



APacCHRIE June 2010 eBulletin

Date and Venue Change for the 8th APacCHRIE Conference 2010

12-14 August 2010, Phuket GraceLand Resort & Spa

190 Thaweewong Rd., Patong, Kathu, Phuket 83150, Thailand

www.phuketgraceland.com

The 2010 APacCHRIE Conference has been rescheduled for the 12-14 August 2010. The Conference will be held at the Phuket GraceLand Resort & Spa in Phuket.

The Conference theme is 'Integrating Hospitality & Tourism in Asia and Pacific'. Full paper submission deadlines have been extended as well as early bird registration until the end of June 2010. Delegate's who withdrew their papers during the political unrest in Bangkok, please be advised that your paper will be accepted for resubmission.

Visit the APacCHRIE website for details. www.apacchrie2010.org



Call for News Stories to be included in forthcoming APacCHRIE Newsletters

Please forward any news stories to be included in forthcoming newsletters to Julie@the-ice.org

THE-ICE Accreditation and Membership Expands

THE-ICE continues to see its global accreditation and membership base expand, with Cornell-Nanyang Institute (Singapore) recently becoming a fully accredited member. In addition, University of Bozen-Bolzano (Italy) and James Cook University (Australia) have also both become Associates this year. Furthermore, a number of other universities, hotel schools and culinary institutions in countries such as Switzerland, France, Austria, Fiji etc. are also in the process of seeking accreditation from THE-ICE.

Despite having to also postpone the proposed 2010 International Panel of Experts Forum which was to be held at Narasuen University campus in Bangkok, THE-ICE has recently completed its international Student Barometer (iSB) survey. Undertaken in a research partnership with i-Graduate Research (UK), this year's benchmarking survey had 23 participating institutions. The focus of the survey is on the student experience. It also allows institutions to confidentially benchmark themselves internationally against an ICE-Index, as well as against a wider THE-Global Index.

Helping students to identify the best-fit between the various study options available and their education goals is another activity of THE-ICE. The recently upgraded website now also includes a new "Find-THE-Supervisor" function to help potential research students to identify possible supervisors and institutions. Furthermore, THE-ICE also now

distributes two regular newsletters. First is the iStudent News which is aimed at students looking for courses. Second, is the weekly eBulletin which is aimed providing tourism and hospitality educators news with relevant news about international education initiatives, changes and opportunities for collaborative activities.

See <http://www.the-ice.org> for more information about THE-ICE, or to sign up for either newsletters.

APacCHRIE Member ASTHM has the right recipe for a catering career

It wasn't long ago when working in hospitality was considered something you did until a "real" job came along but, according to managing director of Australian School of Tourism and Hotel Management Alan Williams, this is no longer the case. "The hospitality and tourism industry is a dynamic and sought-after industry to get into these days," he said.

"There are so many jobs available in all types of establishments from the local supermarket to international hotels and resorts." With the success of shows like *MasterChef*, *My Kitchen Rules*, *The Best in Australia* and *Food Safari*, donning an apron has become cool and the hottest place (pardon the pun) to hang out is the kitchen. But how does one go about it full time?

"The recipe for a successful career in this industry is a dash of inspiration, a healthy measure of aptitude, a large dose of positive attitude, a dollop of passion and a sprinkle of sweat," Mr Williams said. "To become a chef for instance you need passion, motivation and quality training in order to meet commercial industry standards. "In doing this cooks will develop unique techniques in order to prepare and present a wide variety of dishes for all types of tastes."

He recommends having core skills like creativity, teamwork, organisation and a heightened sense of taste along with entering into an apprenticeship program as the best place to start. "This will give you a great head start to your career," he said.

"You can also start by learning some basic kitchen skills through a pre-apprenticeship course and proceed to become an apprentice afterwards; there are a number of private and public education providers that offer these programs."

Another popular role in the restaurant and catering industry, according to Mr Williams, is a food and beverage attendant. "This job is a multi-functional role requiring the ability to provide prompt, courteous and efficient food and beverage service," he said.

"It's also where the kitchen and the restaurant join forces to ensure the artistic creation of the chef, displayed on a plate, is presented to the guest with an equal level of craft and skill."

If food and beverage is not your style but you still want to be part of the industry other courses including event management, hotel management and resort management are options to consider. "There are a number of institutions providing a range of training and education options leading to formal qualifications for the hospitality and tourism industry," Mr Williams said. "These include certificates, diplomas and university degrees. "Most qualifications for the industry include work experience which is also an added advantage to gaining employment in this vibrant industry".

Southern Cross University Students raise \$60,000 for charity

Southern Cross University Coffs Harbour students have raised nearly \$60,000 for charity over the past five years organising and hosting fundraising dinners. Southern Cross University students have raised a total of nearly \$60,000 for charity over the past five years, as part of their tourism and hospitality studies at the Coffs Harbour campus.

This year, students in their second year of a Bachelor of Business in Hotel and Resort Management at the Coffs Harbour campus, organised and ran five public functions raising funds \$9000 for the Cancer Council, the Westpac

Life Saver Rescue Helicopter, Red Cross, Smith Family Learning for Life and Camp Quality.

Lecturer Mr Yun Lok Lee said the students organised the dinner function as part of the practical component for the unit Foodservice operations.

"It is the fifth year that we have linked with local charities, bringing the total that our students have raised to around \$60,000. It's a great effort and a win-win for everybody - our students, the community and the charity organisations," Mr Lee said.

"The students are responsible for all aspects of the function from finding a suitable venue to negotiating for an attractive and suitably priced menu. They also successfully negotiated for a range of sponsorships.

"The students need to do all the leg work so it gives them real confidence to go out in the workforce. We had about 40 students this year, including a large number of international students, and they were all quite resourceful and showed great initiative in the functions they hosted."

Mr Lee said the fundraising events had attracted strong support from within the community and local businesses.

Special Issue Journal of China Tourism Research Call for papers

Mainland China's outbound tourism

Guest Editor: Tony Tse, PhD
School of Hotel & Tourism Management
The Hong Kong Polytechnic University

Guest Co-Editor: Prof. Dr. Wolfgang Georg Arlt FRGS
Director COTRI China Outbound Tourism
Research Institute

Journal of China Tourism Research, a quarterly from Routledge, ISSN 1938-8160, is a refereed journal that publishes latest and quality research on tourism relating to China. The journal will publish a special issue on "Mainland China's Outbound Tourism" and invites submission relating to outbound tourism in Mainland China. China had a record high of 47.7 million departures from the Mainland in 2009, and expects the outbound market to reach 51 million in 2010. UN World Tourism Organization forecast that China would become the fourth largest source market producing 100 million travelers by 2020.

Announcement – 9th Asia Pacific CHRIE (APacCHRIE) Conference 2011

The 2011 APacCHRIE Conference will be held in Hong Kong 2 – 5 June 2011.

The theme of the 2011 Conference is Hospitality and tourism education: From a vision to an Icon. The theme aptly suggests an advancement and progress in the rapid development of hospitality and tourism education in the Asia Pacific region.

The Conference will be at the Hotel ICON a brand new and state-of-the-art establishment of The Hong Kong Polytechnic University (PolyU) where the school of Hotel & Tourism Management is house.

ENTER 2011 eTourism: Present & Future Interaction CALL FOR PAPERS

The 18th International Conference on Information Technology and Travel & Tourism
IFITT's Global Travel & Tourism Technology and eBusiness Forum
January 26-28, 2011, Innsbruck, Austria

Organized by the *International Federation for Information Technology and Travel & Tourism (IFITT)*, ENTER 2011 offers a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism. At ENTER 2011, the theme is on interactions among information and communication technology use and development, as well supplier and user information in the context of travel and tourism.

PTM2010 Seminar: HR Challenges in Tourism and Hospitality

Promoting Industry-Academia Collaboration

The Pacific Asia Travel Association (PATA), The Hong Kong Polytechnic University (PolyU) School of Hotel & Tourism Management and the Institute For Tourism Studies (Macao SAR) are pleased to jointly organise a special seminar at this year's PATA Travel Mart in Macau SAR.

Themed 'HR Challenges in the Tourism and Hospitality Industry: Promoting Industry and Academia Collaboration', the one-day seminar will address the disconnect between theory and practice, training and work, from the perspective of both academia and industry key players, with opportunities for students and Young PATA members to network with industry leaders from across the region.

"With the growing importance of issues relating to human capital development in the travel and tourism industry, the seminar is expected to provide a significant forum for all parties to come together and share. The seminar will feature prominent speakers from all dimensions of the tourism industry, including employers, educators, students and employees in the tourism and hospitality trade. The PATA Education and Training Committee is pleased to take the lead in organising this meaningful and timely event," says Prof. Kaye Chon, Chairman of the PATA Education and Training Committee and Director of the School of Hotel & Tourism Management.

The seminar is scheduled to be held prior to the official opening of PATA Travel Mart 2010 at the Institute for Tourism Studies on September 14th from 9.00-17.30 hrs. The registration fee is priced at US\$30 for students, US\$60 for PATA and Chapter members and PTM2010 participants and US\$90 for non-members.

For further information and registration, please contact Ms Leslie Fung at leslie.fung@polyu.edu.hk.

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PolyU to Launch Global Certificate Programme in Meetings and Business Events

The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) and the Meeting Professionals International (MPI) are pleased to announce the forthcoming Global Certificate in Meetings and Business Events II (GCMBE II) Programme which will take place on the PolyU campus from 9 to 13 August 2010.

As one of the leading hospitality and tourism schools in the world, SHTM is mindful of the need to provide executive education for those responsible for the planning and organising of meetings and conventions. The School has intensified its efforts to cope with the rapid growth of convention and event management as a profession in Asia. PolyU has in fact won support of MPI to establish its first Global Training Centre in Asia.

Jointly organised by SHTM and MPI, the GCMBE II provides meeting and business event professionals with learning and development opportunities that focus on meeting and business events operations. It also provides a stepping stone towards the knowledge requirements for passing the Certified Meeting Professional (CMP) Exam. Established in 1985, CMP is the foremost certification of the meetings, conventions and exhibitions industry, and the programme recognises individuals who have achieved the industry's highest standard of professionalism.

The GCMBE II credential benefits experienced meeting, convention and event planners, exhibition organisers, exhibition support services managers, MICE venue sales managers, MICE venue convention/conference service managers, special event organisers and government tourism professionals. Upon successful attendance and completion of assessment, participants will be awarded the GCMBE II certificated by MPI.

Applications are now accepted and should be submitted on or before 15 July 2010. Registration will be confirmed on a first-come-first-served basis. For enquiries, please contact Ms Flora Ng (tel) +852 3400-2635 (e-mail) hmf@polyu.edu.hk.

PolyU's School of Hotel and Tourism Management is one of the world-leading providers of hospitality and tourism education. It is ranked No. 2 in the world among hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009.

With 60 academic staff drawing from 18 countries, the School offers programmes at levels ranging from PhD to Higher Diploma. It was awarded the 2003 International Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education, and is designated by United Nations World Tourism Organisation as one of its global Education and Training Centres.

For further information contact Ms Pauline Ngan, Marketing Manager E:hmpn@polyu.edu.hk

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