



APacCHRIE November 2010 eBulletin

Conference Announcement & Call for Papers – 9th Asia-Pacific CHRIE (aPacCHRIE) Conference June 2- 5, 2011 Hong Kong

Founded in 2002, the Asia Pacific (APacCHRIE) over the past years has played an instrumental role in promoting academic and research exchanges in the Asia Pacific region over the past years. The 9th annual conference of APacCHRIE will be held in Hong Kong, the birthplace of the organization. The theme of this year's 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. With the equally rapid development of the industry, hospitality and tourism education in the region has eventually been recognized with more respect and given more support. Vision, once crafted for the future, is being realized and transformed into an icon – a meaningful symbol of excellence. To coincide with this trend, the 9th Annual APacCHRIE Conference will be held in 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 housed. Located in Tsim Sha Tsui East in Kowloon, adjacent to the PolyU campus, Hotel ICON is a unique deluxe hotel which offers 262 guestrooms including suites, three restaurants plus a training restaurant, a ballroom and a conference center, a spa and swimming pool with full gym facilities.

Conference Host and Organizer

The Conference is hosted and organized by the APacCHRIE's founding institution, PolyU's School of Hotel and Tourism Management.

Call for Papers

The Conference organizers invite abstracts of papers for presentation. Papers dealing with a broad range of topics related to research and education in hospitality, tourism and related areas would be acceptable for presentation at the Conference. Possible topics suitable for presentation could include the following but not limited to:

- Trends in hospitality, tourism and foodservice management and education.
- Methodological development and innovations in hospitality, foodservice and tourism research.
- Conceptual development and advancement in the study of "hospitality, foodservice and tourism."
- Educational development of students in hospitality, hotel, foodservice and tourism management.
- Program administration in hospitality and tourism schools.
- Technologies in teaching and learning.
- Experiential learning and work-integrated-education in hospitality and tourism.
- University and academic collaboration in research and education.
- Managing facilities for student learning.
- Innovative research on students' learning and development.
- Issues of common concerns by educators and industry practitioners in hospitality, hotel, foodservice and tourism fields.
- Any other topics that might be of interest to educators and practitioners in hospitality, hotel, foodservice and tourism management.

SUBMISSION GUIDELINES

- Authors can opt to submit either a completed full paper or a three-paged abstracts (typed double-spaced) of proposed papers. Indicate the author's name and affiliation only on the cover page of the abstract and not anywhere in the abstract. All full paper submission should follow APA reference format. All submissions will be referred for final selection.
- Deadline for submitting abstracts is **January 16, 2011**. Authors of accepted abstracts will be asked to submit completed papers before **April 17, 2011**.
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

CONFERENCE PROCEEDING AND PUBLICATION OPPORTUNITIES

Accepted full papers and poster abstracts will be published in the printed official conference program booklet, Conference Proceedings CD-ROM (with an ISBN number) and a publication opportunity in the special edition of the official journal of the Asia Pacific Tourism Association- Asia Pacific Journal of Tourism Research (APJTR).

POST-CONFERENCE TOUR

A technical visit to major tourist attractions in Hong Kong will be offered following the conference.

BEST PAPER AWARD

Full papers judged to have outstanding merit by the Paper Review Committee will be eligible for nomination of a Best Paper designation in the conference program and will be recognized at a general session for all attendees.

http://www.the-ice.org/index.php?option=com_news&task=view&id=491&Itemid=8

THE-ICE Accreditation and Membership Continues to Expand

THE-ICE continues to see its global accreditation and membership base expand. Griffith University (Australia) and Cornell Nanyang Institute Singapore have both become fully accredited Members of THE-ICE this year. The University of Bozen-Bolzano (Italy), James Cook University (Australia) and the University of the South Pacific, Fiji have become Associate Members with a number of other universities, hotel schools and culinary institutions in countries such as Switzerland, France, Austria, Malaysia and Australia are also in the process of seeking accreditation from THE-ICE.

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 at providing tourism and hospitality educators news with relevant stories 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.

http://www.the-ice.org/index.php?option=com_news&task=view&id=490&Itemid=8

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

UNWTO/PATA Forum on Tourism Trends and Outlook

Co-organised by the United Nations World Tourism Organisation (UNWTO) and the Pacific Asia Travel Association (PATA) in collaboration with the SHTM and the People's Government of Guilin, the Fourth UNWTO/PATA Forum on Tourism Trends and Outlook was successfully held in Guilin, China, on 2-4 September 2010.

Already in its fourth year, the forum provided a platform for government officials, tourism authorities, industry practitioners and academics to share their perspectives, strategies and practices in relation to domestic and regional tourism during and after the economic crisis.

This year's forum focused on domestic and regional tourism as a mechanism in the resilience of destination and source-market economies. Coupled with regional tourism collaboration, domestic tourism holds enormous promise and has implications for economic and social development as well as policy orientation for an array of destinations.

The forum was officially open by Mr Marcio Favilla, Executive Director of the UNWTO. Mr John Kester, Director of Tourism Trends and Marketing Strategies Programme of the UNWTO, Mr Kris Lim, Director of Strategic Intelligence Centre of PATA and Professor Haiyan Song, Chair Professor of the SHTM updated the participants on the current trends and future prospects of both domestic and regional tourism. After the opening session, the country and regional representatives presented domestic and regional tourism trends with a specific focus on the economic recovery process.

The second day featured a plenary session open to a broad audience and devoted to discussing the strategies, practices and growth trends of domestic and regional tourism as methods of developing economic resilience. The keynote speakers included Professor Kaye Chon, Chair Professor and Director of the SHTM, and Professor Dai Bin, President of the China Tourism Academy.

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PATA Staged HR Seminar in Collaboration with SHTM and IFT

The Pacific Asia Travel Association (PATA), in collaboration with the SHTM and the Institute for Tourism Studies (IFT), successfully organised the Seminar on HR Challenges in Tourism and Hospitality on 14 September at this year's PATA Travel Mart in Macau.

Themed "Human Resources Challenges in the Tourism and Hospitality Industry: Promoting Industry-Academia Collaboration", the one-day seminar set out to advise students on career planning by offering comprehensive perspectives from both academia and key industry players. Students had the opportunity to hear from leading industry figures and academics from across the region and thus broaden their perspectives in preparation for careers in the tourism and hospitality industry. The seminar also helped educators and industry practitioners to deepen their understandings of the broad HR development needs in the tourism and hospitality industry.

With the growing importance of issues relating to human capital development, the seminar provided a significant forum to bring the academic world and the tourism and hospitality industry together. Prominent speakers included Mr Greg Duffell, Chief Executive Officer of PATA, Dr Fanny Vong, President of IFT, Professor Kaye Chon, SHTM Director and Chairman of the PATA Education and Training Committee, Dr Andy Nazarechuk, Dean of UNLV Singapore, Mr James Lu, Executive Director of Hong Kong Hotels Association, Mr Anthony Wong, Group Managing Director of Asia Overland Services Tours and Travel, Mr Richard Hatter, General Manager of Hotel ICON, Professor

Walter Jamieson, Director of the Service Innovation Programme, College of Innovation, Thammasat University, just to name a few. Topics covered at the plenary sessions included "Career Planning for Hospitality and Tourism Industry: Advice to Students", "Is There a Gap in Expectations between Educational Institutions and Industry? What Can We Do to Narrow the Gap" and "Current Issues in HR Challenges and Potential Solutions".

Students and recent graduates from the SHTM, IFT, Macau University of Science and Technology and South China University of Technology also had the chance to share their perspectives at a plenary session.

http://www.the-ice.org/index.php?option=com_news&task=view&id=488&Itemid=8

Taylor's University College Is Now Taylor's University

Taylor's University is proud to announce its upgrade to university status by the Ministry of Higher Education, Malaysia. Formerly known as Taylor's University College, it is one of Malaysia's oldest and most reputable private higher education institutions with a track record dating back to its inception in 1969.

The certificate was presented by YB Dato' Seri Mohamed Khaled Nordin, Minister of Higher Education to Professor Dato' Dr Hassan Said, President and Vice Chancellor of Taylor's University in Putrajaya on 29 September 2010. Also present were Emeritus Professor Tan Sri Dato' Dr. Syed Jalaludin Syed Salim, Taylor's Chairman and Dato' Loy Teik Ngan, Group CEO of Taylor's Education Group.

Professor Dato' Dr Hassan expresses, "We are happy to receive University status which will further enhance our standing and enable us to better compete globally. It is indeed a mark of recognition and trust from the Ministry of Higher Education and further reiterates our acceptance as a respected institution of higher learning. "Over the years, the Taylor's brand has been synonymous with a culture of excellence in education. It is our Taylor's hallmark and heritage. Our work has received numerous recognitions, both locally and internationally, from professional bodies such as CDIO, RICS to name a few, in addition to the numerous awards won by our faculties over the years. Recently announced, Taylor's University College was one of the 18 higher education institutions which achieved Tier Five or 'excellent' status in the Rating System for Malaysian Higher Education 2009 (SETARA). The SETARA measures quality of teaching and learning at the undergraduate level in universities and university colleges in Malaysia," added Professor Hassan.

Taylor's University offers a comprehensive range of tertiary programmes, including Hospitality, Tourism and Culinary Arts. Building on over 40 years of experience and collaborations with renowned partner universities, Taylor's also offers students the opportunity to obtain prestigious degrees through its own home-grown degree programmes at both undergraduate and postgraduate levels.

http://www.the-ice.org/index.php?option=com_news&task=view&id=487&Itemid=8

2011 Hong Kong PolyU Winter School *Executive Development Programme in Hospitality*

The Hong Kong PolyU Winter School is an annual programme developed to cater to the needs of senior managers in the hospitality industry. Co-organised by the SHTM and the Hong Kong Hotels Association, and sponsored by the Pacific Asia Travel Association, the Royal Garden and the Institute of Hospitality, the 2011 programme will be held from 17 to 29 January on the PolyU campus.

The Hong Kong PolyU Winter School will offer six in-depth modules that are relevant to the changing business environment, practical in substance and interactive in nature. The modules will use cutting-edge research and

management tools to equip participants for the future.

Date	Module	Instructor
17-18 January	Hotel Investment and Development Strategies	Dr Qu Xiao
19-20 January	From Marketing Mix to Online Marketing	Professor Ramon Diaz-Bernardo
21-22 January	Environmental Management for Hotels: Performance Assessment and Resource Planning	Dr Wilco Chan
24-25 January	Managing People Diversity in the Era of Change	Professor Robert Bosselman
26-27 January	Food and Beverage Marketing that Works	Mr Murray Mackenzie
28-29 January	Disney's Approach to Quality Service	Mr Rob Morton

The Hong Kong PolyU Winter School is an annual programme, and participants who successfully complete each module receive a **Hong Kong PolyU Winter School[®] Certificate**. Participants who successfully complete six different modules over a maximum three-year period receive an **Advanced Certificate in Hospitality Management** issued by The Hong Kong Polytechnic University's School of Hotel and Tourism Management.

For registration and more details, please visit: www.polyu.edu.hk/htm/edp/hkws2011

For enquiries, please contact: Ms Flora Ng (tel) +852 3400-2635 (e-mail) hmfn@polyu.edu.hk

http://www.the-ice.org/index.php?option=com_news&task=view&id=486&Itemid=8

Call for Submissions International Conference On "Sustainable Destination Excellence: Innovations in Alternative Tourism" (SDEIAT 2011)

The School of Hospitality & Tourism Management, University of Jammu are pleased to announce **International Conference 2011** on **Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT 2011)**, will be held on **17-18 February, 2011** at **School of Hospitality & Tourism Management, University of Jammu**, in Jammu **Jammu & Kashmir, India**. The Call for Proposal is open; The deadline for submission is **20th of January, 2011**.

Call for Submissions

December 15 2010 – Extended abstract Submission

December 25 2010 – Acceptance Notification

January 20 2011 – Final Papers Last date for submitting

January 20 2011 Registration deadline

Who Should Present or Participate

SHTM welcomes anyone with a background or interest in Tourism, including researchers, consultants, & corporate trainers, managers & directors to the **SDEIAT 2011**

Conference Topics

Thematic Area 1: Sustainable Tourism
Thematic Area 2: Geo- Tourism
Thematic Area 3: Heritage & Cross-Cultural Tourism
Thematic Area 4: Peace Tourism
Thematic Area 5: Pro- Poor & Philanthropic Tourism
Thematic Area 6: Volunteer Tourism
Thematic Area 7: Community Based Tourism
Thematic Area 8: Dark Tourism

Submissions

If you are interested in presenting at SDEIAT 2011, please complete the required details in proper format as per instruction given in Boucher, found at <http://www.shtmju.com/conference.html> or download at <http://www.shtmju.com/downloads/interconf2011.pdf>

Please send all completed proposal forms to conference2011@shtmju.com by January 20, 2011.

For More Information Visit www.shtmju.com for more details or send mail to conference2011@shtmju.com or Contact **Organizing Secretary**, Dr. Parikshat Singh Manhas at parikshatmanhas@gmail.com or call +91-94191-88260

http://www.the-ice.org/index.php?option=com_news&task=view&id=485&Itemid=8

IFT organises “Macao Occupational Skills Recognition System” (MORS) 2010 Gold Pin Competition

The 2010 “Macao Occupational Skills Recognition System” (MORS) Gold Pin Competition Award Presentation Ceremony was held today at the Institute for Tourism Studies (IFT). Eng. Joao Antunes, Director of Macau Government Tourist Office, Ms. Noémia Lameiras, Deputy Director of Labour Affairs Bureau, Mr. Johnson Chan, Chairman of Macau Hotel Association and Mr. Lei Pou Loi, President of Macao Hotelier Association, presented awards to the winners.

This year, there are 10 sessions of competitions altogether, including Assistant Cook (Western Kitchen), Bartender, Chinese Cook – Cantonese Cuisine (Intermediate level), Chinese Cook - Dim Sum (Intermediate Level), Concierge and Bell Attendant, Front Desk Agent/Customer Relations Officer, Security Officer for Tourism and Gaming Industry, Room Attendant, Waiter/Waitress (Chinese Restaurant Service) and Waiter/Waitress (Western Restaurant Service). The final round of the competitions was held on 28 and 29 October at Grand Lisboa Hotel and Venetian Exhibition Hall A, respectively.

The competition adapts a process of elimination, with 3 rounds of contests for each competition. The first 2 rounds of contests were held in forms of written examination and skill evaluation according to the fundamental knowledge covered in the MORS training manuals. Participants without MORS certificate will need to go through the first round. In order to be admitted to the second round, the contestants must reach a minimum score of 75%, and compete with those who possess the certificate. Contestants with excellent performances in the second round from each competition will be invited to join the final and given the certificates.

Contestants aim at the 2 winning positions in each competition. Juries formed by over 30 respectful executives from the industry will observe closely and assess the contestants for the final winners, who will receive a MORS Gold Pin, MOP6,000 cash award and a scholarship of MOP2,000 for PACES training courses.

Launched in 2001, Macao Occupational Skills Recognition System (MORS) is a joint effort of the Tourism Industry of Macao and IFT with the main objective to upgrade human resources in the industry through the introduction of a certification scheme for a number of professions. At this moment, skills standards are introduced for the following occupations:

- Assistant Cook (Western Kitchen)
- Bartender
- Chinese Cook – Cantonese Cuisine (Elementary)
- Chinese Cook – Cantonese Cuisine (Intermediate)
- Chinese Cook – Cantonese Dim Sum (Elementary)
- Chinese Cook – Cantonese Dim Sum (Intermediate)
- Concierge and Bell Attendant
- Customer Relations Officer
- Front Desk Agent
- Retail Sales Officer
- Room Attendant
- Security Officer for Tourism and Gaming Industry
- Travel Consultant
- Waiter / Waitress (Chinese Restaurant Service)
- Waiter / Waitress (Western Restaurant Service)

To reward and demonstrate outstanding MORS recognised professionals, IFT has been organising the Gold Pin Competition since 2002. Precipitants can be Entry-level Professionals sent by each training centre or they can be entering individually. There are 31 organisations, 342 participants taking part in the competitions this year.

Gold Pin Competition final round contests examine contestants on their practical skills and details are as follows:

Assistant Cook (Western Kitchen)

Contestants have to bring in their own ingredients to create a menu consisting of a starter, a main course and a dessert; the time frame for preparation was two hours. Jury team assessed the contestants on technical skills, creativity, organisational skills, hygiene, taste, presentation and consistency.

Bartender

Within a time frame, contestants have to choose at least one ingredient from the provided list and bring in their own ingredients and glassware to create a cocktail for two persons. The jury team assessed the contestants on technical skills, creativity, presentation, flavour, speed and consistency of the drink.

Chinese Cook – Cantonese Cuisine (Intermediate level)

Contestants have to bring in their own ingredients to prepare two dishes (one assigned by IFT and the other one was created by the contestant), the time frame for preparation was 90 minutes. Jury team assessed the contestants on technical skills, creativity, organisational skills, hygiene, taste, presentation and consistency.

Chinese Cook – Dim Sum (Intermediate level)

Contestants have to bring in their own ingredients to prepare two types of dumping and create one dessert, the time frame for preparation was two hours. Jury team assessed the contestants on technical skills, creativity, organisational skills, hygiene, taste, presentation and consistency.

Concierge and Bell Attendant

Quiz Bee was adopted in the final round. Questions are designed to test the contestants' job knowledge, information about Macao, tourist attractions, current events, language competence, etc.

Front Desk Agent/Customer Relations Officer

Each contestant will compete with each other in individual Quiz Bee on Front Desk / Customer Relations knowledge and skills as well as assigned questions, questions in this round go deep into each category. The jury team assessed the contestants on their selling techniques, product knowledge, communication skills, language competence, body gesture, timing and overall presentation.

Room Attendant

The participants will be given a maximum of 15 minutes to make up beds. The jury team assessed the contestants on speed and quality of work.

Security Officer for Tourism and Gaming Industry

Quiz Bee was adopted in the final round. Questions are designed to test the contestants' job knowledge, skill, guest relations, language and listening competence, etc.

Waiter / Waitress (Chinese Restaurant Service)

Contestants will be asked to share/spilt a special dish of food equally on trolley and to serve afterwards in 20 minutes. Assessment was based on technical skills, knowledge, speed and service quality.

Waiter / Waitress (Western Restaurant Service)

Contestants are requested to perform a Gueridon Fruit Service, which include peeling, cutting, plating and serving various types of fresh fruit in 12 minutes. Juries based on the skill, standard of hygiene, posture, method, courtesy and speed to assess the contestants.

IFT is a public institution of higher education that offers tourism, hospitality, heritage and events management degree programmes, as well as professional training courses. The main objective of MORS is to upgrade human resources in the Macao tourism industry through the introduction of a certification scheme for a number of professions, to the general public, so as to benefit Macao in a more competitive future.

Institute for Tourism Studies

MORS Gold Pin Competition 2010 – Gold Pin Winners

ASSISTANT COOK (WESTERN KITCHEN)

CHOI WAI KAI, GRAND HYATT
MOK CHEOK KIT, SANDS MACAO

BARTENDER

FRANCIS LOUIE CARDENIO ZAMORA, WYNN MACAU
LADY LYN VILLARIN LANSANGAN, CITY OF DREAMS

CHINESE COOK – CANTONESE CUISINE (INTERMEDIATE LEVEL)

HO KAM MENG, HOTEL LISBOA
NG HOI MENG, GRAND LISBOA HOTEL

CHINESE COOK – DIM SUM (INTERMEDIATE LEVEL)

CHEN KERONG, RIVIERA HOTEL

LEONG FU KONG, WYNN MACAU

CONCIERGE AND BELL ATTENDANT

KUOK NGAI SANG, ALTIRA MACAU

SUN MING, GRAND EMPEROR

FRONT DESK AGENT/CUSTOMER RELATIONS OFFICER

CHAN SAO CHONG, IFT

IP SEAK FEI, CROWN TOWERS

ROOM ATTENDANT

PENG YUANHONG, CASA REAL HOTEL

YANG YUMEI, GRAND EMPEROR

SECURITY OFFICER FOR TOURISMS AND GAMING INDUSTRY

CHIO SUT, CITY OF DREAMS
LEI KIM MENG, CITY OF DREAMS

WAITER / WAITRESS (CHINESE RESTAURANT SERVICE)

FANG SHUANE, WYNN MACAU
LIU XINXIN, GRAND LISBOA HOTEL

WAITER / WAITRESS (WESTERN RESTAURANT SERVICE)

SHI JING, MGM MACAU
SONG YIZHAO, HOTEL LISBOA

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