

APacCHRIE Newsletter

OCTOBER 2022

ASIA PACIFIC
CHRIE
*The Hospitality &
Tourism Educators*

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Joji Ilagan Bian
President, APacCHRIE
(2022-2023)

**"Always
upholding the
spirit of
excellence"**

Dear APacCHRIE members and friends:

I am honored and delighted to lead APacCHRIE for 2022-2023.

Likewise, I am proud to have on the board: individuals and academic leaders coming from all over the Asia Pacific. These dedicated and hardworking educators are all excited to serve all of you and our stakeholders!

The past two years [2020-2022] were challenging for all of us. We were confronted with an environment that we were not familiar with. However, we fought our battles successfully with our creativity and sense of passion!

APacCHRIE can boast of our three distinctive strengths: in the arena of education and training, research, and networking/collaboration with industry.

With the guidance of our Founding Chair, Prof. Kaye Chon, and our Past President, Dr. Sam Kim, we will continue to serve all of you: always upholding the spirit of excellence.

APacCHRIE is always forward-looking, and we are developing new strategic plans that will build on our strengths to achieve our mission as a premier organization of hospitality and tourism educators in the region.

I look forward with great excitement to seeing all of you soon!

Keep Safe! More Power!

The International Management Schools and the Council of Hotel and Restaurant Educators of the Philippines invite you to the 21st APacCHRIE Conference in Hilton Clark Sunvalley Resort, Clark, Pampanga, Philippines from 25 to 27 May 2023.

This face-to-face conference is a celebration of the 4N - Now, Next and New Normal of tourism and hospitality where creativity meets technology in the Fourth Industrial Revolution (FIRe). Feel the Filipino brand of hospitality as we warmly welcome all delegates to the Culinary Capital of the Philippines.

Who Should Attend

- Academics and educators in tourism and hospitality fields
- Academics and educators in design fields
- Managers of hotels, restaurants and tourism businesses
- Trainers in tourism, hospitality and restaurant fields
- Tourism and hospitality researchers and industry consultants
- Inter-regional organizations with interest in tourism and hospitality industry
- Administrators of tourism and hospitality management educational programs
- Tourism, hospitality and restaurant industry executives and representatives of multi-national firms
- Financial institutions and tourism industry investors
- Tourism policy makers and national tourism organization directors
- Students and graduates of tourism and hospitality management

CALL FOR PAPERS

This Conference, open to academics, professionals and graduate students from the Asia Pacific region as well as other parts of the world, is an excellent opportunity for presentation and sharing of peer reviewed (double blind) researches. It will

likewise provide a robust sharing and exchanges among academic communities and practitioners, on a broad range of topics related to trends and developments in tourism and hospitality.

We invite abstracts and/or full papers in relation to the theme: 4N in Hospitality and Tourism on FIRe: Where Creativity Meets Technology - including but not limited to the following:

- Impacts of COVID-19 on tourism and hospitality
- 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
- 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
- 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



Theme: 4N in Hospitality and Tourism on FIRe: Where Creativity Meets Technology

CALL FOR PAPERS

Deadline of Abstract or Full Paper submission: March 3, 2023

OFFICIAL HOSTS:



Guidelines:

1. All submissions and papers must be written in English.
2. Contributions from either Individual author or multiple authors are welcome.
3. Two types of submissions are accepted:
 - Abstract (maximum 1,500 words) or
 - Full paper (maximum 5,000 words)
4. Submissions must be original and should not have been previously published or currently under review for publication elsewhere.
5. The author's name and affiliation should be shown only on the cover page of the manuscript. They should not be indicated anywhere in the paper.
6. Submissions may be accepted either for Stand up or Poster presentation based on the quality of paper and author's preference.
7. Once the submission is accepted, at least one of the authors must register and present at the conference.
8. Papers will be presented in either oral (i.e. stand-up presentation) or visual (i.e. poster) form.
9. Authors will have the option to have either their abstract or full paper included in the conference proceedings to be published electronically.
10. All contributions should follow the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition).
11. Tables and Figures (300dpi) should be clearly labelled in the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition) and suitable for direct reproduction.
12. Authors will retain full copyright to their work and the conference organizers are making no claim on the copyright.
13. Best paper awards will be competitively selected by the Best Paper Review Committee after assessing the final version of Full Paper (maximum 5,000 words) submitted.

Contact Information:

Conference official website:

www.apacchrie2023ph.org

For inquiries on the conference, please email:

apacchriesecretariat@gmail.com

For the abstract/full paper template, please visit:

www.apacchrie2023ph.org

Please submit abstracts or fullpapers to:

apacchrie2023.papers@polyu.edu.hk

For inquiries on abstracts or full papers submission, please email

apacchrie2023.papers@polyu.edu.hk

For other inquiries on paper submissions, please contact:

PAPER REVIEW CHAIRPERSONS:

Prof. Sam Kim

Email: sam.kim@polyu.edu.hk

Prof. Shirley Guevarra

Email: svguevarra@up.edu.ph

UPCOMING CONFERENCE

@Philippines 2023 APacCHRIE Conference



The International Management Schools (IMS) and the Council of Hotel and Restaurant Educators of the Philippines (COHREP) invite undergraduate students from higher education institutions to join the 14th APacCHRIE Youth Conference at Hilton Clark Sun Valley Resort in Clark, Pampanga, Philippines from 25 – 27 May 2023.

Join other students from the Asia Pacific region in academic and industry sessions, networking opportunities, and tourism and hospitality-related activities for professional and talent development, and leadership skills enhancement.

CALL FOR PAPERS

We welcome two types of paper submission: abstracts and full papers in relation to the theme, “4N in Hospitality and Tourism on Fire: Where Creativity Meets Technology,” including but not limited to the following:

- Tourism and the Sustainable Development Goals
- Tourism Culture
- Tourism Economics
- Tourism Planning and Policy
- Destination Marketing
- Future Tourism Scenarios
- Competition and Collaboration among Asia-Pacific Countries on Tourism
- Hospitality Management and Marketing
- Green Hotel Marketing
- Service Design
- Smart Cities and Smart Tourism
- AI, Robotics and Technology in Tourism and Hospitality Industries
- E-Commerce, OTAs, and Travel Agency
- Management
- Social Media and Sharing Economy
- Consumer Behaviour in Hospitality and Tourism
- The Role of Local Communities
- Rural Tourism and Green Tourism
- Sustainable Events
- Leisure and Business Events
- Crisis Management in Hospitality and Tourism
- Impact of COVID-19 and Recovery Strategies
- Hospitality Experience during COVID-19
- Culinary Arts and Gastronomy
- Human Resource Management and Organisational Behaviour
- Ethics, Leadership, and Corporate Social Responsibility

GENERAL PAPER SUBMISSION GUIDE



**Theme: 4N in Hospitality and Tourism on FIRE:
Where Creativity Meets Technology**

CALL FOR PAPERS

**Deadline of Abstract or Full Paper submission:
MARCH 3, 2023**

OFFICIAL HOSTS:



Conference official website:

www.apacchrie2023ph.org

Submit abstract or full paper to:

Prof. Shirley V. Guevarra
svguevarra@up.edu.ph
Paper Review Chair

For abstract/full paper template, please visit:

www.apacchrie2023ph.org

For inquiries on conference matters, please email:

apacchrieseccretariat@gmail.com

1. All submissions and papers must be written in English.
2. Contributions from either Individual author or multiple authors are welcome.
3. Submissions must be original and should not have been previously published or currently under review for publication elsewhere
4. Two types of submission are accepted:
 - Abstract (maximum 1,000 words) or
 - Full paper (maximum 3,000 words)
5. All contributions should follow the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition).
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8. Submissions may be accepted either for Stand up or Poster presentation based on the quality of paper and author's preference
9. Once the submission is accepted, at least one of the authors must register and present at the conference.
10. Papers will be presented in either oral (i.e. stand-up presentation) or visual (i.e. poster) form.
11. Best paper awards will be competitively selected by the Best Paper Review Committee based on a pre agreed criteria, after assessing the final version of Full Paper (maximum 3,000 words) submitted.

ASIA- PACIFIC CHRIE

HOST INSTITUTION



School of
HOSPITALITY &
SERVICE MANAGEMENT

SUPPORTED BY



BMEAC
Business & Major Events
Academic Council



“Creating Tourism Sustainably in Challenging Times”

The 20th Asia-Pacific CHRIE 2022 virtual conference hosted by the School of Hospitality and Service Management, Sunway University, Malaysia was held from 23 to 25 May 2022, with the theme “Creating Tourism Sustainably in Challenging Times”. The conference was attended by a total of 291 participants from 20 countries around the world including Australia, China, Fiji, France, Hong Kong, Indonesia, Japan, Macau, Malaysia, New Zealand, Oman, the Philippines, Singapore, South Africa, South Korea, Taiwan, Thailand, Turkey, Vietnam and the United States.

The official opening ceremony of the conference commenced on 24 May and was officiated by welcome speeches from esteemed colleagues: Professor Marcus Stephenson (Conference Chair and Dean – School of Hospitality and Service Management), Dr Ralf Burbach (President, ICHRIE), Professor Kaye Chon (Founding Chairman of APacCHRIE), Professor Sam Kim (President of APacCHRIE) and Professor Sibrandes Poppema (Guest of Honour, President of Sunway University). Given the auspicious occasion, the Sunway University Choir also performed a locally-composed Malay song entitled ‘Gemilang’ (translated as ‘Glorious’ in English). The event was also supported by the Ministry of Tourism, Arts and Culture (MOTAC) and attended by YB Dato’ Sri Hajah Nancy Shukri the Minister of MOTAC.

Notable speakers from the fields of hospitality, tourism and sustainability were also invited to speak at both the main and youth conferences including Professor Jeffrey Sachs, Professor Stephen Pratt, Professor Yuhanis Abdul Aziz, Professor Susanne Becken, Associate Professor T.C. Chang, Professor Catheryn



Professor Marcus L Stephenson

Dean & Professor of Tourism
and Hospitality Management

School of Hospitality and
Service Management

Sunway University, Malaysia

2022 APacCHRIE Conference @ Malaysia

Khoo, Professor Kaye Chon and Associate Professor Daniel Chong. There was also an industry panel session which was attended by Mr Christopher Cocker (Fiji), Mr CS Lim (Malaysia) and Ms Karina Lance (UAE). Additional value-added sessions such as the 'Meet the Editors' session and soft-skills workshop (Youth Conference) were also included.

APacCHRIE 2022 also saw the provision of sponsorship from STR SHARE Center, School of Hotel and Tourism at The Hong Kong Polytechnic University, Faculty of Hospitality and Tourism at the Prince of Songkla University Phuket, SHATEC Institutes Pte Ltd and Insitut Pariwisata dan Bisnis Internasional (IPB) Indonesia.

This conference accepted a total of 186 submission with 156 papers for the Main Conference, and the remaining 30 papers were presented at the Youth Conference. With the overwhelming paper submissions, the conference saw 10 concurrent sessions and 4 concurrent sessions at the Main and Youth conferences respectively. The double-blind paper review process was supported by numerous academicians from the region. The full papers that were submitted were also in the running for three categories of award: Best Papers (Main Conference), Best Paper (Industry Practice) and Best Papers (Youth Conference), all of which were announced at the closing ceremony of the event.

At the closing ceremony, Professor Sam Kim also announced the new board members of APacCHRIE. The conference ended on a high note with two video presentations from the current conference host, Sunway University and the upcoming host, Joji Ilagan International Schools. Ms Joji Ilagan, the APacCHRIE 2023 conference chairperson also introduced the committee members for APacCHRIE 2023.

2022 APacCHRIE Conference @ Malaysia



Call for Proposals

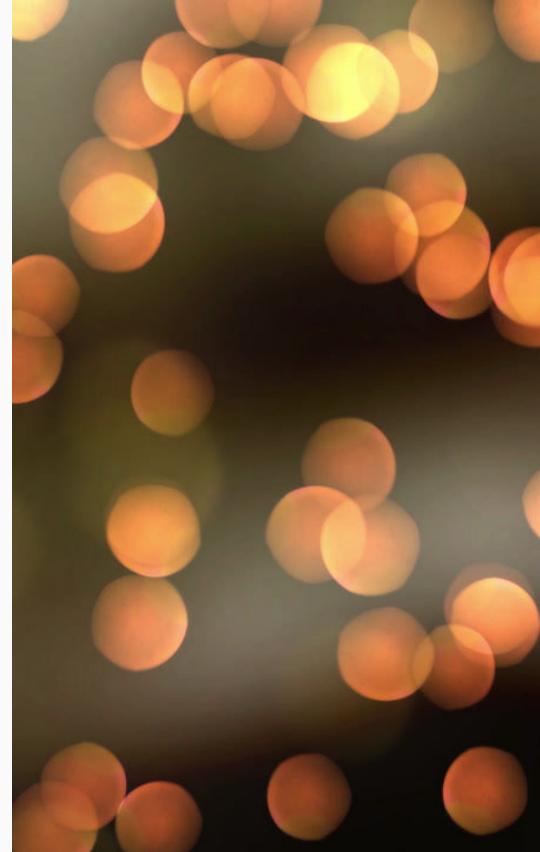
Call for Expressions of Interest to Host the Asia-Pacific CHRIE Conference 2024



APacCHRIE is inviting proposals to host the 2024 APacCHRIE conference. If you are interested in submitting a bid, please reply with a short note of interest to the APacCHRIE Secretariat. The Secretariat will send you the required items to be included in your formal proposal.

Submission of formal proposal is due by November 30, 2022.

APacCHRIE Secretariat:
Ms. Leslie Fung
Executive Officer
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
17 Science Museum Road
TST East, Kowloon, Hong Kong
Email: leslie.fung@polyu.edu.hk



APacCHRIE had a special board meeting on 20th August, 2022 (Saturday). It was held online from 9am to 11am (GMT+8). 15 members attended the meeting. They discussed about the strategic plans of the federation.

Special Board Meeting

Webinar Series



APacCHRIE 2022-2023

First Webinar

RESEARCH IMPACT: WAYS TO ACHIEVE AND EVALUATE

Friday, November 11, 2022

Time: 10:30am – 11:30am (Hong Kong Time)

Panelists:



Prof. Chris Ryan

Professor of Tourism Management
Director of China-New Zealand Tourism Research Unit
The University of Waikato



Prof. 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



Prof. Songshan (Sam) Huang

Professor of Tourism and Services Marketing
School of Business and Law
Edith Cowan University

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



Stay tuned for APacCHRIE
Webinar series!



Moderator:

Dr. Deniz Kucukusta

Associate Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Hong Kong

COUNTRY / REGIONAL REPORT



THE HONG KONG PALACE MUSEUM

Source: South China Morning Post (2022)

WELCOME BACK TO HONG KONG - INTERNATIONAL TRAVELERS!!!

As the pandemic is stabilized and the Hong Kong Government is gradually relaxing social-distancing measure, inbound travelers were returning to the city in the first two quarters of year 2022. According to the Hong Kong Tourism Board, over 120,000 inbound travelers visited Hong Kong during the period January-July 2022 (see Table 1).

On 23 September 2022, the Hong Kong Government announced that the “3+4” arrangement (i.e., 3 days of compulsory quarantine in designated hotels followed by 4 days of home medical surveillance) for all arrivals will become obsolete on 26 September 2022. Under the new “0+3” arrangement, all arrivals to Hong Kong only need to undergo 3 days of medical surveillance at home or in a hotel. Travelers are also not required to take a polymerase chain reaction (PCR) test before boarding flights to Hong Kong. In other words, the mandatory hotel quarantine is removed and travelers are free to explore the city upon arriving

Table 1. Visitor arrivals to Hong Kong (January to Jul 2022)

Country/Region of Residence	Jan - Jul 2022	Year-on-year change (vs Jan - Jun 2021)
Mainland China	102,048	+ 233.9%
Non-Mainland China	22,004	+ 85.7%
Short-haul markets (e.g., Taiwan, Japan)	8,817	+ 80.7%
Long-haul markets (e.g., USA, UK)	9,506	+ 111.2%
New markets (e.g., India, Russia)	1,488	- 21.0%
Total	124,052	+ 192.5%

Source: https://partnernet.hktb.com/en/industry_news/hktb_updates/index.html?id=4788

Hong Kong.

The Chairman of the Hong Kong Tourism Board welcomed the new “0+3” arrangement since it will allow greater convenience and flexibility for travelers. Considering that the new arrangement marks Hong Kong’s readiness to re-open its tourism gateway, the Hong Kong Tourism Board is now actively driving the recovery of Hong Kong tourism in partnership with the government, travel-related associations and other tourism stakeholders.



THE PEAK TRAM

Hong Kong

Source: Peak Tramways Company Limited (2022)

THE OPENING OF THE HONG KONG PALACE MUSEUM

After spending more than 39 months on planning and construction, the Hong Kong Palace Museum finally opened its door and came into service on 3 July 2022. As a symbol to commemorate the 20th anniversary of Hong Kong’s handover to China, the nine inaugural galleries in the venue will exhibit more than 900 artefacts which were loaned from local contemporary artists, local cultural institutions, and the Palace Museum in Beijing. These 900+ exhibits include but not limited to grade-one national treasures, ceramics, paintings, contemporary artworks spanning across various dynasties. The Chief Executive envisioned that this newly developed museum cannot only showcase Chinese culture to the world, but also enhance local residents’ cultural confidence and the sense of national pride. If you want to know more about this museum, you may visit: <https://www.hkpm.org.hk/en/home>

refurbished terminus@ Central can now provide comfy waiting areas for up to 1,300 passengers. The new tramcars (with 210 seats) can also accommodate more passengers, which can reduce passenger waiting times by over 70%. This redevelopment project has been meticulously engineered to offer a spectacular passenger experience to both local and international visitors.



THE PEAK TRAM

Source: Peak Tramways Company Limited (2022)

THE RE-OPENING OF PEAK TRAM

After undergoing a massive facelift, Hong Kong’s iconic Peak Tram completed its upgrade and reopened to take travelers on a delightful journey to the Victoria Peak. After spending nearly HKD 800 million to complete, the revamp, the newly

Dr. Daniel Leung
Hong Kong Representative
of APacCHRIE





COUNTRY / REGIONAL REPORT

Macao

MID-AUTUMN FESTIVAL DECORATIONS AT RUA DO CUNHA, TAIPA.

ACCELERATING THE DIVERSIFICATION OF THE ECONOMY

The past two years have been rough to tourism-dependent economies. In addition to the reduction of tourism activities due to the COVID-19 outbreak, Macau's economy has also been influenced by changes of the business model of the local gaming industry.

New COVID-19 cases were reported on 18 Jun 2022 after 251 consecutive days of "zero COVID". Around 1,800 infections were reported during this time period until the city resumed back to normal on 2 August 2022. As the Macau SAR government continuously adheres to the central government's "dynamic zero-COVID" goal, a number of measures were undertaken during this time period to control the spread of the virus (e.g., multiple rounds of large-scale citywide nucleic acid testing, mandatory rapid antigen tests, takeaway-only food services, closing all non-essential businesses and entertainment facilities, prohibiting unnecessary outdoor activities, controlling cross-border travel, construction of a makeshift hospital). On 2 August 2022, all public services and businesses gradually reopened to the public, and quarantine-free travel between Zhuhai and Macau was also resumed.

As Chief Executive Ho Iat-seng said that Macau will continue to follow the central government's dynamic zero-COVID strategy, the city has not eased arrival restrictions (e.g., hotel quarantine, restricting travel curbs for international arrivals) as of September 2022.

The COVID-19 pandemic has made the vulnerability of Macau's economy more prominent. The Chinese Central Government also urged that Macau should search for other income sources. In light of this, local firms have been advised to reach out to international customers beyond the mainland Chinese market. Following the restructuring of the gaming industry and adjustment of gaming laws, casino operators have switched focus from junkets and high rollers to the mass market. To accelerate the diversification of the economy, the Macau SAR government has also been cooperating with nearby cities in the Greater Bay Area particularly Hengqin to create new sources of income and new areas for development. The new direction, in general, is to create opportunities to expand other non-gaming sectors such as health, sports, finance, high-tech, MICE, and cultural and creative industries to attract

Macao



AUGMENTED REALITY INTERACTION ACTIVITY
(PART OF THE "ARRAIAL NA TAIPA" INITIATIVE)

more diversified tourists from international markets. New travel products have also been developed. For example, the recently launched "Arraial na Taipa" is a tourism initiative designed to welcome the National Day holiday and to attract residents and tourists to shop.

As the current gaming licenses will expire soon, seven companies have submitted bids for the new contracts. Such bidding competition has brought further complications to this uncertain time. All incumbent operators bid, plus one new entrant based in Malaysia. The new contracts will grant the successful bidders another 10 years to operate casinos in Macau starting in January 2023. When evaluating the proposals and

bids, the government will consider a number of factors such as a company's prior experience in operating casinos and its plan for further developing non-gaming elements in Macau. The results are expected to be announced at the end of November or early December in 2022.



Dr. Soey Sut Ieng Lei
Macau Representative of APacCHRIE



MALAYSIAN TOURISM: IMPACT AND REVIVAL STRATEGIES DURING THE GLOBAL PANDEMIC COVID-19

In Malaysia, the tourism sector is one of the largest contributors towards the economy of the country with 6.7 percent to gross domestic product (GDP) in the year 2019. But like other countries, the tourism in Malaysia during the global pandemic COVID-19 has been significantly affected due to closure of borders and restricted travel within the country to control the spread of the virus. One of the Malaysian tourism campaign named “Visit Truly Asia Malaysia 2020 (VM2020)” was launched to attract around 30 million visitors which can bring 100 billion Malaysian ringgit in tourism receipts for the year 2020. But the impact of COVID-19 outbreak has halted the tourist movement and brought down the world’s economy overnight (UNWTO, 2020). This overnight halt pushed the authorities in the Tourism of Malaysia to cancel the VM2020 campaign as Malaysia received almost 50% of tourists were international tourist especially from China and Singapore (Foo, 2021). During the unprecedented time, the Malaysian government taken steps to increase the vaccination rates to reduce the virus spread and to allow the travel within the nation that will help the tourism and supporting sectors to make up for the loss of

international tourism to minimum level.

After the first lockdown, the Malaysian government knowing the importance of state travel as the international borders were on closure. As a Tourism Recovery Plan (PRE1.0) to support the domestic tourism through the “Cuti-Cuti Malaysia” holiday campaign, using hashtag #CutiCutiMalaysia2020 are being widely used as Malaysians share about their short adventures on social media to discover those hidden gems that we have overlooked over the years. Even though the domestic tourism expenditure was not enough to cope the loss in the tourism sector, but more toward the rethinking of domestic travel.

COLLABORATIVE INNOVATIONS AND BEST PRACTICES TO BOOST THE DOMESTIC TOURISM

The global pandemic thrived the hospitality and tourism stakeholders to transform their strategies towards the “Culture of Care and Collaboration” rather being competitive in the local and global market. This business culture shift had a potential opportunities among industry partners to embark into new collaborations locally to promote the national tourism collectively towards the survival of tourism sectors.

Malaysia

AIRPORT STAYCATION
2-Day/1-Night Family Fun Staycation
at KL International Airport
RM360 nett Deluxe Room

with breakfast-in-bed for a family of 4 persons (2 Adults & 2 Kids - 11 years and below)

Now open for 29 or 30 August 2020 with late check-out at 3pm

Exclusive tour to the Airport Fire Station on the airside & be a "fire fighter" for a day!

Ride on the magnificent firetruck

Learn how to use fire fighting equipment

Try escaping from a 'burning building' in our "Great Escape" simulation activity

Other Activities In The Airport Staycation Package Include:

On your trip to be the "Lucky One" to win a special prize at the Sama-Sama Hotel KLIA Staycation (29-30 August 2020)

Special Family Dining at 50% discount on Food & Beverage at Sama-Sama Hotel KLIA

Photo & Video "Sunbather"

Shopping at the KLIA Duty Free with special access

(Terms & Conditions Apply)

For bookings, please call reservations at +603 8787 3333 or email: reservations@samasamahotels.com

The announcement of government about the lifting of inter-state travel ban after the first lockdown (2020) knowing that the Malaysians eager to travel within country, the Sama-Sama Hotel KLIA collaborated with the Airport Fire Rescue Service (AFRS) in creating a unique experience "Airport Staycation Programme". This Airport Staycation Programme first in its kindness held on 29 August 2020 to 31 August 2020, whereby the children enjoy being a "firefighter" during the exclusive tour of the Airport Fire Station. This experience amazed the children since they ride on the magnificent fire truck with the learning lesson how to use firefighting equipment as well as trained how to escape from a burning building through a simulation activity. The staycation programme represents Malaysia Airports' brilliant effort to turn KL International Airport (KLIA) into a destination of its own is part of Malaysia Airports' efforts in supporting the government's call to promote local destinations. This effort is also in line with their aspiration to provide joyful experiences to our guests. The Sama-Sama Hotel innovation have been extended by turning their huge open parking space to "Park and Dine" concept to another unique dining experience from usual hotel dining experience to their guest.

Last year the Tourism Malaysia collaborated with the Malaysian Association of Hotels (MAH) and

Shopee Malaysia to relaunching the "Jom Cuti-Cuti Malaysia! Experience Malaysia Like Never Before" campaign as PRE2.0 government initiative program. This PRE2.0 is to promote the local destination Langkawi for the fully vaccinated domestic tourists as part of the Malaysian government's travel bubble initiatives. As transitioning to the Endemic Phase, they included features special hotel deals in Langkawi that the Malaysians can redeem a RM50 e-voucher for a 2-days-1-night (2D1N) stay at one to three-star rated hotels, or a RM100 e-voucher for a 2D1N stay at four to five-star rated hotels in Langkawi valid until 31st December 2021. This pilot project through the "Jom Cuti-Cuti Malaysia!" campaign serves as one of our efforts in encouraging Malaysians to have the confidence to travel once again and revival of Malaysia's tourism.

References:

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- Enjoy an Airport Staycation at Sama Sama Hotel KLIA During Merdeka Weekend (2020) available at: <https://www.kwiknews.my/news/enjoy-an-airport-staycation-at-sama-sama-hotel-klia-during-merdeka-weekend>
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- Fun Staycation At The Airport (2020) Malaysia Airports offered guests an exclusive and unique experience with their Airport Staycation Programme available at: <https://convergence.malaysiaairports.com.my/inside-story/fun-staycation-airport>
- World Tourism Organization (UNWTO). 2020. Tourism and COVID-19 – Unprecedented Economic Impacts. Available online: <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts> (accessed on 11 January 2022).



Dr. Kandappan Balasubramanian
Malaysia Representative
of APacCHRIE



Source of photo: Canva.com

Recently, there is a serious shortage of manpower in the Korean hotel industry. As COVID-19 enters an endemic phase, the domestic leisure and tourism population is showing a steep increase, and hotel sales are also showing a rapid recovery. In addition, as international flights resume in earnest in the second half of the year, the number of foreign tourists is also expected to increase. With the increase in the number of hotel guests that is expected to increase further in the future, job openings in the hotel industry are increasing. However, compared to the past, job seekers who want to work in hotels are showing a marked decrease in job applications. The issue of manpower shortage is not only observed in luxury hotels but also in lower-tier hotels. In fact, the manpower shortage is more severe in lower-tier hotels, where the working environment is relatively poor.

The shortage of manpower in the hotel industry is being attributed to mass unemployment during the COVID-19 crisis. One of the industries that has been hit hardest by the COVID-19 crisis is the hotel industry, which inevitably caused large-scale restructuring. Due to COVID-19 leading to a sharp drop in the number of hotel guests, not only has the work itself been reduced, but also manpower has been replaced by self-service or the use of service robots. Mass unemployment directly indicates that the hotel industry is highly unstable in employment. Job seekers who have witnessed this unstable employment situation for the past 2-3 years are avoiding getting a job in hotels, and they are flocking to the stable job market. In addition, low wages and poor welfare are considered one of the causes of the manpower shortage in line with job instability. If employment is unstable,



Source of photos: Canva.com

benefits at the salary or welfare level need to be enhanced accordingly, but manpower shortages continue due to the widespread perception that the hotel industry itself has a poor salary or welfare system. Even before COVID-19, the salary level of the hotel industry was lower than that of other service industries, but such a shortcoming is being highlighted as the intensity of work has increased during COVID-19. In particular, the current job seekers who are classified as the MZ generation value quality of life, so the avoidance of the hotel industry is getting worse. In a situation where the number of hotel guests is increasing, the work intensity of incumbent hotel workers is increasing due to the shortage of manpower. As such, the lack of new hires increases the work intensity of incumbents, and the vicious cycle of job seekers avoiding employment due to high work intensity and poor treatment is repeating. In addition, the higher the work intensity, the more compensation should be given, but this is not the case, and there is no guarantee that the treatment will be improved even if employees move to a better hotel. Ultimately, it is a vicious cycle.

South Korea

If this shortage of manpower continues, it could lead to deterioration in service quality, and the damage will be passed on to customers. In order to overcome such a manpower shortage, low wages and poor welfare in the hotel industry should be improved. The main reason job seekers tend to avoid the hotel business is that the benefits are poor considering the intensity of work and the unstable employment situation. In addition, low wages imply an atmosphere that undervalues the professionalism of hotel workers who provide services, exacerbating the manpower shortage. Therefore, in order to improve the poor treatment of workers, the hotel industry needs to share the profits from increasing sales to employees through wage increases and welfare improvements. Fundamentally, wages in the hotel industry were lower than in other service industries, so we should consider overhauling the overall pay system at this time.



Dr. Choongbeam (CB) Choi
South Korea Representative of APacCHRIE



TAIPEI, TAIWAN CITY SKYLINE AT TWILIGHT.

TAIWAN'S TOURISM DEVELOPMENT IN THE POST-COVID19

The impact caused by the pandemic worldwide has been greatly far-reaching since the Great Depression of the 1930s. Tourism in Taiwan was severely influenced as well despite its world-known and successful fight against Covid-19. There used to be a zero infectious record-breaking outcome in the consecutive 253 days, which marveled incredibly the international media, and awarded Taiwan in late 2020 with the top-best among 10 hotline searching touring spots by Agoda. The worldwide pandemic has made the international resources of Taiwan's tourism development reevaluated and cherished in our local resources, daily cuisines and cultural beauty. For a better Taiwan's experience of local beauties among foreign tourists, the government, tourism industry and tourists have cooperated together to display deepened Taiwan's beauties heading for common goals by converging Taiwan's tourism sustainability.

Tourism images have always become one of the options of touring destinations for tourists. Also, in the event of the severity of pandemic among some traditionally popular touring destinations, their tourism images will be still greatly influenced. Instead, the pandemic has awakened the consumers' self-protection and risk consciousness in terms of the positive impact. However, this is another "break time" for most of tourism destinations. It has become an important issue in the Post-Covid19 era as to how to reconsider the plan of implementing sustainable development.

Taiwan government following 'rest assured' traveling measures in the Post-Covid19 have become the development in focus of tourism targets by way of the integration of destination resources as well as marketing promotion to upgrade tourism industry of Taiwan, and develop the innovative and featured tourism,



SNORKELING AND SWIMMING WITH LOGGERHEAD
TURTLES IN LIUQUU ISLAND (PHOTOGRAPHED BY
DEPENG BAY NATIONAL SCENIC AREA
ADMINISTRATION OF TOURISM BUREAU, TAIWAN)

and further build up a Tourism Great Power in Asia.

The Tourism Bureau under the Ministry of Communications & Transportations triggering promoted measures such as “Rest-assured Travel,” “Bonus for Group Tour,” “Bonus for Self-trip B&B,” “Bonus for Taiwan Touring Bus,” “Subsidy for Local Tours by Local Government,” “Carefree for National Tours Promotion Plan,” has beefed up its cooperation with local governments, promoted local and featured activities, and strengthened city marketing to create touring expenditures, and to expand tens of billions of tourism benefits.

Moreover, Taiwan government should seize the very moment of “Tourism Recess” to further the future tourism development, and proceed the upgrade of quality together with the localized

features and diverse touring environment, integrating current tourism resources and information technology system, mapping out some characterized tours in depth, and making Taiwan tourism and hospitality brightened with the more brand charms.



Prof. Meng-Lei (Monica) Hu
Taiwan Representative of APacCHRIE



INTERNATIONAL TOURIST ARRIVALS TO THAILAND DURING 2014-2022

Source: Ministry of Tourism and Sports (2022)

THAILAND TOURISM OUTLOOK 2022–2023

Thailand is known for offering a variety of attractions, hospitable people, beautiful culture, and delicious food. Prior to the COVID-19 pandemic, Thailand was among the top 10 countries in international tourism for several years, as ranked by the World Tourism Organization. In 2019, international tourists numbered 39.92 million, contributing around USD 63,727 million to the Thai economy. Moreover, tourism revenues have constantly increased since 2014 at around 15% annually. The Thai tourism sector, compared with those of other Southeast Asian countries, is of immense economic importance to Thailand, accounting for 18.21% of the country's GDP in 2019, surpassing the global average of 10.4%.

Owing to border closures and travel restrictions, international tourists decreased to 6,702,396 and 427,869 in 2020 and 2021, respectively. Although the

Thai government has introduced several measures, including domestic travel campaigns to help travel operators respond to the pandemic, traveling within borders cannot truly replace the international tourism market.

On July 1, 2021, Thailand reopened for international tourism. The Thai government and tourism operators developed the "The Phuket Sandbox" model for vaccinated tourists to visit Phuket quarantine-free. One important criterion that enabled Phuket to be the first place to pilot this model is that over 70% of local residents have been fully vaccinated. Consequently, over 400,000 tourists participated in the Phuket Sandbox, and its extended programs, including Andaman Sandbox and Samui Plus, have contributed over 43 billion baht to the Thai economy.

Thailand



Source: Canva.com

In the first quarter of 2022, Thailand's Centre for COVID-19 Situation Administration (CCSA) agreed to relax entry measures for international arrivals to the country, reopening additional Sandbox destinations (apart from Phuket), such as Krabi, Phang-Nga, Pattaya, and Ko Chang. In the second quarter, Thailand further eased nationwide COVID-19 controls. In particular, tourists were allowed to enter "Blue Zone" provinces, covering most of the first- and second-tier tourist destinations in Thailand. On June 23, the Thai government also lifted nationwide COVID-19 restrictions to be consistent with the country's plan to downgrade COVID-19 to endemic status in July 2022. Given the forecast of the Ministry of Tourism and Sports, 10 million tourist arrivals with revenue of 1.27 trillion baht are expected in 2022. India, Singapore, Malaysia, Vietnam, and the US among are among the top markets.

According to TAT's Corporate Plan 2023–2027, the Thai government aims to revitalize the image of Thai tourism toward high-quality and sustainable development. Therefore, a high-quality tourism segment is targeted. Emerging travel types, such as "workcation," "digital nomad," "glamping," "hyper-personalization groups" (e.g., health and wellness,

sports tourism, and responsible tourism), and "high-disposable income clusters," are emphasized. To build back a greener, stronger, and more inclusive economy as the pandemic subsides, Thailand has also implemented the Bio-Circular-Green Economy Model (BCG), with the goal of efficiently utilizing natural resources. The effort to promote BCG at the policy level has been underway, and tourism is one of the key strategic areas. Recently, the use of cannabis for research and medical purposes has been legalized in Thailand. This decision makes Thailand the first country in Southeast Asia to permit the production of cannabis, enabling the country to further develop cannabis wellness or medical tourism. Given these new foci and strategies, Thailand is expected to continue its role as a top tourism destination. A total of 30 million tourists and 2.38 trillion baht in revenue is targeted in 2023.

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Dr. Pipatpong Fakfare
Thailand Representative of
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