Robert Hsu – Director of Graduate Institute of Hospitality National Kaohsiung University of Hospitality and Tourism, Professor Manohar Sajnani, PhD - Dean Faculty of Hospitality and Tourism and Director of Amity Institute of Travel and Tourism at Amity University, and Dr. Henry Tsai (Moderator) - Associate Professor at the School of Hotel & Tourism Management of The Hong Kong Polytechnic University.

13 AUG 2020

Top 10 Online Facilitator Skills for Effective Course Delivery

This Webinar was conducted by the Past Presidents of APacCHRIE: Dr. Andy Nazarechuk – International Educator in the Philippines, Prof. Perry Hobson of Sunway University, and Mr. Alan Williams – Senior Higher Education Consultant in Australia. The session includes shared content and delivery tips, and experiences accumulated from delivering courses online.

Up and Coming Webinars



PLS-SEM: Some Key Insights

30 September 2020



Big Data Analytics in Hospitality and Tourism

25 November 2020



Call for Interest

Call for Expressions of Interest to Host the Asia-Pacific CHRIE Conference 2022

We are inviting proposals to host the 2022 APacCHRIE conference. If you are interested in submitting a bid, please reply with a short note of interest to the Conference Secretariat. The Conference Secretariat will email you outlining the items to include in your formal proposal.

Submission of Formal Proposal is on or before September 30, 2020.

Conference Secretariat:

Ms. Leslie Fung

Executive Officer

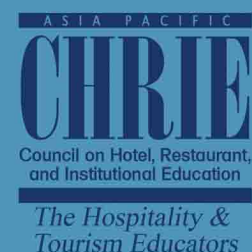
School of Hotel & Tourism Management

The Hong Kong Polytechnic University

17 Science Museum Road

TST East, Kowloon, Hong Kong

Email: leslie.fung@polyu.edu.hk



List of APacCHRIE Conference Locations

2020 – Hong Kong



2021 – Singapore



Future years:

If you are interested in hosting the conference in future years, please advise the board so that we may keep you informed of available conference dates.



APacCHRIE Country/Regional Report for New Zealand

Claire Liu, PhD, Auckland University of Technology (New Zealand Representative of APacCHRIE)

A survey by Tourism Industry Aotearoa in May has revealed the devastating impact of COVID-19 on New Zealand's tourism industry and what individual businesses are doing to survive. Responses to the survey indicated that tourism businesses have drawn heavily on the Government support measures, with 93% of respondents accessing the Employer Wage Subsidy Scheme and 30% accessing tax relief measures (Scoop Media, 2020).



The COVID-19 pandemic has significantly hurt New Zealand's tourism workforce and has negatively impacted people's perceptions on tourism as a career. The Government has established a \$1M hardship fund for international students who are experiencing unusual hardship due to the global impacts of COVID-19. The Minister of Education has announced a long-term recovery plan for the international education sector. It includes a \$51.6 million investment from the COVID-19 recovery and response fund to help reset New Zealand's international education sector (New Zealand Education, 2020). In June, New Zealand moved to level one, Go with Tourism sponsored tourism businesses and education providers to participate in its careers expo events on 6, 7 and 8 August, delivered in partnership with New Zealand Careers Expo.

New Zealand started COVID-19 lockdown on 23 March 2020 for three months. All eight universities employed online delivery after the Easter break in April. Training workshops were provided for staff upskills in online teaching techniques. Counselling and mental health services are available for students' health and well-being. Financial hardship grant for local students was provided. The universities have provided online learning resources and other information available for graduate research students. This includes webinars, online workshops via Zoom, video resources and online research drop ins. Using Blackboard, students can learn in a virtual classroom, interacted with lecturers/colleagues and peers, watch recorded lectures, submit assignments, participate in online presentations, ask questions and submit feedback. Surveys were conducted online to collect student feedback to identify how they feel and what they expected for online learning. At the end of the Semester, a formal student evaluation survey was conducted on their overall learning experiences. Online teaching and learning are challenging for both students and staff. This provides opportunities for creating innovative strategies for tourism education.



APacCHRIE Country/Regional Report for Indonesia

Dr. I Made Sudjana, SE., MM., CHT., CHE, Sekolah Tinggi Pariwisata Bali Internasional (Indonesia Representative of APacCHRIE)

Indonesian educators and government are now working intensively on conducting online classes and designing a new normal formula on learning at every level. I attached the possible action that I can carry within this COVID pandemic. I am hoping for the best of health for all APacCHRIE family.

ACTION ITEMS THAT YOU OR YOUR COMMITTEE HAVE INITIATED OR WORKED ON THIS YEAR	STRATEGIC PLAN GOAL	DESCRIPTION OF ACTIVITY
Survey of International Organizational benefit on Indonesian Educator perceptions.	Obtain an understanding of the Indonesian educators toward international relationships perception and APacCHRIE membership.	Conducting Online survey that is aiming at identifying information on the membership of APacCHRIE and the expectation of the Indonesian educator on international relationships and APacCHRIE.
COMMENTS		
<ol style="list-style-type: none"> The survey was conducted among Indonesian Hospitality and Tourism Educator, specifically, those who are listed in the Group of HILDIKTIPARI (the association of Indonesia Higher Education on Tourism). Among 23 respondents, the following information was obtained: <ol style="list-style-type: none"> 90,9% were familiar with APacCHRIE and it's learned that 40.9% of them knew APacCHRIE from Indonesian Country Representative and about 27.3% were from the advertisement of the conference 87% claimed that haven't decided to be APacCHRIE member due to the lack of understanding on the benefit of membership and membership fee issue. The respondent also stated their expectation in joining international organization were mostly to elevate the university prestige in the international relationships, followed by elevating the competency of their educator in teaching, and the ability to conduct qualified research. The survey also displayed the expectation of the respondents in joining an international Organization was mostly on join research, access to the publication/ journal and lecturer's exchange. It is recommended that APacCHRIE will consider those three expected benefits of joining an international organization in designing APacCHRIE annual program. Additionally, the membership issue also needs to be considered further. Since the respondent is also limited, a survey within larger participants needs also be conducted further. 		