



APacCHRIE Newsletter

OCTOBER 2021

ASIA PACIFIC
CHRIE
*The Hospitality &
Tourism Educators*

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Sam Kim, PhD, CHE
President, APacCHRIE
(2021-2022)
Professor


"Converge our
wisdom,
knowledge,
and know-
how"

Dear APacCHRIE members and friends:

I am delighted to serve as President of APacCHRIE for the following one-year term (2021-2022). APacCHRIE was founded in 2002 by the initiative of Professor Kaye Chon as a spin-off from ICHRIE. Now it has become one of the six Federations that represent academia, industry and education in hospitality and tourism. APacCHRIE has grown as a representative academic association in the Asia Pacific region. All its achievements are attributable to members' unanimous support for and steadfast commitment to our Federation.

I joined our Federation as a board member in 2010 and since then have served in a variety of positions. I have observed APacCHRIE's continuous evolution and prosperity with delight. I really appreciate Past Presidents' endeavors and dedication, and I will follow in their footsteps to continue their legacy and devotional spirit. Specially, despite many challenges due to the COVID-19 pandemic, Immediate Past President, Ms Margaret Heng showcased excellent leadership and strong commitment that helped us to maneuver through the difficult times.

In 2021, we are facing a gloomy status quo due to the impacts of the COVID-19 pandemic, which began in late 2019, and has so far caused more than 4 million deaths worldwide and paralyzed industrial ecosystems. Some of the most severe impacts have occurred in the hospitality and tourism industry. Stringent social distancing measures between regions and countries hit the airline industry and tourist destination economies. These effects threatened job security and social/national stability. Interestingly, the pandemic has produced paradigm changes in global business, facilitating 'Go Mobile', 'Go Digital', 'Go Internet', 'Go Virtual', 'Go Technology' and 'Go Contactless'. The business environment has totally changed to exploit the advantages of digital technology.



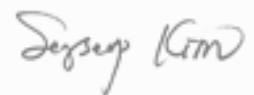
COVID-19 encompasses both opportunity and danger, like Janus's two faces. For example, many international conferences have been conducted using virtual technology and online meeting technology businesses are experiencing an upsurge in trade, while traditional event companies have been suffering in many ways.

Confronting this grave global environment, we have to work hard to provide solutions or better ideas to all relevant stakeholders, from individual to international levels. We need to collaborate and make every effort to converge our wisdom, knowledge, and know-how in order to reboot hospitality and tourism businesses. We believe that there is light at the end of the tunnel.

As President, I feel truly fortunate to be able to contribute to the ongoing success of APacCHRIE together with my fellow board members. It is my primary duty to seamlessly communicate with APacCHRIE members and listen to their requests. Your constructive suggestions and ongoing encouragement will help our Federation to step up. We will do our utmost to make our academia, industry, education and society better. Very importantly, we have to make APacCHRIE 2022 successful. Let's support the Sunway University organizing team unanimously!

I wish you good luck, good health, and safety. All the Best!

Yours sincerely,



Sam Kim, PhD, CHE
President, APacCHRIE (2021 to 2022 term)

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APacCHRIE

2021

2 - 4 JUNE SINGAPORE

And The 4th SHATEC Hospitality Conference

Reboot, Reimagine, Redesign!

From 2 June to 4 June, SHATEC organised the 19th Asia-Pacific Council on Hotel, Restaurant and Institutional Education Conference (APacCHRIE Conference 2021). The conference was attended by more than 390 participants from 28 countries and regions around the world, who engaged in the livestreamed programme using a virtual event application.

Ms. Margaret Heng, President of APacCHRIE declared the first fully virtual APacCHRIE conference open. Prof. Kaye Chon, Founding President of APacCHRIE, followed by Guest-of-Honour Mr. Ong Tze-Ch'in, Chief Executive of SkillsFuture Singapore, also delivered an opening address.

Revolving around the theme of 'Reboot, Reimagine, Redesign!', the conference invited distinguished educators and industry leaders to unpack the transformation of the hospitality and tourism industry, as well as to address challenges and share insights on redefining future hospitality experiences. Amidst prevailing post pandemic conditions, APacCHRIE 2021, and in conjunction, the 12th APacCHRIE Youth Conference, has established among delegates a push for new demand creation of service design technologies, such as AI and robotics, while adhering strictly to shifting health and safety regulations.

The first plenary session included two presentations; in the first, 'Redesigning Experiences in Tourism in the New Normal', Mr. Wong Ming Fai, Chief Technology Officer & QSM, Technology Transformation Group, Singapore Tourism Board shared the digital transformation journey of tourism stakeholders. An expert panel led by Mr. Robert Hecker, Managing Director, Pacific Asia, Horwath HTL; featured Ms. Jeannie Lim, Assistant Chief Executive, Policy & Planning Group, Singapore Tourism Board; Ms. Hermione Joye, Sector Lead - Travel APAC, Google and Mr. Wong Soon-Hwa, Chairman, Pacific Asia Travel Association (PATA).



Margaret Heng

Immediate Past President,
APacCHRIE

Chief Executive of SHATEC

Executive Director of Singapore
Hotel Association

Mr. Jeff Crowe, Director, Communications Network Asia Pte Ltd., chaired the next panel discussion on 'Redesigning Experiences in Hotel And Accommodation Post Pandemic' and featured Mr. Rajeev Menon, President, Asia Pacific (excluding Greater China), Marriott International; Mr. Arthur Kiong, Chief Executive Officer, Far East Hospitality and Ms. Alexandra Jaritz, Senior Vice President, Brand Management for Asia Pacific, Hilton.

The second plenary session focused on the future of MICE events, first in 'The New MICE Gambit', which featured Mr. Aloysius Arlando, President, The Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS); Mr. Adam Piperdy, Founder and Chief Experience Officer, Unearthed Productions who moderated the session including Ms. Petrina Goh, Commercial Director for Singapore, CWT Meetings & Events; Mr. Ong Wee Min, Vice President, MICE & Exhibitions, Marina Bay Sands and Mr. Rod Kamleshwaran, Partner, GainingEdge Australia.

Next in 'Sustainable MICE', Ms. Lauren Arena, Editor, M&C Asia, Northstar Travel Group led an industry panel including Mr. Tom Meyer, Senior Vice President Operations for Singapore, Philippines and Maldives, Accor; Mr. Choe Peng Sum, Chief Executive Officer, Pan Pacific Hotels Group; Mr. Paul Cunningham, Senior Director, Operations for South East Asia and Korea, InterContinental Hotels Group and Mr. Peter Koh, Asia Strategic Sourcing Manager, Travel and Professional Services, Corning Singapore.

2021 APacCHRIE Conference @ Singapore



The third plenary session centers on the state of learning and development post COVID-19. Prof. Kaye Chon, Dean and Chair Professor, Walter & Wendy Kwok Family Foundation, Professor in International Hospitality Management, School of Hotel and Tourism Management, The Hong Kong Polytechnic University shared new smart hospitality in technology and the trend for future hospitality graduates in 'Fresh Constructs to Hospitality Learning and Education'. Dr. Siu-lan (Amy) So, Associate Professor, Department of Integrated Resort and Tourism Management, University of Macau and Dr. Gog Soon Joo, Chief Skills Officer, Skills Development Group, SkillsFuture Singapore also presented their views.

'Making Higher Learning Seamless with Technology' was led by Mr. Alan Lowe, Director, Academic & Student Development, SHATEC and featured key faculty from the region, Prof. Shirley V. Guevarra, Dean and Professor, Department of the Hotel, Restaurant and Institution Management, College of Home Economics, University of the Philippines; Dr. Peter Kim, Professor, Auckland University of Technology, School of Hospitality and Tourism and Dr. Boo Huey Chern, Assistant Professor, Singapore Institute of Technology.

A total of 147 papers were submitted for the main conference, and 110 of which were presented. 37 papers from student delegates featured in the youth conference.

At the closing ceremony, Dr. Yongwook Ju and Dr. SooCheong (Shawn) Jang of Purdue University, received the Best Paper Award for their paper titled 'Review sentiment and customer satisfaction: Does temporal difference play a role?'. The runner-up award was presented to Mr. Kiven Olivar from University of Mindanao received the Best Paper Award (1st Runner-Up) for 'The mediating effect of quality delivery on the relationship between customer and loyalty of three star hotels'. The Industry Practice Award went to Mr. Kuo Yang and Dr. Sung Hee Park of Macau University of Science and Technology for their work on 'Antecedents and consequences of tourists' empathy on destination loyalty: A conceptual model'.

The event was supported by 15 institutional partners, corporates, as well as agencies. The inaugural APacCHRIE Career and Higher Learning Virtual Fair featured 17 institutes of higher learning and top brand hospitality establishments. APacCHRIE Conference 2021 in its first fully virtual setting received over 85% in overall top satisfaction by attendees and was featured by both local mainstream media The Straits Times as well as official trade media partner, Travel Weekly Asia.

APacCHRIE 2022 will be hosted by Sunway University, Malaysia, with the theme 'Creating Tourism Sustainably in Challenging Times'.

2021 APacCHRIE Conference @ Singapore



Call for Proposals

Call for Expressions of
Interest to Host the
Asia-Pacific CHRIE
Conference 2023



APacCHRIE is inviting proposals to host the 2023 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 send you the required items to be included in your formal proposal.

Submission of formal proposal is due by November 30, 2021.

APacCHRIE Secretariat:

Ms. Leslie Fung

Executive Officer

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ICHRIE x APacCHRIE

Regional Programming @ 2021 ICHRIE Conference

Part I: Heart to Heart Talk



The first ever APacCHRIE Regional Programming at 2021 ICHRIE Summer Conference was successfully held at 9 PM - 12 AM EST on 26 July 2021.

Part I featured a heart-to-heart talk between Mr. Ho Kwon Ping (Founder of Banyan Tree) and Prof. Kaye Chon (Founding Chairman of APacCHRIE). They had a fruitful discussion about the development, challenges, and future of hospitality industry.

Part II: The Future in Education and Research



Part II was a panel discussion focusing on "The Future in Education and Research". Four speakers including Prof. Cathy Hsu (The Hong Kong Polytechnic University), Prof. Perry Hobson (Sunway University), Ms. Margaret Heng (SHATEC), and Prof. Peter Kim (AUT) shared their opinions on the recent changes in hospitality education, the transformation of research outcome to useful industry practices, and the future prospect.

Webinar Series



APacCHRIE presents
**Hospitality and Tourism Education:
The Past, Present, and Future**
Friday 10 September 2021 (10am-11am)
Beijing/Hong Kong/Singapore Time

Professor Kaye Chon

Dean and Chair Professor
Walter & Wendy Kwok Family Foundation Professor
in International Hospitality Management
School of Hotel & Tourism Management
The Hong Kong Polytechnic University



Moderator: Dr Soey Lei
Lecturer
Macao Institute for Tourism Studies

Please register at
<https://bit.ly/3ighRCn>



Stay tuned for APacCHRIE Webinar series!

Two webinars have been held since the beginning of 2021-2022 term



Upcoming Webinar

Teaching Excellence Awardees' Sharing of Teaching Experience

8 October 2021, Friday
1:30 PM - 3 PM (GMT+8)

Panelists:

Dr. Daniel Leung (The Hong Kong Polytechnic University)
Dr. George Liu (Singapore Institute of Technology)
Dr. Tracy Berno (Auckland University of Technology)

Moderator: Dr. Bongkosh Rittichainuwat (Siam University)

Research Sharing Series I Multilevel Analysis



20th August 2021, Friday
2.00 PM - 3.10 PM (GMT+8)
Beijing/Hong Kong/Singapore Time

Speaker: **Professor IpKin Anthony WONG**
School of Tourism Management
Sun Yat-sen University, China

About Prof Wong:

Professor IpKin Anthony Wong is a professor at the School of Tourism Management at Sun Yat-sen University, China. He received his PhD at the University of Hawaii. He is also appointed as a distinguished professor at the Beijing Union University. He has work experience in the U.S. government as well as in the lodging and casino industries. He is involved in many consultancy projects in the U.S., Macao, and mainland China. He has a wide range of teaching and research interests especially in casino management, service marketing, consumer behaviors, brand management, human resource management and organizational behaviors, information technology, tourism and hospitality marketing and management, and research methods. He has taught courses in hotel management, MICE and event management, marketing, service quality management, strategy, statistics, and research methods, and information systems.



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

Organised by:



Please register at
<https://bit.ly/2UuW0gW>
or scan the QR Code



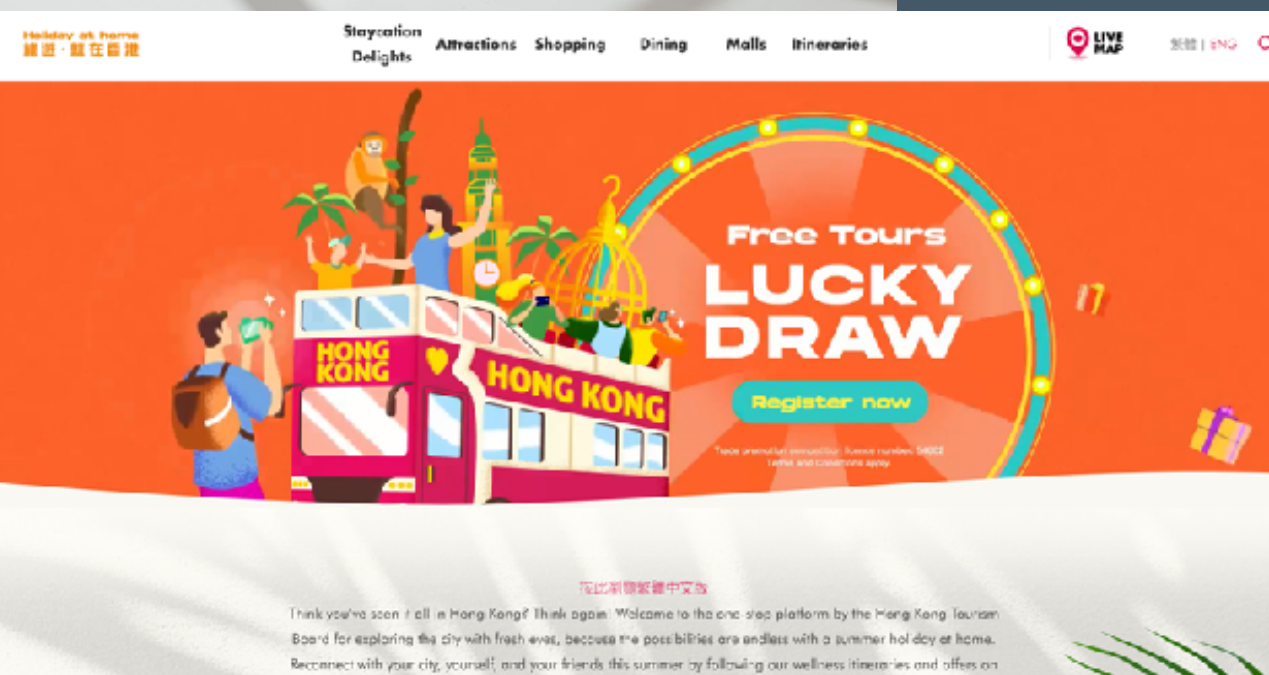


Figure 1. Screenshot of “Holiday at Home” website
(Source: <https://www.holidayhk.com/en-hk/>)

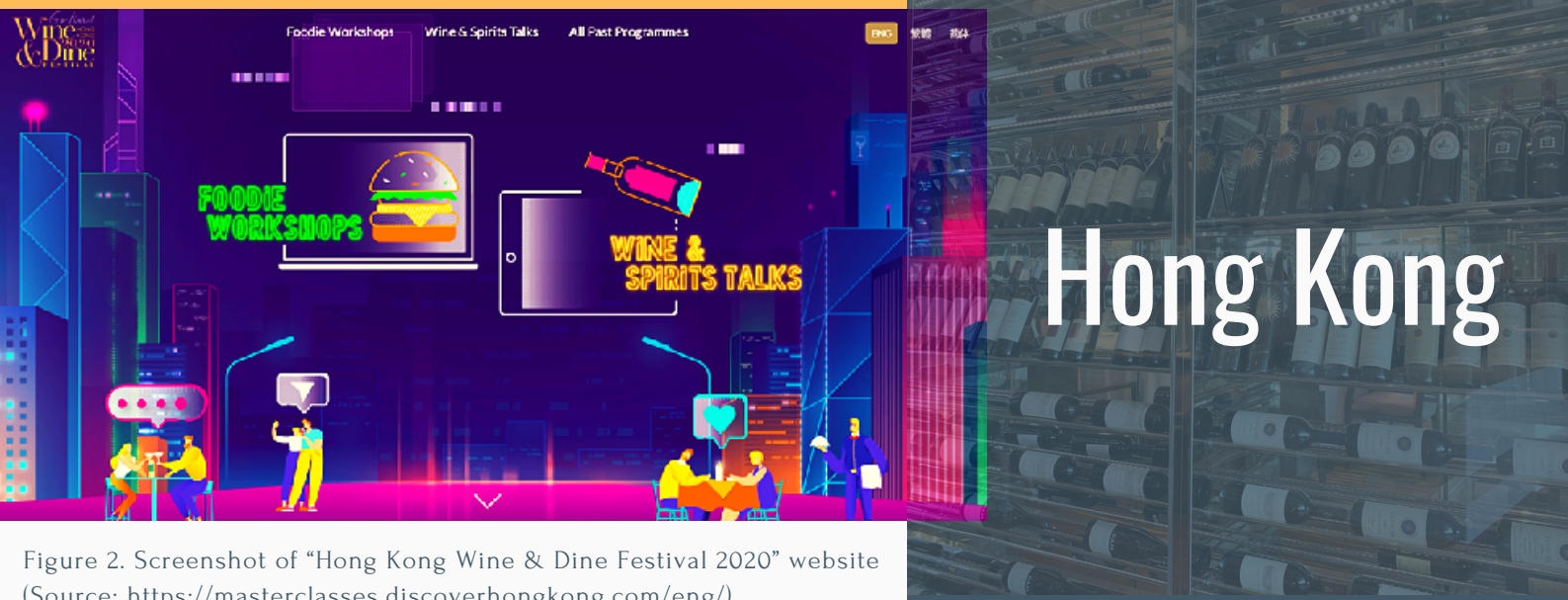
RETROSPECT

The global pandemic continues to spread in year 2021 and recovery for the tourism industry still seems to be a long journey. With stringent quarantine measures in place, visitor numbers to Hong Kong have faded to almost zero. According to the Hong Kong Tourism Board – the tourism authority of Hong Kong SAR, Hong Kong saw a cumulative visitor arrival of around 34,000 in the first half of year 2021, a 99.0% drop year on year. The provisional visitor arrivals for April 2021 were around 5,700. The corresponding figure for June 2021 were 6,200, a 57.6% drop year on year.

With visitors and Hong Kong people both unable to travel, the HKTb introduced various types of promotions in order to encourage

local residents to be tourists in their own city. “Holiday at Home” – which is a promotional campaign and platform which provides local residents with over 15,000 offers in dining, retail outlets and attractions – was launched in June 2020 (see Figure 1). In the second phase of that campaign, participants could redeem a quota for a free local tour upon spending HKD800 in retail or dining outlets.

Apart from stimulating spending by local residents, the HKTb also introduced new promotion campaign with the dual goals of maintaining Hong Kong’s global visibility and delivering a positive message about Hong Kong to source markets. To maintain Hong Kong’s brand as a centre for major international events, even though the pandemic is not over, the HKTb organized



Hong Kong

Figure 2. Screenshot of “Hong Kong Wine & Dine Festival 2020” website
(Source: <https://masterclasses.discoverhongkong.com/eng/>)

mega events in new formats to comply with social distancing rules. For instance, the Hong Kong Wine & Dine Festival adopted a new “Online + Offline” format (see Figure 2). The Hong Kong Winterfest and the Hong Kong New Year Countdown Celebrations were held online for the first time. The HKTb hopes to relaunch other mega events (e.g., the Hong Kong Cyclothon) if the pandemic situation in the city remains under control.

In addition to tremendous effort made by the tourism authority, all players working in the tourism industry have united together to stand up to this challenge. Our tourism infrastructure such as airport, exhibition venues and public transport network have strengthened their disinfection routines. Tourist attractions have put in place new booking arrangements. Hotels and restaurants have introduced new protocols to ensure the health of all customers. All of these important steps have been taken with one goal in mind: To ensure that the Hong Kong public and visitors feel safe in our city.

PROSPECT

The HKTb recently announced its series of strategies to prepare for the return of tourists and drive the sustainable growth of the tourism industry. The short-term strategies primarily aim to bring back visitors to Hong Kong as soon as possible. For instance, the HKTb will increase marketing resources for the Greater Bay Area (GBA) to attract visitors to travel to Hong Kong for

leisure. Collaboration with other cities in the GBA is planned to be executed. The HKTb will join hands with other cities in the GBA (e.g., Macau, Zhuhai, Foshan) to build the GBA tourism brand.

Other ongoing initiatives, like organizing international sports events and supporting local event organizers in bidding to host more international conferences in Hong Kong, will continue to be offered. Moreover, a large-scale promotional campaign named “Open House Hong Kong” will also be launched by HKTb when cross-border travel resumes. That new campaign will leverage exclusive experiences and city-wide offers to entice visitors’ desire to travel to Hong Kong. As modern consumers are becoming more tech-savvy, traditional media outlets (e.g., website, Facebook, Instagram) and emerging digital platforms (e.g., KakaoTalk, TikTok, Xiaohongshu) will jointly be used to present Hong Kong’s skyline and other beautiful landscapes to international travelers. With this proper recovery plan and the renowned can-do spirit of Hong Kong people, it is believed that the Hong Kong tourism industry will ride out this very massive storm.



Dr. Daniel Leung
Hong Kong Representative
of APacCHRIE

An aerial photograph of Macau, China, showing a mix of modern high-rise buildings and traditional architecture. In the foreground, there is a large, vibrant blue and red sports field, possibly a soccer or basketball field, surrounded by green grass and some trees. The city extends into the background under a clear blue sky.

REGIONAL REPORT

Macau

Macau has been a role model when it comes to controlling the spread of COVID-19. The city was looking forward to economy recovery as tourists gradually returning during first half of 2021. Approximately \$1.05 billion of gross gaming revenue (GGR) was recorded in July 2021, which is 29.2 percent higher than the previous month (Barrett, 2021). Unexpectedly, after having no local cases for more than a year, four new cases were reported in early August 2021 from a local family whose young daughter was tested positive after returning from a study trip in Mainland China. The Macau SAR government reacted immediately and arranged a mass testing of more than 700,000 residents. Entertainment and leisure venues such as gyms, bars and clubs were closed for two weeks from 5 August 2021 to 18 August 2021. This has somehow influenced the pace of the recovery of the local economy, and the gaming operators are expecting such slow recovery to continue until next year. The recent cases in the nearby cities, such as Guangzhou, Shenzhen, and Zhongshan, have

further reduced the number of visitor arrivals in Macau. The GGR in August 2021 has been hit to \$554 million only, which is the lowest monthly total in 2021, and a 47.4 percent month-to-month decline from the previous month (O'Connor, 2021).

No further cases have been identified after the mass testing in August 2021. However, the number of visitors is still far below what it used to be before the pandemic, especially as quarantine requirements remain for visitors. Additionally, the traffic between Macau and Hong Kong still has not resumed back to normal, and visitors from Mainland China are required to show recent negative test result. The government has been promoting the benefits of being vaccinated to the public to push higher vaccination rate. As of August 2021, approximately 43 percent of the local population has been vaccinated (Barrett, 2021). Schools will resume face-to-face classes on 6 September 2021.

Macao



The number of visitors at some of the most popular tourist areas is still far below what it used to be (photo taken on 4 September 2021).



Gaming operators are still waiting for tourists to come back. Photo: new property (Londoner) opened in Cotai Strip area.



Dr. Soey Sut Ieng Lei
Macao Representative of APacCHRIE

In May 2021, the Macau SAR government has announced another round of the electronic consumption benefits plan running from 7 May 2021 to 10 December 2021 (Government Information Bureau, 2021). The plan was designed to help stabilize the local economy by boosting internal consumption. Macau ID holders are entitled to receive MOP5,000 plus MOP3,000 in additional discounts. Although Macau has confirmed only 63 cases and zero deaths since the beginning of the COVID-19 pandemic (as of 4 September 2021), the city is still facing a number of uncertainties in the near future.

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Obituary

IN MEMORY OF

Associate Professor Manat Chaisawat **Past President (2010 - 2011)**

Associate Professor Manat Chaisawat has passed away in September 2021 in Phuket, Thailand. He was one of the founding members of APacCHRIE and was the host of two annual conferences of APacCHRIE in Thailand.

He was with the Prince of Songkla University for more than 24 years serving in different campuses. He is an Associate Professor, a Certified Public Accountant (CPA), and a member of the Federation of Accounting Professionals (Under the Royal Patronage of The Majesty the King). His educational achievements include an MBA majoring in Finance, BS in Business Administration and BS in Commerce. He has held several administrative positions with Prince of Songkla University, namely as Secretary of Faculty of Management Sciences, Deputy Dean, Dean, Director of Extension and Director of the MBA programme. His contributions were globally recognized when he received the 2017 APTA (Asia Pacific Tourism Association) Founder's (Dr. Hai-Sik Sohn) Award. He wrote a number of academic and research papers in the areas of Policy and Planning of Tourism Product Developments and Hospitality Education. He was also one of the Associate Editors of Asia Pacific Journal of Tourism Research. He held various positions in international associations such as Board Member and National Representative of APTA (Asia Pacific Tourism Association) and Founding President of TAAT (Tourism Academic Association: Thailand). To keep abreast with developments in Tourism and Hospitality, he has held several Professional Membership in AIEST (Association Internationale D'Experts Scientifiques Du Tourisme), APETIT (Asia-Pacific Education and Training Institutes in Tourism), I-CHRIE (The International Council on Hotel, Restaurant and Institutional Education), and PATA (Pacific Asia Travel Association). He has been invited as a guest speaker in various national and international conferences and has participated as session chair, chair, and moderator to support conferences.



Associate Professor Manat Chaisawat was such a gracious man always with smile on his face and was an avid supporter of APacCHRIE. All of us from APacCHRIE want to express our deepest sympathy and condolences to the surviving family.

May his soul rest in eternal peace!

APacCHRIE Board 2021-2022

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Taiwan	Dr. Arthur Wang
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Board Members



Past Presidents

Founding Chairman 2002-2003	Prof. Kaye Chon
2003-2004	Prof. Eliza Ching-Yick Tse
2004-2005	Prof. Ilsun Yang
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2006-2007	Prof. Wen Zhang
2007-2008	Prof. Vikneswaran Nair
2008-2009	Prof. Jeou-Shyan Horng
2009-2010	Prof. Perry Hobson
2010-2011	Associate Prof. Manat Chaisawat
2011-2012	Dr. Andy Nazarechuk
2012-2013	Prof. Evangeline E. Timbang
2013-2014	Mr. Alan Williams
2014-2015	Dr. Qu Xiao
2015-2016	Ms. Ma. Christina Aquino
2016-2017	Dr. Siu-lan (Amy) So
2017-2018	Mr. Samir Thapa
2018-2019	Prof. Peter B. Kim
2019-2020	Prof. Pearl Yueh-Hsiu Lin
2020-2021	Ms. Margaret Heng (Immediate Past President)

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