



APacCHRIE Newsletter

MAY 2022



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ASIA-PACIFIC CHRIE

23-25 May 2022 | Sunway University, Malaysia

CREATING TOURISM SUSTAINABLY IN CHALLENGING TIMES

VIRTUAL CONFERENCE

APacCHRIE Conference 2022 is set to take place from 23rd to 25th May 2022 and Sunway University (Malaysia) is the host of this conference. The conference will be hosted in virtual mode, with the theme "Creating Tourism Sustainably in Challenging Times". This theme is particularly apt as important lessons can be drawn from the COVID-19 pandemic. It is essential to advocate for consumption and experiences that are sustainable to the environment and local communities. The conference will provide an excellent opportunity for sharing and exchange of cutting-edge research, trends and developments between academic communities and industry practitioners in all areas of tourism.

The keynote speakers include:

- Dr Catheryn Khoo | Griffith Institute for Tourism, Griffith University
- Mr. Christopher Cocker | South Pacific Tourism Organization
- Prof Jeffrey Sachs | Centre for Sustainable Development at Columbia University, and Jeffrey Sachs Centre on Sustainable Development at Sunway University
- Mr. Lip Seng Yap | Malaysian Association of Hotels
- Mr. Stephen Hood | STR SHARE Center
- Prof. Stephen Pratt | University of the South Pacific
- Prof Susanne Becken | Griffith Institute for Tourism, Griffith University
- Dr. TC Chang | Department of Geography, National University of Singapore
- Prof Yuhanis Abdul Aziz | School of Business and Economics, Universiti Putra Malaysia

Official website:

<https://pheedloop.com/apacchrie2022/site/home/>

Main Conference

Abstract / Full Paper Submission:
by 21st March 2022

Panel Submission:
by 21st March 2022

Youth Conference

Abstract / Full Paper Submission:
by 28th March 2022



ASIA-PACIFIC CHRIE

23-25 May 2022 | Sunway University, Malaysia

"CREATING TOURISM SUSTAINABLY IN CHALLENGING TIMES"

VIRTUAL CONFERENCE

**REGISTRATION
NOW OPEN**

REGISTRATION & PAYMENT DEADLINE

~~2 May 2022~~

13 May 2022

Extended!

Conference Fees

Member	MYR420
Non-member	MYR570
Graduate student	MYR300
Undergraduate student (Youth Conference)	MYR150

Register or Make Payment at our website bit.ly/apacchrie2022

Enter web link → Click **Registration** → Click **Register Online** or **Make Payment**

KEY CONFERENCE HIGHLIGHTS



VIRTUAL FAIR
showcasing our sponsors



NOTABLE SPEAKERS
representing academia and
industry



VIRTUAL NETWORKING
getting to know other academic
professionals

For any inquiries, please contact conference coordinators at apacchrie2022@sunway.edu.my.

HOST INSTITUTION



School of
**HOSPITALITY &
SERVICE MANAGEMENT**



Programme Rundown

2022 APacCHRIE
Conference
@
Sunway University
(Malaysia)

MAIN Conference		YOUTH Conference		MAIN Conference		YOUTH Conference		
Day 1 May 23 _ Monday		Day 2 May 24 _ Tuesday				Day 3 May 25 _ Wednesday		
All Day	APacCHRIE Virtual Fair	All Day	APacCHRIE Virtual Fair		All Day	APacCHRIE Virtual Fair		
0900 - 1200	2022 ICHRIE Global Research Marathon in collaboration with JHTR	0900	Opening Ceremony - Welcome Message 1. Conference Chairman / Dean of SHSM, Sunway U 2. President of ICHRIE 3. Founding Chairman of APacCHRIE 4. President of APacCHRIE 5. Opening Address by Guest of Honour, Prof Sibrande, President of Sunway U			0830	APacCHRIE Annual General Meeting	
1030 – 1200	Concurrent Session 1	0930	Opening Ceremony - Welcome Message • YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture Malaysia			0900	Concurrent session 7	Concurrent Session 2Y
1200 - 1500	Pre-Conference Mini-market Study Competition for Professors.	1000	Keynote speaker 1: Prof Jeff Sachs					
1230 – 1400	Concurrent Session 2	1030	Break			1030	Break	
		1040	Keynote speaker 2: Susanne Becken			1040	Keynote speaker 4: Stephen Pratt	
1300 – 1530	APacCHRIE Board Meeting	1120	Research Panel Session			1120	Concurrent Session 8	Concurrent Session 3Y
1400 – 1530	Concurrent Session 3	1250	Break			1250	Break	
1530	Break	1300	Industry Panel session			1300	Keynote speaker 5: T.C. Chang	
1540	Concurrent Session 4	1330	Keynote speaker 3: Yuhanis Abdul Aziz			1340	Concurrent Session 9	Concurrent Session 4Y
1710	Break	1410	Steve Hood, STR and SHARE Center Hotel Industry Update and Research Opportunities			1510	Break	
1715	Networking session	1450	Break			1520	Concurrent Session 10	Workshop
1745	Ends	1500	Concurrent Session 5	1500	Welcome Speech • Conference Chairman of APacCHRIE 2022 • Youth Conference Chairperson	1650	Keynote speaker 6: Catheryn Khoo – (if cancel, can extend concurrent session 10)	
						1730	Networking session	Virtual tour – Sunway City
		1630	Break	1520	• Keynote Speaker Industry	1800	Break	
		1640	Concurrent Session 6	1600	Break	1810	Closing Keynote - Professor Kaye Chon (Dean, School of Hotel & Tourism Management, The Hong Kong Polytechnic University. Founding Chairman of APacCHRIE).	
		1810	End	1610	Concurrent session 1Y			
				1740	• End	1830	Award Presentation Closing Speech by Dean of SHSM Announcement of APacCHRIE Cabinet Members Handover Ceremony	
						1900	End	



2022 ICHRIE GLOBAL RESEARCH MARATHON

IN COLLABORATION WITH THE JOURNAL OF HOSPITALITY & TOURISM RESEARCH

ICHRIE initiated the 2022 CHRIE Global Research Marathon in collaboration with Journal of Hospitality & Tourism Research (JHTR). APacCHRIE provided support to this global event by having two board members including Prof. Chris Teng and Dr. Bongkosh Rittichainuwat joining the organizing committee.

The objectives of this event are fivefold:

1. Foster research that advances theoretical and scholarly publications
2. Create international sharing/collaboration space for members
3. Stimulate scholarly activities among this scholarly community
4. Provide close collaborating opportunities with journal editors
5. Receive feedback from fellow scholars worldwide throughout different stages of research development

Each team, consisting of 4 to 5 members, must attend all three CHRIE conferences and receive feedback from JHTR editors and fellow scholars.

Organizing Committee:

Bongkosh Rittichainuwat	APacCHRIE
Chris Teng	APacCHRIE
Dai-In Danny Han	EuroCHRIE
Faizan Ali	ICHRIE
Henri Kuokkanen	EuroCHRIE
Jean-Pierre van der Rest	JHTR
Jenna Lee	ICHRIE

Mentors Committed to the Event:

Graziano Abrate	Manisha Singal
HyunJeong Jenny Kim	Noel Scott
Kevin So	Rob Law
Ksenia Kirillova	Robert Li
Lawrence Hoc Nang Fong	Tarik Dogru
Luís Nobre Pereira	

Event

The 1st Marathon Session will be held during the APacCHRIE Conference



Board Meeting



APacCHRIE had its federation board meeting on 15th January, 2022 (Saturday). It was held online from 9am to 1pm (GMT+8). 31 members attended the meeting. Four guests were invited to attend the meeting for matters related to conferences. The board meetings reported their works since the last meeting. The strategic plans for the areas of membership services, marketing, research, education, and ESD were presented by correspondent sub-committee chairs.

Election of APacCHRIE Vice President

APacCHRIE called for nomination of APacCHRIE Vice President on March 15, 2022. The final result will be formally announced at the Annual General Meeting (AGM) of 2022 APacCHRIE Conference.





The ESD Honor Society University of the Philippines Alpha Chapter: Forging Partnerships, Exploring New Horizons

The Eta Sigma Delta International Hospitality Management Honor Society, University of the Philippines Alpha Chapter (ESD UP Alpha Chapter) held its first Induction Ceremony on April 23, 2022. Held at the University Hotel, UP Diliman, the in-person event was led by ESD UP Alpha Chapter founder and Induction Ceremony sponsor, Prof. Shirley V. Guevarra, who is also the APacCHRIE Director of Education and Dean of the UP College of Home Economics. She was joined by Asst. Prof. Lilibeth Baylosis, ESD UP Alpha Chapter Advisor; Asst. Prof. Raymund Gerard Guerrero, ESD UP Alpha Chapter Advisor (for Graduate Students which will be organized soon) and the six elected ESD officers.

The 66 virtual attendees included APacCHRIE Board Members and Officers: Prof. Sam Kim (President), Ms. Joji Bian (Vice President), and Dr. Daniel Leung

(Director of ESD and Chapter Advisor of the Hong Kong Polytechnic University ESD Chapter), Dean Susan Solis of the UP Asian Institute of Management, the faculty of the UP Department of Hotel, Restaurant and Institution Management and Asian Institute of Management; and members of the ESD UP Alpha Chapter also attended virtually.

Dr. Daniel Leung delivered the Welcome Remarks with a brief introduction of the ESD International Hospitality Management Honor Society. Guest of Honor and Sofitel Manila General Manager Anna Liza Vergara was the keynote speaker. GM Vergara holds the distinction of being the first Filipina to hold the position of General Manager of a 5-star international chain in the Philippines, overseeing the operations of Sheraton Manila since its opening in 2019. She is the epitome of a woman breaking the proverbial glass ceiling in a foreign and male-dominated hospitality industry. In her

New ESD Chapter

University of the Philippines

speech, she affirmed that the ESD six points of honor: Creativity, Diversity-Equity-Inclusion, Ethics, Excellence, Leadership, and Service encapsulate the ideal character of a hospitality and tourism industry practitioner. GM Vergara is a proud alumna of the UP Bachelor of Science in Hotel and Restaurant Administration program.

Prof. Sam Kim inducted Chapter Advisors Asst. Professor Baylosis and Asst. Prof. Guerrero; the 33 ESD members consisting of 16 Bachelor of Hotel, Restaurant, and Institution Management (BSHRIM) students and 11 Bachelor of Science in Tourism programs, and the six (6) elected officers of the ESD Executive Committee as follows:

Abigaël Marquez, BS HRIM (President)
Janrey Bern Guevarra, BS Tourism (Vice President)
Roxanne Adellyn Abestilla, BS HRIM (Secretary)
Selena Chloe Josef, BS HRIM (Treasurer)
Caitlin Sinel, BS HRIM (Public Relations Director)
Faith Sapit, BS HRIM (Events Director)



Shirley V. Guevarra, Ph.D.
University of the Philippines

The event was highlighted by the candle lighting ceremony with the seven candles representing affirmation of stewardship by the ESD UP Alpha Chapter Advisor and the ESD six points of honor by the officers. This was followed by the Acceptance of Responsibility by ESD UP Alpha Chapter President, Abigail Marquez. Prof. Kaye Chon, APacCHRIE Founding President and Dean of the School of Hospitality and Tourism Management at The Hong Kong Polytechnic University, graced the occasion by delivering a pre-recorded Closing Remarks.

The ESD UP Alpha Chapter is ICHRIE's first Emerging Nations ESD Student Chapter; APacCHRIE's third; and the first founded in the Philippines. It was formally created on December 16, 2021. It is a product of the joint efforts of Prof. Sam Kim, Dr. Miranda Kitterlin, ICHRIE Membership Director and Dr. Ruth O'Rourke, ESD Chair of Board of Governors to expand the creation of ESD student chapters to ICHRIE's Emerging Nations member-schools. The ESD Board of Governors and the ICHRIE Board approved the above proposal in November 2021.

Webinar Series

Panelists



Ms. Christine Hsiu Lien Choo
Far East Hospitality Management,
Singapore



Ms. Persis Darukhanawalla
Hilton Auckland, New Zealand



Ms. Adriane Li
New World Development, Hong Kong,
China



Ms. Bonnie Tam
Melco Resorts & Entertainment, Macac,
China

APacCHRIE Presents
**Women in Leadership
in Hospitality and
Tourism**



**Moderator
Dr. Soey Lei**
Macao Institute for Tourism Studies

Date: 29 November, 2021 (Monday)
Time: 1:30pm to 3pm
Beijing/Hong Kong/Singapore Time

**ASIA PACIFIC
CHRIE**
The Hospitality &
Tourism Educators

Please register at
<https://bit.ly/3Byxuw9>



Stay tuned for APacCHRIE
Webinar series!

**Five webinars have been held since
November 2021**

APacCHRIE Presents
Teaching Excellence Awardees' Sharing of Teaching Experience

Panelists



Dr. Daniel Leung
The Hong Kong Polytechnic University



Dr. Zhaoqing (George) Liu
Singapore Institute of Technology



Dr. Tracy Berno
Auckland University of Technology



Moderator
Dr. Bongkosh Rittichaimawat
Siam University



Please register at <https://bit.ly/3nkt7JL>
Stay tuned for APacCHRIE Webinar series!

APacCHRIE presents
**Asia Pacific Hotel Industry
Update: Complicated
Recovery Scenarios and
Opportunities for
Research**

Speaker
Mr. Stephen Hood
STR SHARE Center

Date: 18 February 2022 (Friday)
Time: 1:30pm-3:00pm
Beijing/Hong Kong/Singapore Time



Moderator: Dr. Qu Xiao
Associate Professor
The Hong Kong
Polytechnic University

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



Stay tuned for APacCHRIE
Webinar series!

APacCHRIE presents
**"How to Write Successful
Grant Proposals?"**

Wednesday 20 April 2022 (1:30PM-2:30PM)
Beijing/Hong Kong/Singapore time

Speaker: Professor Haiyan Song
Associate Dean and Chair Professor
Mr and Mrs Chan Chak Fu Professor
in International Tourism
School of Hotel and Tourism Management
The Hong Kong Polytechnic University



Moderator: Dr. Lawrence Fong
Associate Professor
Integrated Resort
and Tourism Management
Faculty of Business Administration
University of Macau

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




Stay tuned for
APacCHRIE Webinar series!

APacCHRIE presents
**Smart Tourism
Research
and
Publishing
IMPACTful Research**


Speaker: Prof Dimitrios Buhalis
Bournemouth University Business School
Visiting Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Editor in Chief Tourism Review
Editor, Encyclopedia of
Tourism Management and Marketing
EDWARD ELGAR

Date: 7 April 2022 (Thursday)
Time: 4:00pm – 5:30pm
(Beijing/Hong Kong/Singapore Time)

Please register at
<https://bit.ly/3LOJ2mn>



Stay tuned for
APacCHRIE Webinar series!



Moderator: Dr. Qu Xiao
Associate Professor
School of Hotel and Tourism
Management
The Hong Kong Polytechnic
University

IMPACT OF THE PANDEMIC AND TOURISM'S RE-OPENING: FIJI ISLANDS

This short report provides an update of tourism in Fiji. In particular, it examines the impact of COVID-19 on Fiji's tourist arrivals.

Prior to the outbreak of COVID-19, international tourist arrivals to Fiji were growing at an average of 4.1% from 2016 to 2019. International tourists were 792,320 in 2016 and were 894,389 in 2019 (Figure 1). In 2020, international tourist arrivals fell to 146,905 although the bulk of these arrivals occurred in January, February and March, before the international borders closed.

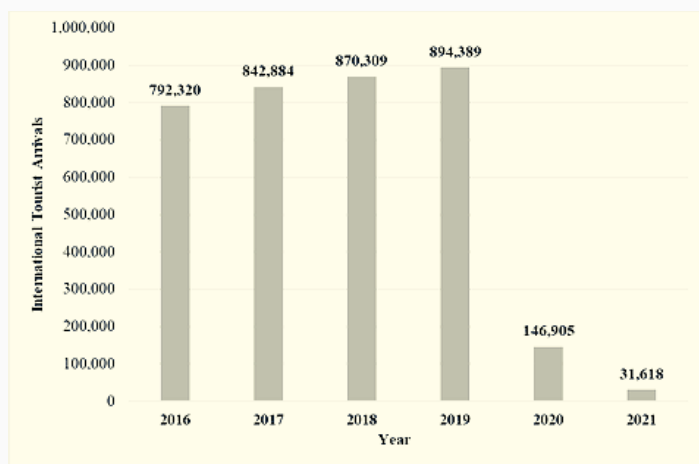


Figure 1. International Tourist Arrivals to Fiji 2016 to 2021
(Source: Fiji Bureau of Statistics)

Figure 2 shows international visitor arrivals by month for the period 2020 and 2021. When international borders closed in March 2020, international tourist arrivals decreased to an average of 780 per month for the period April 2020 to November 2021. These visitors were predominantly short-term essential workers. December 1st, 2021 marked the re-opening of international borders. This is reflected in the international tourist arrivals where 23,226 visitors arrived in that month. Of this amount, 77.1% arrived from Australia, Fiji's major source market.

Over this April 2020 to November 2021, many tourism operators including hotel and resorts

Fiji

COUNTRY REPORT

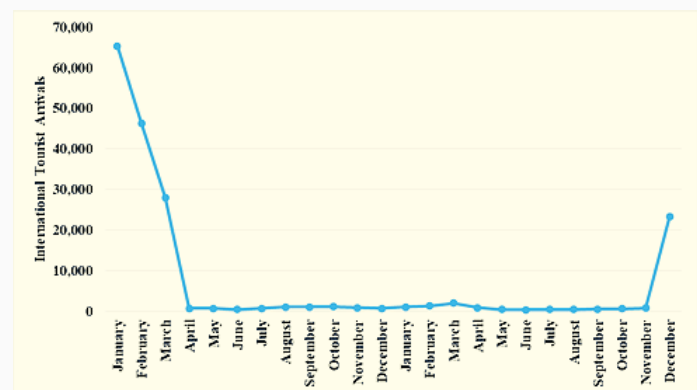


Figure 2. International Tourist Arrivals to Fiji
2020 and 2021 by Month

and attractions pivoted towards the domestic market to, at least, try to remain profitable but more importantly to generate employment for local residents, many of whom were initially given leave without pay after their annual leave was exhausted. Both the destination marketing organization, Tourism Fiji, and the tourism and hospitality sector joined together to promote Fiji among the local population (Figure 3).

LOVE OUR LOCALS

FIJI SPECIALS

Fiji

Figure 3. Fiji's Domestic Tourism Campaign

With the approaching re-opening of international borders, Tourism Fiji, sought to lure tourists back and produced an advertising campaign, targeted predominantly at Australians, using the celebrity, Rebel Wilson. Rebel Wilson is well known to potential Australian tourists as an award-winning actress, comedian and producer. With a twist on the usual tagline of 'Where Happiness finds You', Tourism Fiji launched the reopening of the international borders using Rebel Wilson with the 'Open for Happiness' campaign.



Professor Stephen Pratt
University of the South Pacific
Fiji Representative of APacCHRIE



Figure 1: Disaster restoration design [Water-front of Kesennuma Taiwan, Slow Food Facility “MUKAERU”, Public Meeting Facility “UMARERU-PIER7”]

Source: Good Design Award (2019)

THE PANDEMIC AND BEYOND: WHAT DO WE ANTICIPATE NEXT?

The pandemic and Tourism and Hospitality Industry in Japan

The ongoing COVID-19 pandemic has had substantial impact on the tourism and hospitality industry worldwide. Japan is not an exception. With the spread of the omicron variant since November 2021, Japan’s strict border control, ‘no foreigners allowed’ policy, has not allowed the industry to attract inbound tourists (as of February 2022). Nevertheless, several factors may show the industry ‘the light at the end of the tunnel’. For instance, according to a survey conducted by The Development Bank of Japan and Japan Travel Bureau Foundation in 2020, Japan was selected as the top post-corona travel destination that travellers from Asia wish to visit. The demand for domestic tourism remains high. Not only the country but also each municipality has their own strategic plan to support the tourism and hospitality industry through various campaigns and subsidies (e.g., Go To Travel campaign). Just like neighbouring countries

‘welcoming back’ inbound tourists and showing economic recovery, Japan is expected to follow a similar path. However, even if the industry overcomes the consequences of the current pandemic, its vulnerability to many other factors remains. So the question now is ‘what do we need to anticipate next?’

Preparation for The Next Natural Disasters

One of the characteristics of Japan, which makes the industry vulnerable, is the frequency of natural disasters, such as earthquakes, tsunamis, and typhoons. It has been eleven years since Great East Japan Earthquake, which had a devastating impact on the Tohoku region on March 11, 2011. Although the affected area has shown dramatic recovery through effective coordination among stakeholders and various tourism activities (see Figure 1), the impacts created by the mega disaster were substantial to the industry.

As the country has experienced periodic mega earthquakes, we must prepare for the next mega disaster by learning from previous ones. Indeed, taking an example of

Japan

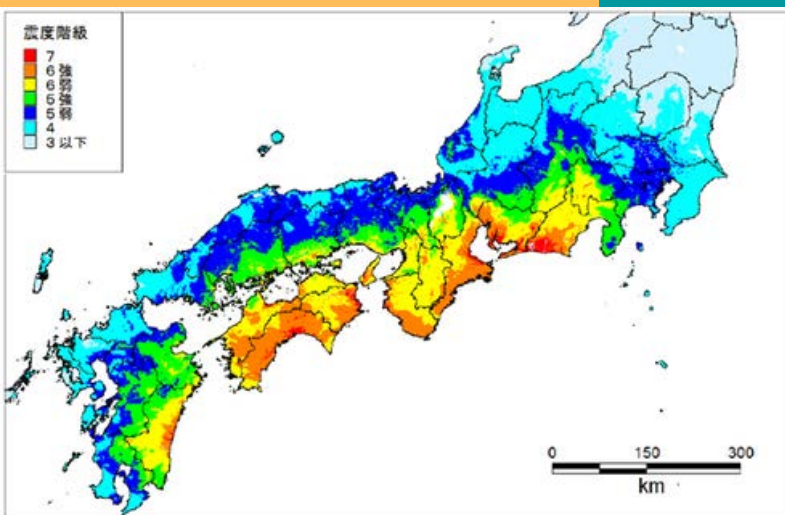


Figure 2. The possible seismic intensity distribution of Nankai Trough giant earthquake

Source: Japan Meteorological Agency

earthquakes, the Japan Weather Association report that more than 50 earthquakes (with seismic intensity 4th or higher) have hit Japan over the past year alone. Furthermore, a mega earthquake, the Nankai megathrust earthquake is anticipated to occur within the next 30 years, with a predicted possibility of 70-80%. The Japan Meteorological Agency discusses that this anticipated earthquake may have a seismic intensity of 6 to 7 in many areas facing the Pacific Ocean. The expected tsunami is predicted to be more than 10 metres high, which is likely to flood a wide area along the pacific coast from Kanto to Kyushu (see Figure 2). The damage created by this earthquake may be more substantial than Great East Japan Earthquake.

While people in Japan are aware of this potential earthquake through media coverage, many of them do not seem to be well prepared, particularly those who have never experienced mega disasters. Also, there is a significant gap in risk perception at municipality and organisation/individual levels. For instance, municipalities develop disaster management plans, along with hazard

maps and tsunami warning signages for their local communities. However, how much these are effectively utilised by organisations and the reality is to question the extent to which individual employees are aware? The recent study targeting tourism and hospitality employees in one of the regional areas reveals that many employees, particularly at the front-line levels, are not well equipped to deal with natural disasters, and this issue is more salient among migrant workers. Some citizens even do not know where to evacuate when a tsunami warning is issued.

No one likes to talk about the dark future. However, even if we overcome the current pandemic, the next will come. We must anticipate it having devastating impacts on the tourism and hospitality industry, particularly for unavoidable natural disasters, such as periodic mega earthquakes. It might be time that the industry and individual employees learn from previously affected tourist destinations and prepare for a future that is more resilient and prosperous.



Dr. Hiroaki Saito
Ritsumeikan Asia Pacific University
Japan Representative of APacCHRIE



Figure 1 Screenshot of "Spend-to-Redeem Local Tour" website, Source: <https://www.holidayhk.com/en-hk/free-tours/>

REVITALIZE THE HONG KONG'S TOURISM INDUSTRY VIA BOOSTING DOMESTIC TOURISM

The outbreak of the global pandemic has been and continue to greatly affect the Hong Kong's tourism industry in year 2021, even though various types of vaccines were invented. According to the statistics provided by the Hong Kong Tourism Board (2022), a total of 91,398 inbound travelers visited Hong Kong in 2021 (see Table 1). Since various anti-epidemic measures like border control were in force throughout the year, most of the inbound travelers came for visiting relatives or/and friends or out of necessity. The number of leisure travelers were close to zero. To offset the negative impact induced by the drop in inbound travelers, the tourism authority developed different initiatives and wished to revitalize the local tourism industry via boosting domestic tourism.

Table 1. Visitor arrivals to Hong Kong 2021

Country/Region of Residence	Year 2020	Year 2021	Year-on-year change
Mainland China	2,706,398	65,721	- 97.6%
Non-Mainland China	862,477	25,677	- 97.0%
Short-haul markets (e.g., Taiwan, Japan)	477,853	12,549	- 97.4%
Long-haul markets (e.g., USA, UK)	330,397	9,750	- 97.0%
New markets (e.g., India, Russia)	54,227	3,378	- 93.8%
Total	3,568,875	91,398	- 97.4%

Source: https://partnernet.hktb.com/en/research_statistics/latest_statistics/index.html

Spend-to-Redeem Program

In supporting the "Holiday at home" campaign, the Hong Kong Tourism Board has launched another round of "Spend-to-Redeem Local Tour" and started the first round of "Spend-to-Redeem Staycation" programmes in the fourth quarter 2021. The Local Tour programme is designed to provide local residents with a chance to explore the hidden gems in the city (see Figure 1). The Staycation programme, with the support by over 140 hotels, purports to reward local residents via offering free hotel-staying packages with room stay and dining credits (see Figure 2). After spending over HK\$800 at eligible retail or/and dining outlets, consumers are allowed to join a local tour or staycation package.

West Kowloon Neighborhood Program

The Hong Kong Tourism Board launched a "West Kowloon" neighborhood programme - the third episode of Hong Kong Neighborhoods Program (on top of "Old Town Central" and "Sham Shui Po: Every Bit Local") - in September 2021. The new programme features the district's historical architectures, open-air

Hong Kong

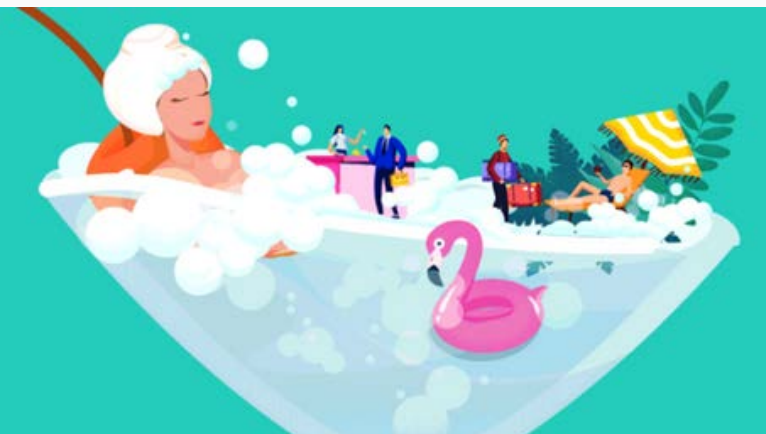


Figure 2. Screenshot of “Spend-to-Redeem Staycation” website
Source: <https://www.holidayhk.com/en-hk/staycation/>



Figure 3. Screenshot of “West Kowloon” neighborhood programme website
Source: <https://www.discoverhongkong.com/eng/explore/neighbourhoods/west-kowloon.html#menu>

markets, traditional craftsmanship, contemporary museums, and other little-known corners. The HKTb devised five thematic walking tours (themed “modern architecture”, “craftsmanship”, “local flavors”, “modern art” and “urban art”) in order to cater the diversified needs and interests of visitors. The tourism authority envisions the new programme can drive domestic tourism and allow visitors to rediscover the district from new perspectives.

Hong Kong Wine & Dine Festival 2021

The 2021 edition of the Hong Kong Wine & Dine Festival continue to bring the festival’s chillaxing vibes into different neighborhoods across the city throughout November 2021. Featuring a new

program named “City Wine Walk”, the 2021 festival encouraged the foodies to taste around town (rather than taste in the venue). After acquiring the digital tasting pass, participants can visit any of the participating restaurants/bars in four districts and enjoy limited-time-only drinking and tasting dishes. New edutainment elements were added in this year’s program. For instance, the Chinese Omakase by Masterchefs program delivers eye-opening Chinese fine dining experience to participants. The Tasting OnAir programme invited wine critics to share their professional knowledge and the emerging trends in wine tasting with participants.

Hong Kong New Year Countdown Concert

To welcome year 2022 together with the Hong Kong public, the Hong Kong Tourism Board organized the “Hong Kong New Year Countdown Concert” at Art Park of West Kowloon Cultural District on 31 December 2021. Young pop stars (e.g., MIRROR, Gin Lee, Joyce Cheng) and music groups was invited to give performances. The public could enjoy the concert in person. The concert was also simultaneously livestreamed on various platforms in order to share the city’s vibrant excitement with global audience. Mr Dane Cheng, Executive Director of the Hong Kong Tourism Board, noted that the usage of this online + offline mode was expected to maintain Hong Kong’s exposure and positive tourism image in overseas markets.



Dr. Daniel Leung
The Hong Kong Polytechnic University
Hong Kong Representative of APacCHRIE



REGIONAL REPORT

Macau

STICKING WITH THE “DYNAMIC ZERO-COVID” APPROACH

Macau is one of the few cities capable of keeping the number of COVID-19 cases relatively low since the outbreak of the pandemic. The city has been closely following the “dynamic zero-infection” strategy, which refers to a range of measures from strict border control and compulsory mass testing to snap lockdowns and contact tracing (Cheng, 2022). The purpose is to identify the source of infection promptly so as to stop the transmission chain as quickly as possible.

While some have questioned the effectiveness of zero-infection policy, it did help minimize mortality rate and protect vulnerable citizens (e.g., new born babies, people who are advised not to receive vaccination due to personal health issues) from exposing to risk of infection. Meanwhile, boosting vaccination rates remains crucial. The Macau SAR government recently starts urging residents aged 18 or above who have completed two doses to receive a booster shot. As of January 2022, 427,494 Macau residents had received two doses of vaccine, 29,819 had received one dose; and 37,385 had received a third dose

(Macau SAR Government, 2022). As of 3 March 2022, Macau has reported a total of 81 coronavirus cases, 79 recovered, and zero deaths.

As many countries in the world have decided to live with the virus, it seems Macau is not yet ready to re-open border without entry restrictions. Most arrivals, especially those outside mainland China, are still required to present negative COVID test result and to undergo a quarantine process after arriving Macau. While this presents challenges for the city to recover the number of visits to pre-pandemic levels, fortunately, the zero-infection approach has allowed Macau to remain open to mainland China. Macau gross gaming revenue in 2021 rose 43.7 percent to MOP\$86.86 billion (US\$10.82 billion) compare with 2020 (DICJ, 2022). During the 2022 Chinese New Year holiday, gaming revenue in February rose 22 percent from the previous month and 6.1 percent year-on-year (DICJ, 2022). MGM China also announced better-than-expected full year revenue in 2021 (Sito & Choi, 2022).



Chinese New Year decorations at Senado Square



Macao health authorities did express that the zero-infection strategy would “remain until vaccination rates reached at least 80 to 90 per cent of the local population” (Moura, 2021). Being able to provide a virus-free environment, the Macao Government Tourism Office (2022) has announced three main strategies to boost visitor numbers in 2022: strengthen both online and offline channels to promote Macao as a safe and quality destination; Link tourism to sports, e-commerce, culture and creativity; Co-operate with Hengqin to promote island tours and introduce new travel products in Hengqin and Macao.

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Exterior view of Jewel Changi Airport and Control Tower in Singapore

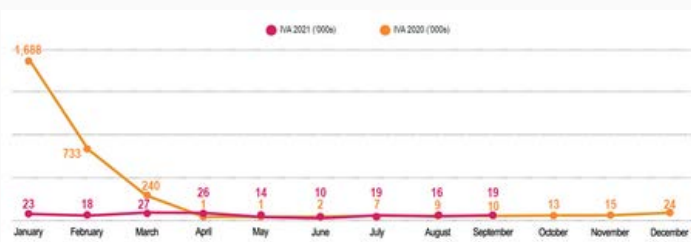
RESHAPING SINGAPORE'S TOURISM LANDSCAPE FOR RESILIENCE AND RECOVERY

COVID-19 and the Significance of Tourism Sector

The COVID-19 pandemic has upended the tourism industry in many countries across the globe. In Singapore, while Safe Management Measures and border restrictions were vital in limiting the spread of COVID-19 and ensuring public safety, they have weighed on the tourism sector.

2021 Tourism Performance

In 2021, Singapore's international visitor arrivals (IVA) and tourism receipts (TR) reached 330,000 and an estimated \$1.9 billion respectively.



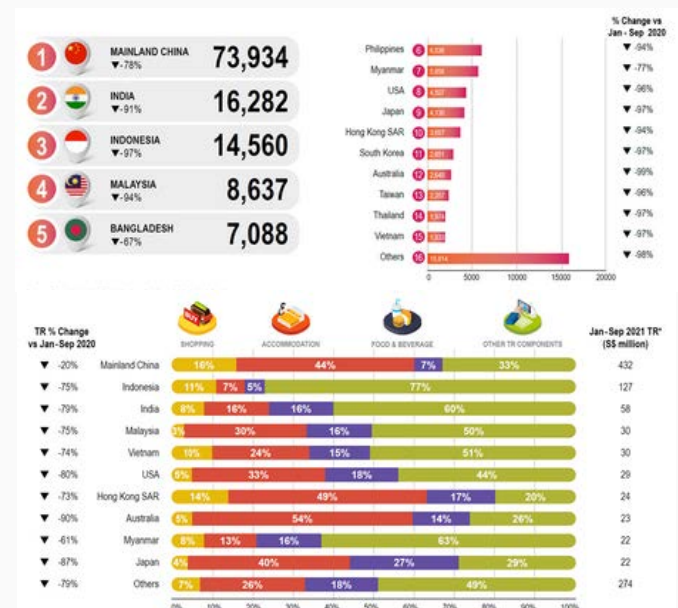
Source: Singapore Tourism Board (STB) Q3 2021 Tourism Sector Performance

While these numbers represent only a fraction of Singapore's tourism performance prior to the pandemic, there have been encouraging signs of recovery in the tourism sector, with year-on-year growth in the last three quarters of 2021. The introduction of various travel arrangements, such as Vaccinated Travel Lanes (VTLs), has encouraged the gradual return of international travellers.

Between January and December 2021, China (88,000), India (54,000) and Indonesia (33,000) were the top three visitor source markets in 2021. Visitors from China, Indonesia and India contributed \$432 million, \$127 million and \$58 million in TR (excluding Sightseeing, Entertainment and Gaming) respectively.

Key Trends in the Singapore Tourism Sector

Tourism recovery is expected to be gradual and it may take a few years before international visitor arrivals and tourism receipts return to pre-COVID levels. In the meantime, Singapore adopts a calibrated approach in easing travel restrictions. The launch of the Vaccinated Travel Lanes (VTLs) last year was a significant first step towards



Source: Singapore Tourism Board (STB) Q3 2021 Tourism Sector Performance

Singapore

reviving international travel and is a stepping stone for wider travel reopening. As the global situation remains uncertain with the emergence of the Omicron variant, Singapore will continue to closely monitor and review border measures regularly.

With the rise of the digital economy accelerated by COVID-19, businesses and connectivity between individuals have been transformed. It is essential for the industry to keep on leveraging technology and building new capabilities to offer safe, seamless, and novel travel experiences that enhance Singapore's attractiveness as a tourism destination.

The rise of environmental sustainability will also continue to grow and offer fresh opportunities. Increasingly, businesses and individual travellers are looking forward to sustainable experiences. Beyond developing personalised tourism experiences and introducing new and refreshed attractions, businesses are considering how they may incorporate sustainability in their offerings.

Authorities are trying to make up some of the shortfall in tourism revenue by enticing Singaporeans to visit attractions in their own country. Since 2020, the Singapore Government targeted to distribute 320 million Singapore dollars in "tourism credits" to residents to drive local spending in domestic travel. Domestic consumption has been gaining strong momentum as the tourism sector pivoted to develop new and innovative experiences for locals.

Reshaping Singapore's Tourism Landscape

The importance of tourism goes beyond offering quality leisure options – it boosts and reinforces Singapore's status as a global hub and serves as a conduit for businesses, capital, and talent. The Singapore Government has set out a path towards a new normal, including the opening of borders safely and progressively. With high local vaccination rates, the steady rollout of the booster shots and other existing measures have supported and will continue to support the easing of domestic and travel restrictions.

Sustainability in Gardens by the Bay in Singapore



Embrace Digital Transformation

Singapore has actively adopted innovations such as contactless technology, cleaning robots, and the TraceTogether app and token to enhance productivity and public cleanliness and safety. We have also recreated new experiences and conceived innovative possibilities with the use of technology and digital tools. Recognising that digital transformation is the way forward, the Singapore Tourism Board (STB) introduced initiatives such as Tcube, a hybrid innovation space that brings digital initiatives, resources, and thought leadership content onto a single platform. In addition, the Tourism Accelerator Programme supports companies in developing and piloting quality solutions with industry players. Trade associations and chambers, has also collaboratively launched the Tourism Sector Capability Development Roadmap to support businesses in their development of digital offerings and the upskilling of their workers to be future-ready.

Sustainable Tourism Destination

In line with the Singapore Green Plan 2030 announced by the Singapore Government last year, Singapore's vision is to be a City in Nature, where large experiences come with small footprints. This includes efforts to achieve carbon neutrality and the introduction of sustainable tourism offerings by launching its sustainability roadmaps to double up efforts in transforming the island into a sustainable tourist destination. STB has also joined the Global Sustainable Tourism Council in October last year to contribute to efforts that advance sustainability in the global travel and tourism industry. With limited land resources, Singapore will do well by strengthening our position as a hub to draw partnerships and innovations to sharpen our competitive edge with sustainability.

Stimulating Domestic Consumption

As the tourism sector adapted to focus on domestic tourism, various initiatives such as the

SingapoRediscovered campaign and the SingapoRediscovered Vouchers (SRV) scheme were launched with measurable success.

By the end of the SRV scheme on 31 December 2021, about 1.9 million Singaporeans have used their vouchers at least once, making about 2.6 million transactions. Close to \$300 million in SRV transactions were recorded, comprising close to \$180 million in vouchers and about \$120 million in out-of-pocket payments for SRV bookings.

Key partnerships to support domestic tourism included a collaboration with Mastercard on the "Rediscover Priceless® Singapore" campaign - which leveraged consumer insights, spending behaviour and trends to curate itineraries, destination content and promotions, to encourage locals to explore Singapore, thereby promoting local tourism businesses.

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South Korea



TOURISM POLICY FOR THE NEXT GOVERNMENT IN SOUTH KOREA

Changes caused by COVID-19 are causing difficulties to those engaged in all industries of tourist hotels and restaurants. It is not possible to present a future vision to young people in the tourism, hotel, and restaurant sectors. I hope that the direction of tourism policy desired by South Korea's next government will be applied realistically and timely. It is important for a good country's policy to touch the skin in the field of people, but proper timing is the most important in a crisis like this. I hope that a good policy will be applied as a priority as soon as possible with the formation of a new government. Specifically, I will tell you from the perspective of the tourism industry, consumers, and academia, focusing on the issues.

First, the improvement of tourism-related laws should be reorganized according to changes in domestic and foreign conditions. As a practical example, it is the maintenance of the refund regulations for tourism, hotels, and dining out according to the quarantine standards for overseas travelers. Since March 2020, domestic and foreign companies have been considering whether the

pandemic situation of COVID-19 will be exempted from compensation for damages based on force majeure. From a consumer's point of view, consumer travel and consumer sentiment can also revive only when the refund rules are clear after canceling the reservation. Companies also need government support and tax cuts when they are damaged by force majeure provisions in case of refund according to quarantine standards.

Second, it is questionable whether other quarantine standards for COVID-19 are suitable for the industry. Currently, the lodging business and restaurant business are applied based on six private gatherings. Depending on the size, in large businesses, the distance interval standard is more effective than the number of people. What is important is the congestion level, so we need to set a realistic quarantine safety policy whether we will make distance intervals or limit the number of people depending on the area. The Tourism Industry Promotion Agency, which is the next government's tourism department, will be able to carry out a specific agreement process on this.

South Korea

Third, it is for tourism workers, and unemployment benefits are provided through unpaid leave during the COVID-19 situation. During this period, you cannot get paid for working in other jobs and pay around 70% of your wages, so it is a difficult time for individuals to prepare for the future and to be economically prepared. In addition, they move to another field and do not come back. Recently, due to the era of great resignation, the world has not been able to recruit jobs, and even though it was pushing for a brief recovery in November last year, the hotel and restaurant sectors were unable to find people. Just as South Korea's shipbuilding orders are rapidly decreasing and the Korean government has invested its budget to actively save the shipbuilding sector and region, it should actively support workers in the tourism hotel dining sector. This support should allow temporary concurrent positions or give online and offline education and self-development opportunities by company size. In the case of education, there are many supports for young people and start-ups, but there are not many educational supports for experienced employees who are the back of the industry. Rather than short-term loss compensation, tourism hotels and restaurant companies need full support to withstand and overcome difficult environments. In fact, South Korea's shipbuilding industry has recently entered a recovery period and we have to make it a teacher on the other hand to have difficulty in supplying manpower and come up with countermeasures because manpower in that field has not returned through job change.



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Lastly, from the perspective of educators who teach students at universities, we need to present the vision of the future to young people in the tourism, hotel, and restaurant fields. Through tourism-related universities and associations in South Korea, government budget support is needed to support educational programs and creative start-ups suitable for the era of new change. Digitalization of tourism hotel and restaurant management methods, online platforms, food technology, and technical education support policies are required in preparation for ICT changes.

In conclusion, the internal and external environment that affects the quality of life of the people is changing. As for external environmental changes, the Ministry of Employment and Labor and local governments encourage and support the people's work-life balance, while large companies aim for efficient work through telecommuting and workstations. As an internal environmental change, the scope of activity was recommended as a family and individual, and health and safety were prioritized in behavioral decisions. Family-centered life tourism, short-distance neighborhood tourism, and food tourism were activated.

Among the difficulties of COVID-19, quality of life and healing are the most important times. I sincerely hope that South Korea's next government will bring practical changes to the lives of the people through a long-term strategy rather than a short-term one. We hope that public officials from the next government in South Korea will realize the mission they need in the future and do their best with consideration for the people.

COUNTRY REPORT

The Philippines



Photo courtesy of the Philippine Department of Tourism

EXTRA! EXTRA! PHILIPPINE TOURISM OPENS ITS DOOR TO HAVE MORE FUN WITH YOU

Whether you are looking for 3S (Sand, Sea and Sun) or CANS (Culture, Adventure, Nature and other Surprises), as a mega-diverse country, the Philippine tourism landscape can offer you these options. The Philippines opened excitedly and warmly its door on February 10, 2022, to welcome visitors from foreign nations. Fully-vaccinated tourists, including their children, from visa-free countries no longer undergo quarantine. As of February 28, the number of international tourist arrivals has reached 47,715.

On top of it, the Philippines was awarded the World Travel and Tourism Council's (WTTC) Safe Travels Stamp for its implementation of global standardized health and hygiene protocols, as well as thorough inspection and assessment of tourism establishments to ensure that only those that are accredited are in operation. The use of the Safe, Swift, and Smart Passage (S-Pass) travel management

system is not required for interzonal travel to areas under the same alert level under the Updated Guidelines on the Nationwide Implementation of Alert Level System for COVID-19 Response. As such, it is now much easier and more convenient to travel between places --- from Baguio in northern Philippines to Cebu and Boracay in central Philippines and to Davao City in southern Philippines.

Beginning with Baguio in the northern Philippines, known as the Summer Capital of the Philippines, is the best place to visit if you want to escape the tropical heat of the lowlands. Even during the warmest months of the year, the city rarely experiences temperatures higher than 26°C, with average temperatures ranging from 15 to 23°C. Because of the climate, Baguio is home to many beautiful plants that would not survive in other parts of the country. You'll be in awe with all the beautiful flowers and lush vegetation as you enter the vicinity. It will truly feel as if you have entered another world.

Cebu as an urban destination in central Philippines offers eco-adventures in addition to historical sites, luxury resorts, and a vibrant nightlife. Waterfalls and rare birds await those brave enough to seek them out in the forests of interior Cebu. Coral reefs virtually surround the entire perimeter of this 200-kilometer-long island. The island is also at the forefront of the sustainable tourism movement in the Philippines. The Mactan-Cebu International Airport is the country's first solar-powered airport, and its concessionaires are prohibited from using single-use plastics. Visitors can enjoy mindful tourism, which includes everything from award-winning mangrove river experiences to tours of ancestral homes led by local guides.

Boracay's reputation as the Philippines' most popular tourist destination and most famous beach took its toll on the island. Boracay reopens after a six-month hiatus, greener than ever—and everything is as pristine as it has ever been. Discover more about the new Boracay and get ready to fall in love all over again. With a glorious White Beach and the best island nightlife in the Philippines, it's easy to see why Boracay is the Philippines' most popular tourist destination.

As a final destination, visit Davao City in southern Philippines. It is Mindanao's most populous city and the Philippines' third largest. Davao City, known for its bustling economic activities, urban development, and modern amenities, is one of the island's most important economies and the Philippines' third most important urban center. In 2013, the international community recognized the city as the first smoke-free metropolitan area in the Association of Southeast Asian Nations (ASEAN) Region. The rich history of Davao reflects the resilience and warmth that every Davaoeño possesses."

Please get the latest updates on entry requirements for every destination in the Philippines through www.philippines.travel/safetrip. As what every Filipino will say -- Mabuhay!

The Philippines



Monastery of the Holy Eucharist, Cebu, Philippines (Photo courtesy of the author)



Boracay's White Sand, Philippines (Photo courtesy of the author)



Mt. Apo National Park, Mindanao, Philippine highest peak (Photo courtesy of Visit Philippines)



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