

NEWSLETTER

FEBRUARY 2021



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ASIA PACIFIC
CHRIE
*The Hospitality &
Tourism Educators*

President's Desk

Greetings and Happy New Year to all members of APacCHRIE!

As we bid farewell to 2020, a year that has been most challenging for the hospitality and tourism sectors, we also tread with much trepidation into 2021.

With the rolling out of the vaccines for COVID-19, many of us wonder if this will be the game-changer to better times for hospitality and tourism. Indeed there is much hope and anticipation that the vaccines will make the difference.

On the economic front, we are already seeing countries putting in place policy measures to stabilise their economies and safeguard jobs, given the downturn caused by the effects of the pandemic. Some countries have started to reopen their economies, in conjunction with the distribution of COVID-19 vaccines. However, the global political and economic outlook remains highly uncertain.

Nevertheless, however the year may turn out to be, we should all be positive and confident. This in itself will give us the lead in overcoming any challenges that may come our way. Notwithstanding the turbulence created by COVID-19, at APacCHRIE, we are working together to put into place many exciting programmes and initiatives in 2021 to bring us even closer together.

The year will kick off with our series of Webinars which have been very popular with our members. In February, together with ICHRIE, APacCHRIE will be hosting an online event to welcome new members who have joined us in recent years. The highlight for the year will be the annual APacCHRIE Conference which will take place from 2-4 June in Singapore. More information on the above key events and others in the pipeline will be shared with members in the next few months. Stay tune and visit the APacCHRIE website for regular updates as well.

On behalf of the APacCHRIE family, I would like to wish all members a brighter and better 2021! Stay well!



Ms. Margaret Heng
President, APacCHRIE
Chief Executive, SHATEC, the Singapore International
Hospitality and Tourism School

2021



APacCHRIE Annual Conference

APacCHRIE Conference 2021 & 12th APacCHRIE Youth Conference
2-4 June 2021, Singapore | Organised by SHATEC

APacCHRIE Conference 2021 is set to take place in Singapore from 2-4 June 2021 and SHATEC is privileged to be the host of this conference. Drawing keen synergy from industry academic research and applications, delegates will be able to engage in a seamless hybrid experience; one where they can connect, mingle, and interact in a safe and effective manner. The conference aims to foster a high level of collaboration with industry stakeholders who bring in best in-class practices and create a fascinating ground for research showcase.

It is also my pleasure to warmly welcome all delegates to Singapore to experience not just the conference and networking but also the myriad of Singapore's tourist attractions. These include world famous landmarks such as the Singapore Botanic Gardens, which was honoured as a UNESCO World Heritage Site in 2015. Singapore's world-class infrastructure and connectivity makes it a coveted tourism hub as well as a recognised safe and preferred MICE destination that meets global sanitization standards.

The 2021 main conference theme: *ReBoot, ReImagine, ReDesign!* is a call for all academics and industry practitioners to decode new norms for hospitality and tourism in a post COVID-19 future. With the need for reduced human interaction in a business that is traditionally high-touch, it is opportune that both industry and academia get together to re-think the way hospitality operates, how the industry will evolve with emerging robotics and service design technologies and how we can move forward in digitalization. Amidst uncertainties brought on by COVID-19, this conference will draw attention to opportunities for new demand creation by re-mapping customers' journeys.

Call for Papers

Deadlines for Submission

Abstracts or Full Paper Submission: **14 March 2021**

Final Version Submission: **25 April 2021**

SHATEC is pleased to announce that the
APacCHRIE Conference 2021 will be hosted in Singapore
from 2 – 4 June 2021.

We warmly welcome all delegates to our beautiful City in a Garden
where passions are made possible. Offering a hybrid mode experience,
the conference will focus on a broad range of topics related to
tourism and hospitality.

<ul style="list-style-type: none"> • Case Studies on Tourism and Hospitality Development, Marketing and Management • Competition and Collaboration among Asia-Pacific Countries on Tourism • Consumer Behaviour in Hospitality / Tourism • Contactless Services in Hospitality and Tourism • Contemporary Issues in Tourism and Hospitality Industry Education and Research • Crisis Management in Hospitality and Tourism • Culinary Arts and Gastronomy • Data Analytics • Destination Marketing • E-commerce, OTAs and Travel Agency Management • E-learning in Hospitality and Tourism: Its Applications and Influences on the Industry and Education • Ethics, Leadership, and Corporate Social Responsibility • Future of Hospitality and Tourism Education • Hospitality Management and Marketing 	<ul style="list-style-type: none"> • Hospitality Experience during COVID-19 • HR Management and Training in Tourism • Human Resource Management and Organizational Behaviour • Impact of COVID-19 and Recovery Strategies • Innovation and Entrepreneurship • Knowledge Economies, Knowledge Management • Robotics and Technology in Tourism and Hospitality Industries • Rural Tourism and Green Tourism • Service Design • Smart Tourism and Innovations • Social Media and Sharing Economy • Technology in Tourism and Hospitality Industries • Tourism Culture • Tourism Development and Sustainability • Tourism Economics • Tourism Planning and Policy • Transnational Market Analysis and Forecast • Other Topics Related to Tourism and Hospitality in the Asia-Pacific Region
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OFFICIAL HOST

SHATEC

THE INTERNATIONAL HOTEL & TOURISM SCHOOL
(SINGAPORE)



Held in conjunction with the main conference, the 12th APacCHRIE Youth Conference will see students coming together in an exchange of ideas, knowledge and skills, as they explore the blueprint for The Future of Work. We anticipate transformational learning and leadership development for all our youth participants.

APacCHRIE
2021 2-4 JUNE SINGAPORE
And The 4th SHATEC Hospitality Conference
ReBoot, ReImagine, ReDesign!

12th APacCHRIE
YOUTH CONFERENCE
3-4 JUNE SINGAPORE
The Future of Work

Registration Fee



Main Conference

	Hybrid Conference	Virtual Conference
Member	SGD 280	SGD 140
Non-Member	SGD 380	SGD 190
Graduate Student	SGD 200	SGD 100

Youth Conference

	Hybrid Conference	Virtual Conference
Student	SGD 100	SGD 50

APacCHRIE Conference 2021 is not just an event but also a process which seeks to continuously drive new concepts and ideas for the purpose of tourism business continuity. There is no better time than now for APacCHRIE 2021, which will be the model platform to envisage the future of hospitality and tourism at the cusp of transformation. I look forward to welcoming you to this extraordinary event in Singapore!

Ms Margaret Heng
President, APacCHRIE
Chief Executive, SHATEC
Chairman, APacCHRIE Conference 2021



APacCHRIE: 'Still Connected, Undivided' 27-28 October 2020 in Hong Kong

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On 27 and 28 October 2020, the SHTM organised the 18th Asia-Pacific Council on Hotel, Restaurant and Institutional Education Conference (APacCHRIE 2020). The conference was attended by more than 200 participants from 17 countries and regions around the world who showed up in Hong Kong and online.

Ms. Margaret Heng, President of APacCHRIE and Prof. Kaye Chon, Founding President of APacCHRIE, gave the opening remarks. Under the theme 'Still Connected, Undivided', the conference presented the representatives with an excellent opportunity to confer about crisis management and attend to important issues such as the manner in which educational institutions can aid in the advancement of the industry. In the midst of this difficult period, APacCHRIE 2020, along with the 11th APacCHRIE Youth Conference, was recognised as a meritorious academic milestone of the industry.

Prof. Brian King chaired the first plenary session which also featured Dr Kwon-ping Ho, Founder and Executive Chairman, Banyan Tree Holdings. Prof. Kaye Chon discussed 'The Crystal Ball: Seeing through 2020 and beyond'. With his speech 'The Hotel Industry Outlook', Mr. Steve Hood, Senior Vice President, Research and Founding Director, STR SHARE Center, ended the session.

Chaired by Prof. Cathy Hsu, the second plenary session featured Mr. Tasos Kosloglou, Chief Executive Officer, Hotel Division, Sun Hung Kai Properties Limited; Mr. Stephen Ho, President-Growth and Operations, Asia Pacific, Hyatt Hotels Corporation; Ms. Shelley Perkins, Chief Talent and Culture Officer, Rosewood Hotel Group and Mr. Jun Lai, Vice President, International Markets and Global Key Accounts, Ctrip.com. They expressed their views on 'Post COVID-19: The Future of the Hospitality and Tourism Industries'.



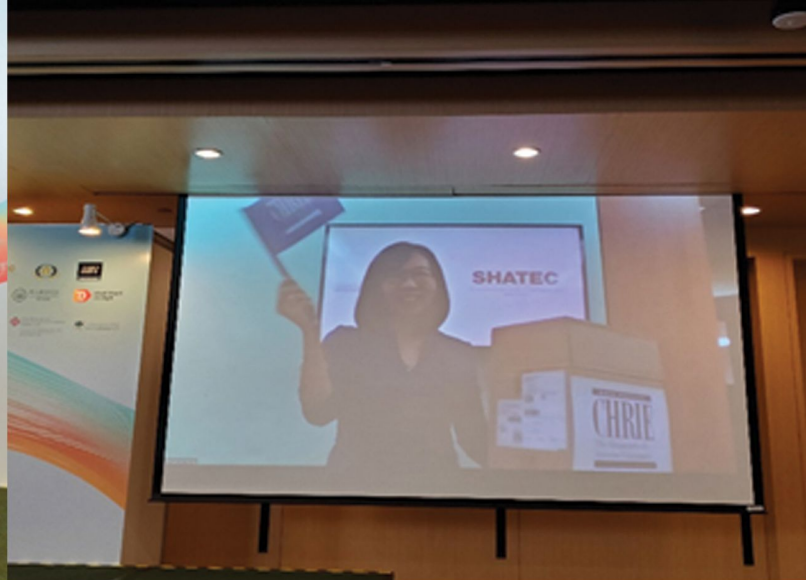
Conference Organizing Committee



Concurrent Session VI: Human Resource Management



Closing Ceremony: 'Hand Over' to SHATEC, Singapore (APacCHRIE 2021 Host)



Closing Ceremony: 'Take Over' by SHATEC, Singapore (APacCHRIE 2021 Host)

The third plenary session was held on 28 October. The session focused on 'Future of Professional and Continuing Education', and it was chaired by Prof. Chon and featured Prof. Peter Yuen, Dean, College of Professional and Continuing Education, The Hong Kong Polytechnic University. Dr. Daniel Leung moderated the discussion on 'Online Teaching: Opportunities and Challenges'. A number of esteemed faculty all over the world participated, including Mr. Simon Lloyd, Dean, Faculty of International Hospitality Industry, Dusit Thani College; Dr. George Liu, Associate Professor and Coordinator of Case Method, Community of Practice, Hospitality Business Programme, Singapore Institute of Technology; Prof. Bruce Tracey, Professor of Management, School of Hotel Administration, SC Johnson College of Business, Cornell University and Prof. Eve Ren, Academic Coordinator for Tourism Retail and Marketing Management Programme, School of Tourism Management, Macau Institute of Tourism Studies.



Youth Conference: Contest

Thirty-two capable SHTM undergraduate students from the Special Events Class managed all the details that ensured the success of APacCHRIE 2020. They came up with an enriching and timely programme for international delegates.

APacCHRIE 2021 will be hosted by SHATEC Institutes, Singapore on 2 to 4 June 2021.

Reference:

This report adapted SHTM Update (December 2020). APacCHRIE 2020 Held Successfully Online and Offline. Volume 21, Issue 5.

A total of 143 papers were submitted for the main conference, and 98 of which were accepted. The number of papers presented (in class and online) was 94.

At the closing ceremony, Mr. Emmanuel Gamor and his SHTM co-authors, Dr Alice Hon and Prof. Bob McKercher, received the Best Paper Award for their work titled 'The Influence of Cultural Distance on Tourism Demand in Hong Kong: A Study of Key Source Markets'. The runner-up award was given to Dr. Sangwon Park and Mr. Ren Ridge Zhong, SHTM Research Assistant.

2022 APacCHRIE in Malaysia

Sunway University gets ready to welcome APacCHRIE delegates. APacCHRIE 2022 conference will focus on the theme of creating tourism sustainably in these challenging times.

January - February Webinars

Applications of Experimental Design into Hospitality and Tourism Studies

28 January 2021

Applications of Experimental Design

into Hospitality and Tourism Studies



28th January 2021, Thursday
11.00 AM (GMT +8).
Beijing/Hong Kong/Singapore Time

Speaker: Dr. Jungkeun Kim
Department of Marketing,
Auckland University of Technology



About Dr. Kim

- Main research interests in consumer and travel decision-making and behavior
- Published experimental studies in leading hospitality and tourism journals such as *Journal of Travel Research*, *Tourism Management*, *International Journal of Hospitality Management* and *Cornell Hospitality Quarterly* as well as marketing journals such as *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Retailing*, and *Journal of Business Research*
- Recipient of 2019 Charles R. Goeldner Article Excellence Award for the best article published in *Journal of Travel Research*
- Associate Editor of the *Australasian Marketing Journal* and Executive Committee member for Australian and New Zealand Marketing Academy



Moderator: Prof. Sam Kim
School of Hotel & Tourism Management,
The Hong Kong Polytechnic University

Organised by:



Please register at
<https://bit.ly/29Jan2021>
or scan
QR Code!



Hotel Performance: Wrapping-up 2020 and Outlook for 2021

26 February 2021

Hotel Performance:

**Wrap Up 2020
And Outlook for
2021**



26th February 2021, Friday
10.00 AM to 11.00 AM (GMT +8).
Beijing/Hong Kong/Singapore Time

Speaker: Mr. Steve Hood
Senior Vice President of Research
and Director of SHARE Center, STR



About The Speaker

- Involved in the original development of the STAR program utilized by nearly 70,000 hotels and almost all hotel companies around the world
- Serves on advisory boards and as an honorary professor for leading schools, including Cornell, Penn State, Virginia Tech, University of Delaware, Colorado State, Ecole Hôtelière de Lausanne and Hong Kong PolyU
- Recognized with the ICHRIE Industry Recognition Award, the EuroCHRIE Nestlé Pro Gastronomie Award and by the Hotel Schools of Distinction for his commitment to hospitality and tourism education



Moderator: Dr. Qu Xiao
School of Hotel & Tourism Management,
The Hong Kong Polytechnic University

Organised by:



Supported by:



Please register at
<https://bit.ly/26Feb2021>
or scan
QR Code!



March - April Webinars

Micro Credentials in Hospitality

March 2021

Enhancement of Research Competence: Sharing from Experience Scholars

April 2021

Director's Update: Marketing

COVID-19 as a Double-edged Sword in APacCHRIE Marketing

COVID-19 has brought unprecedented challenges to the mankind. People are getting adapted to what we call "new normal". While the world productivity has been largely discounted, people are finding the best way to progress their works during this difficult period. APacCHRIE's marketing work is not an exception.

APacCHRIE conference has been the most important platform for scholars and practitioners to gain a deep understanding of the association. However, owing to the pandemic, the APacCHRIE conference 2020 which was supposed to be held at Taiwan in May 2020 needed to be canceled. Eventually, the conference, in hybrid mode (both online and offline), was held at The Hong Kong Polytechnic University from 27th to 28th on October 2020. Offline marketing of APacCHRIE became extremely difficult.

While the dark side of COVID-19 is well-understood, it also made some constructive impacts. Many old practices were transformed or even dropped. People are more opened to previously unpopular practices. Online events (e.g., online seminars, online forums, etc.) were generally not very welcomed in the past, owing to the absence of physical interaction. However, owing to COVID-19, the demand on online events surged and this delivery mode has become more acceptable. Considering this opportunity, APacCHRIE leveraged its marketing works by increasing the use of online channels. Since July 2020, online seminars / forums have been organized while satisfactory participation rates were recorded. These online events helped increase awareness of APacCHRIE and reach wider audience who could benefit from the knowledge earned by attending the events. Until the end of 2020, APacCHRIE has organized four online lectures and forums including: "The impact of COVID-19 on hospitality education: An Asia-Pacific perspective", "Top 10 online facilitator skills for effective course delivery", "PLS-SEM by SmartPLS: A quick walkthrough", and "Big data analytics in hospitality and tourism". These events engaged educators, researchers, and industry executives. More online events are being organized.

On the other hand, APacCHRIE expanded the social media channels for promotion. In 2020, APacCHRIE created official accounts on LinkedIn and Instagram to reach the professionals and young scholars. The power of social media allows APacCHRIE to increase the number of followers. The platforms were not only used for promoting the APacCHRIE conference and online events, but also used to relay announcements of I-CHRIE and other CHRIE Federations. This cross-marketing approach creates synergy effect. Please check out our social media and follow our updates @:



Dr. Lawrence Hoc Nang Fong
University of Macau

Facebook:

<https://www.facebook.com/APacCHRIE-The-Tourism-and-Hospitality-Educators-689514288138485>

LinkedIn:

<https://www.linkedin.com/company/apacchrie-tourism-hospitality/>

Instagram:

<https://www.instagram.com/apacchrie/>

Last but not the least, don't miss the APacCHRIE Conference 2021 which will be held on 2 - 4 June 2021. Register NOW!

Director's Update: Research

Facing the Challenges of COVID in Research

This article is a summary of the research snapshot of the first Asia Pacific CHRIE's webinar on the Impact of COVID-19 on Hospitality Education: A Voice from Thailand on July 29, 2020. The International Association of Universities (IAU) conducted a global survey on the impact of COVID-19 on higher education around the world from March 25 to April 17, 2020 and received 576 replies from 424 universities and other Higher educations based in 109 countries, Hong Kong and Macao (IAU 2020). It found that 67% of the respondents agreed that the COVID-19 had affected their teaching and learning (IAU 2020). Specifically, 81% of the respondents reported that their scientific research conferences had been cancelled or postponed whereas 83% noted that their international travel had been cancelled (IAU 2020).



Figure 1: Dr. Pornchai Mongkhonvanit, president of Siam University and the IAU's vice president, supported work from home during the COVID to facilitate global research collaboration.

While 89% of the respondents of the IAU's survey revealed that the COVID-19 affected their international student mobility (IAU 2020), many universities have facilitated online-teaching through different digital platforms. Consequently, many international students who have been locked-down benefit from online learning (Rittichainuwat 2020).

Indeed, the COVID-19 became an opportunity of some Thai stakeholders who have turned the crisis into an opportunity with new product developments such as long-stay hotel packages (Rittichainuwat et al. 2020). Particularly, the stakeholders of the Thai Meetings, Incentives, Conventions, & Exhibitions (MICE) have applied Buddhism in building psychological resilience in coping with chronic crises such as political instability and the COVID-19 (Rittichainuwat et al. 2020). Thus, instead of viewing the COVID-19 as a challenge, it may be an opportunity for a better change.



Associate Professor Bongkosh N. Rittichainuwat
Director of Research

Mishra Ashutosh
Siam University



Figure 2: A research snapshot of Thai MICE's stakeholders in coping with crises.

References:

- International Association of Universities (2020). IAU Global Survey on the Impact of COVID-19 on Higher education around the world. Retrieved from IAU Global Survey on the Impact of COVID-19 on Higher Education around the (...) - IAU (iau-aiu.net) on 01/23/2011.
- Rittichainuwat, B. (2020). The Impact of COVID-19 on hospitality education: An Asia-Pacific Perspective, 29, July 2020. Apac-CHRIE Webinar. Retrieved from [APacCHRIE Webinar] The Impact of COVID-19 on Hospitality Education: An Asia-Pacific Perspective (29 July 2020) – Asia-Pacific CHRIE on 01/23/2011.
- Rittichainuwat, B., Laws, E., Muanchontham, R., Rattanaphinanchai, S., Muttamara, S., Mouton, K., Lin, Y., & Suksai, C. (2020). Resilience to crises of Thai MICE stakeholders: A Longitudinal study of the Destination image of Thailand as a MICE destination. *Tourism Management Perspectives*, Jul; 35: 100704

Regional Report

Facing the Challenges of Covid in Education

Since February 2020, the Macau government has introduced a number of measures in response to the coronavirus outbreak. For the first time in history, casinos in Macau were forced to close for 15 days in February 2020 as Covid-19 started spreading rapidly. Macau residents were advised to cancel unnecessary travel plans, and foreign travellers have been restricted to enter Macau. Under these policies, the city has had no new imported Covid-19 cases since June 2020 until the latest case reported on 22 January 2021. There have been a total number of 47 confirmed cases and 0 coronavirus-related deaths (as of 22 January 2021).

Despite being relatively safe, Macau has been facing a number of challenges including drastic drop in visitor arrivals, negative economic growth, and increased unemployment rate. During Covid-19, the tourism and hospitality industry in Macau has been heavily relying on the Mainland Chinese market, as strict quarantine policies have been imposed on arrivals from Hong Kong and Taiwan, and travellers from other countries have been banned to enter Macau except for special conditions (as of 22 January 2021).

In February 2020, the Macau government shut down all schools and advised employees to work at home if possible. In response, most higher education institutions in Macau immediately launched online teaching and learning using available resources and platforms such as Zoom and Moodle. According to a report published by Macao Tourism and Hospitality Association (2020), most faculty members (over 90%) teaching tourism and hospitality programs in Macau had never taught online before Covid-19. While the majority agreed to some extent that online teaching is convenient and flexible, preparing and delivering online courses was not easy. Motivating students in an online environment is another issue, and the majority believed that students could learn better in traditional face-to-face classes. The association also collected data from undergraduate students registered in tourism and hospitality programs regarding their learning experience during Covid-19.

Similar to their teachers' responses, the majority of students (69%) took online courses the first time and found it challenging to learn online. The association concluded that both university teachers and students need greater support if online teaching and learning would become a future trend.

As Macau has remained relatively safe, students have been gradually returning to campus to attend classes face-to-face. Challenges related to online learning will remain, at least in the short term, as some overseas students are unable to return to Macau. Another potential challenge could be student enrolment.



As Covid-19 strongly strikes tourism and hospitality, this may affect high school graduates when considering undergraduate programs. The Macau government has recently announced a plan to expand undergraduate student admission to local higher education institutions. Effective curriculum design will be essential for tourism and hospitality programs in Macau to attract young talents.

Macao Tourism and Hospitality Association. (2020). Research study on online learning by tertiary students and faculty members in tourism and hospitality programmes in Macao. Retrieved from MacTHA.org.mo:

[https://img1.wsimg.com/blobby/go/3263e7f5-3ca5-4ea1-ac7b-f382301fc388/downloads/MacTHA%20Report%20Summary%20\(Eng\).pdf?ver=1598599970859](https://img1.wsimg.com/blobby/go/3263e7f5-3ca5-4ea1-ac7b-f382301fc388/downloads/MacTHA%20Report%20Summary%20(Eng).pdf?ver=1598599970859)



Dr. Soey Lei
Regional Representative
of Macau S.A.R.

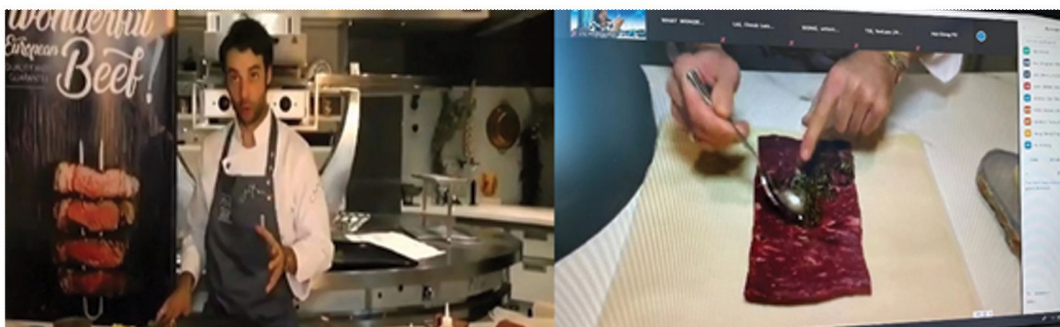


Regional Report

Transforming Pedagogical Challenges into New Learning Opportunities for Students amid COVID-19 Pandemic

The coronavirus pandemic has brought unprecedented disruptive changes to many aspects of our daily lives, and education is no exception. Ever since COVID-19 spread to Hong Kong in late January 2020, online teaching and learning through Zoom or Microsoft Teams has been the “new normal” among universities. In the initial phase of moving online, many of us were on a steep learning curve to becoming more tech savvy and camera ready. On top of mastering the various functions and features of the video communication software to facilitate our remote teaching and manage the virtual classes, we also learned about and tried out different hardware accessories such as condenser microphones, LED ring lights and physical green screens to ensure a clear and smooth delivery of the online lecture.

However, for those hospitality educators who teach courses with substantial experiential learning components, the greatest challenge of online teaching lies in figuring out how to make the distant learning stay relevant and engaging. Dr. Chen Chie-hao, Assistant Professor of National Kaohsiung University of Hospitality and Tourism Management, has been teaching Viticulture and Oenology as a Visiting Assistant Professor for the MSc in International Wine Management at The Hong Kong Polytechnic University (PolyU) for six years. Last year, travel restrictions during the pandemic prevented him from coming to PolyU’s campus so he had to teach remotely from Taiwan. Yet, instead of delivering the online lectures from his office or home, he brought the online class to a vineyard in Dacun, Changhua, turning the virtual background into a real setting. His live demonstration and vivid instruction in the grape field provided an incredible immersive learning experience for his students on the other side of the computer screen.



Reaching out to the world: Dr. Pearl Lin invited Chef Javier Aranda, a two-star Michelin chef in Spain, to demonstrate beef cooking in her “The Evolution of World Cuisine” class at PolyU.

In fact, the online teaching mode not only enables us to take learning outside the classroom, it also affords us some great outreach opportunities. Dr. Pearl Lin, Associate Professor at PolyU’s School of Hotel and Tourism Management (SHTM), teaches a general education course “The Evolution of World Cuisine”, which involves three to four cooking demonstrations of national or regional cuisines around the world. In the past, Dr. Lin would often invite local guest chefs to come to SHTM’s food lab for onsite demos in front of the class. Last year, when all teaching facilities were closed due to the suspension of face-to-face teaching, such arrangements were not viable. However, Dr. Lin believed that the unfortunate circumstances should not compromise the desired learning outcomes of her students. So she reached out through her professional network and invited Chef Javier Aranda, a two-star Michelin chef in Spain, to her online class. Students were excited to have the rare opportunity to interact with a renowned chef and very much impressed by his authentic and exquisite cooking skills.

Dr. Shuo Wang
Regional Representative of
Hong Kong S.A.R.



As pandemic still ranges on in many parts of the world, remote learning is here to stay. While teaching online remains a challenge, dedicated and inspired hospitality educators like Dr. Chen and Dr. Lin have taken extra steps to enrich the distance learning content and engage their students, transforming pedagogical challenges into new learning opportunities for students.

Country Report

Facing COVID-19 Challenges in the Education Sector in Japan

The COVID-19 pandemic has created significant impacts on Japanese education sector. Since the national government issued the first state of emergency in March 2020, many universities were forced to radically shift the way of delivering education service. Shifting the lecturing style (online teaching), in particular, brought about many challenges, but it also provided opportunities for Japanese education sector to evolve.

Online teaching certainly helped students, faculties, and staffs reduce the risk to expose themselves to the virus (although many universities still require their staffs to commute). It also provided more flexibility to attend or deliver lectures, development of ICT skills, and reduced travel costs to commute to universities. However, it also took away valuable opportunities from the students' university lives. For students, university campus is not only a place where they receive academic knowledge. It is also a place to develop their own network for the future, and gain life-time skills or experiences by interacting with their peers. However, online teaching made it difficult for them to make friends and engage in informal networking activities outside the class. Such situation has caused them frustration and they claim, 'we are not getting our money's worth'. This 'lost opportunity' might be particularly severe for the students in international universities. One of the values international universities can provide is an environment that the students develop their global network with peers from all over the world. However, online teaching imposes difficulty to gain this opportunity, which may result in significantly diminishing the values of those universities.

To remedy this situation and gain back the value of university education, some Japanese universities have introduced a new lecture style since October, 2020: delivering lectures by combining online and face-to-face spontaneously. This 'hybrid' lecturing style is planned to be introduced in most Japanese universities from April 2021. Taking the strengths from both online and face-to-face, this new lecturing style will certainly bring about a number of benefits to the future of Japanese education sector. However, it requires strong support at university level, such as training and resources for faculties and teaching assistants. Thus, cooperation between faculties and university executives will become essential.



Dr. Hiroaki Saito

Country/Regional Representative of Japan

In Japan, the traditional face-to-face lecturing style had never been changed over past hundred years. However, in April 2020, many universities showed their capability to radically shift their educational style only in a few months. We do not know what 'the best practice' is at this stage. Though, we do know this evolution will bring about the future of education in Japan – "It is a rough road that leads to the heights of greatness". To create the future of education, provide quality education, and attract new talent students, Japanese universities are at the edge of 'another' radical transformation.

Country Report

Education in Pandemic: Challenges in Indonesia Premises

I am contended to have the opportunity to write an article on education in Indonesia during the Covid 19 pandemic. I expect that this short report can bring reference and comparison as several countries may side similar conditions.

At the beginning of Covid 19 in Indonesia (March 2020), the Indonesian minister of education and culture clearly outlined the principles of education policy, namely prioritizing the health and safety of students, educators, education personnel, families, and society in general, as well as considering the growth and development of students and psychosocial conditions to fulfill education services.

The policy was interpreted well by the education institution. The teaching-learning method necessarily changes into an online one. There were no direct interactions in the premises of education, which also caused other issues both for the educator and learner. The challenges are among the competency of educators and students on the technology acquisition, the adaptability to the new learning approach, and at the same time support of the internet connection and devices to access the learning.

Indonesian education, still the simultaneous use of it creates unpreparedness in the subject delivered. It was only a small percentage of institutions manage the online by a Learning Management System, majority of them were decided to teach the students by using any possible media, such as WhatsApp application and google classroom as well as e-mail. Those three simplest technology becoming popular and additionally, zoom application was also reached it peak use, especially on its free version. In terms of the complexity of use, those applications were considered user-friendly, however, since the main purpose of the application is not for education, only a very limited strategy of teaching can be applied, causing the activities to become predictive and create less motivation to the side of learner. To answer the demand of presenting more varied learning activities and resources, the school then started to train the teaching staff to use the Learning management system and invest in it. By the beginning of the new academic calendar, it is expected that the new management system and teacher competency can create a better learning environment and outcome.

The adaptability of the learner to the new way of learning also generate issue in the student learning motivation. Students in Indonesia can be categorized into a very sociable group. They used to meet and chat with friends, listen directly to the teacher (lecture), and follow direct instruction, although some students are considered very reluctant to speak in the classroom premises. The new learning culture unable them to have those common interactions. Types of interactions that only facilitated through an internet connection and mobile phones or pc devices required them to

also master their skill in writing more since most applications were performed to facilitate written form. Becoming an active learner from previously 'feed' by the teacher requiring a drastic shifting to their learning habit.

Lastly, the challenges were also because of the connectivity and device support to the e-learning. Some parts areas of Indonesia are well internet-connected, however, some parts haven't any proper access. Covid 19 has caused students to return to their hometowns that are sometimes located in remote areas, away from a steady internet connection. Some students also are not supported with mobile phones or any other devices to access the learning. The second issue mainly suffered by elementary dan junior high school students. Alternatively, they had to wait for their parents to return home and use their parents' gadgets to attend their online classes.

Besides those three points, vocational education especially in the area of hotel and tourism struggles in providing the on-the-job training program to the students. As most of the curriculum allocate 30 % of theoretical sessions and 70% of practical sessions including on-the-job training, the most challenges generate from finding the property for the practical session. An alternative sharing session, hotel visit facilitated by the hotel authority becoming the possible method. Besides, the educational institution can also propose for an assessment from the local education authority, mentioning that they have build facilities and systems that facilitate the need of health and safety concern of covid 19. Once the institutions get the recommendation, they can conduct a practical session in a very restricted safety procedure. This can aid the practical session for the vocational students.

In summary, education and its supporting aspects, including government and industries in Indonesia are attempting to respond to the continuity of education during the pandemic covid 19. Moreover, the invention of the vaccine also brings new hope to education in Indonesia.



Dr. I Made Sudjana
Country/Regional
Representative of Indonesia



Country Report

Teaching & Learning: A 'Viral' Affair

As the pandemic swiftly became a global reality, educators scrambled to make sense of the vast implications to teaching and learning. With tight turnarounds and stringent datelines, SHATEC, just like every other training institute, had to grapple with the grim challenges. When the Singapore government introduced its first measures to combat COVID-19, it was anticipated that physical trainings had to be conducted in line with safe distancing measures. This included participants seated singly and at least one meter apart. Facilitators had to come up with creative ways to engage participants albeit minimal interaction and reduced group activities. Needless to say, breaks had to be staggered and the typical 'buffet style' refreshments had to be converted into bento boxes.

The island state then went into a total lockdown in March 2020 and it became quickly apparent that in-person trainings were to be ceased with immediate effect. Lessons had to be delivered online and the curricula underwent an overhaul to align with this new mode. With the learners' best interests in mind, SHATEC addressed the core concern, which was to ensure that every facilitator is cognizant with e-learning instruction. Home-based learning platforms were explored and redefined and lessons were conducted seamlessly with keen collaboration between academics and administrative teams. While the struggles were genuine, so were the efforts and the morale of staff who strived tirelessly to create positive learning outcomes.

Fear and anxiety were undoubtedly present but, at no point did these two elements overwhelm the perseverance and dedication demonstrated. Questions and doubts were clarified as to whether e-learning styles would undermine the quality of teaching and learning. Conversely, this was enhanced. As facilitators explored novel ways to engage online participants, the next challenge was then to restore the morale of industry professionals. Some were resistant to being confined to a screen for extended hours; others were resentful that they were extricated from their operational roles. Teaching and learning then went beyond pure educational objectives to include socio-emotional ones as well.

As cases declined and measures eased, some physical trainings were gradually allowed to resume and SHATEC had to contend with hybrid modes of delivery. Yet, there is no room for complacency as strict standards are continuously enforced to ensure the safety and well-being of participants. Evaluation reports of past trainings were studied meticulously and the data amassed served as useful reference for creative classroom methods and pedagogy.

The philosophy is therefore clear and finite- To evolve in the same fashion as the virus; to race against it and to beat it in its own game!

About SHATEC

SHATEC was set up in 1983 by the Singapore Hotel Association to equip Singapore's hospitality industry with a skilled workforce. Since then, SHATEC has distinguished itself as arguably Singapore's most recognised hospitality school with many of its 30,000 strong alumni from more than 20 countries helping key positions in the hospitality and tourism industry.

It is a strong advocate of creative teaching methods. Lessons and programmes at SHATEC are further enhanced by exposing pupils to experiential learning experiences that are as close to a working environment as possible. Students also reap the benefit of interacting with local and international instructors and guest speakers who eagerly share a wealth of knowledge in their respective fields and impart important people-to-people skills gleaned from experience.

Besides nurturing young minds and talents, SHATEC is also a key player in preparing career switchers and mature workers to join the hospitality industry. As the industry school, it also offers a myriad of programmes and workshops to up-skill practitioners in the hospitality industry.



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Country Report

Trevari, Start-up book Club in South Korea

When it comes to books and reading culture in South Korea, the trend is emerging with book clubs and community-oriented independent bookstores connecting readers.

Trevari, the startup book club, is at the heart of the trend. It is a Korean word refers to a person and the act of liking logical discussion. Trevari kicked off with 80 members in 2015 and now has more than 8000 members. After paying membership fee for a four-month, members turn in a book review two days before their regular meetings to be ready for a good discussion. They believe writing their own thoughts is more important than reading in order to build their own opinion. Young millennial generation CEO of Trevari mentioned looking at other people's thoughts does not help them live their own life. Since the world is changing rapidly, it is very important to take a moment to think and focus on the core of everything.

Universities and Colleges in South Korea began new semester by online-based class and online-offline hybrid class in March 2020. Faculty members prepared class by LMS, learning management program, and Everlec, class contents presentation program. Most of faculty members communicate with undergraduate and graduate students by ZOOM, Google Meet, etc. ZOOM, its number of users increased by 230 times in South Korea. We implemented unprecedented educational experiment for remote learning. Contactless technology has also taken over the job market turning to video and AI interview for their recruiting process.

After Coronavirus pandemic stage, we faculty members meet university student only by online. They spend more time to take a class by themselves in their home. They cannot meet their friends. Freshmen has never seen their classmates. This situation can lead them to loneliness. However, if we look this from a different angle, this hard time can be an opportunity to see inside of us. We have more time to read, think and discuss with other readers by online or within small group. Book club such as Trevari is a good alternative not only for university students but also for those who graduate from university.

Everything is changing so fast. Nobody knows when the Coronavirus pandemic will end and when we will get back to normal life. Even the near future is uncertain and unpredictable. Read, think, and discuss books together for now! It will slow down your life and give perspectives and inspiration to you.



Prof. Kyungsoo Han
Country/Regional Representative of
South Korea



IT'S A DATE!

*See you on 2 – 4 June
2021 in Singapore!*

APacCHRIE 2021 Conference:
Reboot, Reimagine, Redesign!