

E U R O CHRIE

Special Conference Newsletter January 2019

*The Hospitality &
Tourism Educators*

SERVING EUROPE, THE MIDDLE EAST & AFRICA

Happy New Year and welcome to this special Conference newsletter which focuses on Dublin 2018. Thank you to all the Dublin team and students that worked so hard to create such a memorable and stunning event.



Visit www.eurochrie.org/dublin-2018/ for all photos of the events – free to download



The EuroCHRIE President's Award

The EuroCHRIE Presidents Award is the highest individual recognition a member of EuroCHRIE may receive. It is presented to a EuroCHRIE member in recognition of the individual's lifetime contributions and outstanding service both to hospitality and tourism education and the EuroCHRIE Federation.



Congratulations to this year's recipient Dr William H. Samenfink

Bill has met the criteria for many years but unfortunately this is the first opportunity we have had to nominate him as he has always been on the EuroCHRIE Board. He has been a true ambassador for not only EuroCHRIE but also ICHRIE since his first conference in Washington DC in 1990. Bill has worked tirelessly for both EuroCHRIE and International CHRIE for nearly 30 years.

He was first appointed an EuroCHRIE Area Consultant in 1997, then elected Director of Internal Relations till 2003 and finally became Director at Large for EuroCHRIE when he moved back to the USA until July 2018. He was elected President of ICHRIE in 2009 after being the ICHRIE Director of Conferences for 2 terms. His dedication and leadership have moved International CHRIE and the EuroCHRIE Federation forward.

In his academic life he was appointed Dean and Professor at Endicott College in Massachusetts in 2002 and remained in this position until July 2018. During this time Bill developed new programmes and developed many new areas in relation to events management, spa management and residential living. He is passionate in supporting students and keeping his alumni within his networks. Before returning to the USA Bill worked in Switzerland with Washington State University. This was a new and exciting role for US institutions and Bill spearheaded the start of these initiatives. In 2018 Bill decided that he would return to a faculty role and is currently on a 6 month sabbatical.

Bill is truly international in his outlook, experience and understanding of issues within the tourism and hospitality industry. He attends the conferences in both the USA and Europe, travelled regularly to Europe for the EuroCHRIE board meetings and was the guardian of the EuroCHRIE by laws. Gaining the nickname 'BYLAWS BILL' While in Switzerland he arranged, and hosted a EuroCHRIE Conference in Brig (the same time as 9/11)

Bill has now been recognised for a lifetime's contribution and outstanding service both to hospitality and tourism education and the EuroCHRIE Federation.

Ralf Burbach the current EuroCHRIE President presented the 2018 EuroCHRIE Presidents Award to Dr. William H Samenfink.



'It was a humbling experience and a honor to receive this award. EuroCHRIE has been a large part of my entire academic career – Bill'



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STR Global “Bridging the Gap” Award – in recognition of significant contributions related to bridging the gap between academia and industry.

This Award honours a professional who has worked to build closer cooperation between academia and industry in relation to training, research and development in hospitality and tourism education. The recipient will normally be a EuroCHRIE member.



Congratulations to this year’s recipient is Heidi Anaya



Heidi’s career in the hospitality industry has spanned over 25 years and has included leadership roles in Operations, Sales, and Human Resources. Heidi has provided Simulation Support for the REDGlobal Group (now Russell Partnership Technologies) since 2011 and has worked with Lodging and Food & Beverage educators and professionals in over 20 countries.

A native of Canada, Heidi now lives in Middletown, Delaware (USA) with her husband and holds an associate degree (with Honours) in Hotel & Restaurant Administration from the Southern Alberta Institute of Technology in Calgary, Alberta (Canada). She also holds a Certification in Hospitality Business Acumen from the Hospitality Sales & Marketing Association International (HSMIA) and is a certified trainer of the course.

Heidi has been the innovator of the Annual EuroCHRIE University business challenge that is offered to teams of students from colleges and universities where students can experience the same professional level of management training as that used to build business acumen skills among lodging professionals around the globe.

In competing in this event students consolidate their academic studies, blend them with e-learning lessons, and apply them in a world class, real-time, real-world simulation competition with other school teams. Each Student receives a highly regarded certification and the winning team, and their tutor, receive valuable monetary prizes. The EuroCHRIE University Challenge is now entering its 5th year. Heidi is **bridging the gap** by using industry to assist academia in maintaining a sound balance between underpinning theory... and current industry practice.



Steve Hood, CEO of STR Global presented the 2018 STR Global “Bridging the Gap” Award to Heidi Anaya who responded.....

It's still quite difficult for me to put into words how truly honoured and humbled I am to have been nominated and then to have won the STR Bridging the Gap Award. It may sound cliché, but all I've been doing in my work with REDGlobal/Russell Partnership Technology is what I love and what I am truly passionate about so, to have been recognized for it, is quite amazing. To the EuroCHRIE selection committee, I thank you. To Steve Hood with STR, I am so very appreciative. And to all of the incredible instructors and students out there who inspire me to do as much as I can to give back to them, I am full of gratitude. My hospitality education has provided me with so many opportunities throughout my career. It has been - and will continue to be - my absolute privilege to give back in any way that I can.

The NKUHT Excellence in Education and Training Award

The Award recognises and honours an educator or trainer for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality, tourism and events education or training. Award recipient must demonstrate exceptional professional ability and commitment through service to the industry or education.

Congratulations to this year's recipient is Ing. Geoff Maree



Geoff Marée studied Industrial Design at the Design Academy in Eindhoven. After graduating in 1986 he started his Office for Industrial Design, developing industrial products in a wide array of fields. In 2002 he left the firm and became responsible for developing the Imagineering courses for the International Hotel Management and International Facility Management programs at NHTV Breda University of Applied Sciences.

Geoff is a trainer in creativity and innovation and public speaker on his topics. He is a visiting professor at Flagstaff Northern Arizona University and Haaga-Helia University of Applied sciences in Helsinki since 2006. He has written several book chapters on innovation and design in hospitality and co-authored a book on organizational concepts. He publishes regularly in professional magazines and presents at conferences. Geoff is a certified LEGO® Serious Play® facilitator. His research focuses on Design Thinking and Creativity skills. Some of you may have attended his 'LEGO' workshop during the conference. I think that you will agree that he is demonstrating exceptional professional ability and commitment through service to our industry and to education.



Dr. Pearl Yueh-Hsiu Lin, President, National Kaohsiung University of Hospitality and Tourism presented the 2018 NKUHT Excellence in Education and Training Award to Ing Geoff Maree



Above L.R. Geoff Maree, Chris Roberts (ICHRIE President) and Dr. Pearl Yueh-Hsiu Lin



Institut Paul Bocuse Research Award

The award will commend an individual piece of research, submitted to the 2018 EuroCHRIE conference, that has made a significant contribution to our industry and to education. Nominees were:

- Doing Better by Doing Good: How CSR Practices Help in Engaging Employees
Xander Lub, Henri Kuokkanen, Rob Blomme, Brenda Groen and Frans Melissen
Breda University of Applied Sciences/ Nyenrode Business University, Institut Paul Bocuse, Nyenrode Business University/Open University & Saxion University of Applied Sciences
- Managing hotel room demand during crises: The case of developing economies
Marketa Kubickova, Hengyun Li and Destan Kirimhan - University of South Carolina
- Impact of Ingredient Branding on Hotel Brand Equity: The Power of Branded Amenities
Eun Joo Kim, Seyhmus Baloglu and Tony L. Henthorne - University of Nevada, Las Vegas

The winners of the 2018 Paul Bocuse Best Paper Award went to:

Doing Better by Doing Good: How CSR Practices Help in Engaging Employees

L.R. Eleonore Vial, Xander Lub, Rob Blomme, Henri Kuokkanen, Frans Melissen and French Ambassador to Ireland.

Abstract:

Earlier research has established the role of CSR practices in engaging employees, both in general and specifically in the hospitality and tourism industries. However, less is known about the details of this relationship. This article focuses on understanding how CSR practices induce engagement in employees and proposes that fulfilment of ideological employer obligations (ideological currency) and CSR supporting HR practices (CSHR) help explain the relationship between CSR and employee engagement. Data were collected from a sample of Dutch travel organisation employees, and using PLS-SEM, our findings demonstrate that employee engagement is positively related to a company's CSR practices, with mediating roles for CSHR and ideological currency. This implies that organizations with clear CSR (HR) policies and a good understanding of the CSR goals employees want to contribute to will increase employee engagement and ultimately sustainable company performance.



Sponsors:- Eleonore Vial, Dean Institut Paul Bocuse and French Ambassador

Emerald Publishing and the Dublin Institute of Technology are together sponsoring the **2018 Best PhD Student Paper Award**. This award is given to a superior research paper submitted by a PhD student. Nominees were:

- Technology Disruption and Shifting Perceptions: A Dynamic Change Perspective on how Employees Make Sense of Technology-driven Organizational Change in Dutch Tourism Industry**
Annemiek H.T. van der Schaft, Xander Lub, Omar Solinger and Beatrice van der Heijden NHTV University of Applied Science, Vrije Universiteit Amsterdam & Radboud University
- The Role of Emerging Tourism Networks and Rural Cluster Development: A Wild Atlantic Way Perspective**
Kelly O'Sullivan Browne, Sophie Price and Fiona Tobin Institute of Technology Tralee, Margaret Linehan, Cork Institute of Technology
- Virtual Reality Presence as a Preamble Experience: The Role of Mental Imagery**
Vanja Bogicevic, Soobin Seo, Jay Kandampully, Stephanie Q. Liu and Nancy A. Rudd Ohio State University & Washington State University



Kelly O'Sullivan-Browne winner of the 2018 PhD Best Paper Award.

The EuroCHRIE conference held in Dublin in November this year was an excellent event on many levels for me personally. Over the course of the week I met many other PhD students from Ireland and from around the globe, got to hear lots of really interesting research on a myriad of topics from "hostmanship" to food tourism. I also got to present my research in front of EuroCHRIE discerning delegates which was both nerve wrecking and exciting. It is great to get asked questions on your favourite topic! I was really thrilled to be receive best PhD paper at this year's event. I would like to thank Denise O'Leary in DIT, Fevzi Okumus and Mathilda Van Niekerk International Journal of Contemporary Hospitality Management and Emerald Publishing for the award.

Biography:

Kelly O'Sullivan is an Irish PhD Candidate whose research "*Rethinking Network Dynamics: A Model for Rural Tourism*", is a mixed methods approach to investigating the development of rural tourism clusters, which has particular resonance for rural communities in remote towns and villages in Ireland. The supervisory team are Dr Sophie Price, Senior Lecturer, Institute of Technology Tralee and Prof Margaret Linehan, Head of School in Cork Institute of Technology. The research aims to understand the role of tourism networks in providing effective locally-led responses to tourism development and their part in driving a local agenda of inter-firm collaboration, a key ingredient of

competitive destinations. She recently won the prestigious award of Best Conference Paper at 14th Annual Tourism and Hospitality Research in Ireland Conference (THRIC) hosted by Waterford Institute of Technology, in June 2018.

Kelly holds a Diploma in *Advertising and PR* from The Fitzwilliam Institute, Dublin, a Degree (Ord) in *Hotel Management* (Block Release) from Galway Mayo Institute of Technology (GMIT) and 1st Class (Hons) Degree Bachelor of *Business with Marketing* from IT Tralee. In 2016, Kelly was awarded a scholarship from IT Tralee, County Kerry Ireland to pursue a Masters by Research (M Phil.) with the Irish Academy of Hospitality and Tourism, successfully transferring to the doctoral track in May 2018. Kelly has gained an extensive range of experience during her career working across several different sectors, including hospitality, events, advertising and media, local government and the rural SME retail sector

Abstract: Rethinking Network Dynamics: A Model for Rural Tourism Cluster Development

Kelly O'Sullivan-Browne*, Dr Sophie Price*, Professor Margaret Linehan**

*Irish Academy of Hospitality and Tourism (IAHT), Department of Hospitality, Tourism and Culinary Arts, IT Tralee, **Faculty of Business and Humanities, Cork Institute of Technology

The Wild Atlantic Way is a Fáilte Ireland tourism strategy to promote the coastal areas on the west coast to stimulate the local economies through rural tourism development. The challenges of developing meaningful tourism in peripheral places are multifaceted and interlinked, manifesting in pervasive and persistent seasonality, scarcity of visitor facilities, and uncoordinated local responses. Tourism clusters and their networks have been identified as a counterbalance to these constraints. However, the process of network formation, its benefits and success factors have not been fully explored in the context of rural tourism, and little is known about the relationship that exists between collaboration and network participation.

This paper addresses these gaps and presents findings from a mixed methods concurrent inquiry into the phenomenon of emerging rural tourism clusters along the Wild Atlantic Way route, exploring the moderating role of local tourism networks in nurturing collaboration, including their success factors and perceived benefits. Data collected through purposive sampling of 101 micro-tourism rural firms, across 5 early stage networks, was analysed through structural equation modelling was complemented by 6 in-depth interviews with network insiders. The research presents a conceptual model of rural tourism, underpinning the significant role of networks in regional tourism, due to their considerable influence over the process of inter-firm collaboration, knowledge exchange and inter-firm support. Findings suggest that internal network dynamics, including, but not limited to, leadership, access to resources and governance have a substantial impact on the effectiveness of the network to be a stimulus for tourism development in a rural context. The identification of the causal relationships and the moderating influence of networks leads to exciting prospects for rural destination development and recommends a shift in emphasis in policy towards supporting the process of tourism network formation and development through facilitation and capacity building rather than action-outcome orientated funding as is currently the situation.

Key Words: Rural tourism, network participation, inter-firm collaboration, rural tourism networks, structural equation modelling (SEM), mixed methods



Area Consultant - The Benelux Union

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Maggie Feng is a Member of the Board of the Wittenborg University Executive and, is CEO at the Wittenborg University of Applied Sciences in Apeldoorn (Headquarter), the Netherlands. Wittenborg also opened its new location in Amsterdam in 2015 and her Vienna location in 2017, following by London in 2019. Although small, with more than 800 students in 2018 growth is around 15% per year during the past 5 years, and it is one of the most international privately funded higher education institutes in the Netherlands, aiming to become a top ranking institute to contribute to Human Capital & Talent development. Around 80% of students and staff at Wittenborg are from over 100 different countries.

Wittenborg University is developing 5 schools, currently it offers programmes in the School of Business, School of Hospitality & Tourism, School of Arts & Technology, School of Sport & Health and followed by the School of Education. The development of 5 schools is based on its 3 pillars: #internationalisation #diversity & #ethics. "Better yourself, better our world."

Originally from Beijing, Maggie grew up in the heart of the Chinese capitol, coming to the Netherlands as an exchange student from the Beijing University of Technology, to complete her fifth and final year as a Bachelor student at the University of Applied Sciences in Deventer, where she was also employed as recruitment and relations staff for the contacts with China.

In 2001, Maggie gained a Master of Science in Facility Management from the University of Greenwich (UK), and in 2002 she joined the team of the then named 'Hogeschool Wittenborg' to bring internationalisation and international education to the small Dutch institute, at that time based in the Hansiatic Dutch town of Deventer.

Proud to be a Chinese, living in the Netherlands and speaking and working in 3 languages, Maggie Feng is a truly international personality who is continuously aiming to deepen and broaden her knowledge, skills and competences.



The EuroCHRIE Best Poster Award

The award is given to a superior research poster presented at the EuroCHRIE 2018 conference. Prize awarded by CABI



**Awarded to Anna Hammershøj – University College of Northern Denmark
Top of Denmark, Exploring the Destination Brand Identity**





Director of Networking and Special Advisor to the Board (Event Management)

Dr James Musgrave

Head of UK Centre for Events Management,
School of Events, Tourism and Hospitality,
Leeds Beckett University, UK

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Dr James Musgrave is Subject Head at the UK Centre for Events Management. James has a strong publication background related to sustainable management within the events industry, having been awarded Highly Commended Paper Award Winner from Emerald Publishing for his article "Moving towards Responsible Events Management". He is lead author of the MPI report into the value of CSR in the meetings industry. He is co-editor of 'Sustainability and Events Management' published by CAB International and special edition editor for the Worldwide Hospitality and Tourism Themes journal on the continuing debate of sustainable management within events. He has written numerous industry white papers and contributed to various book chapters, more recently for Professor Michael Hall (2014) Sustainable Management in Tourism. He is an invited speaker at international conferences on event management and sustainability. His PHD is on sustainable travel and behaviour change from the world renowned Institute for Transport Studies, University of Leeds. He sits on the executive committee of the Association of Event Management Education, was a mirror committee member for ISO 20121 (Sustainable Events Management) and actively promotes sustainable practices in events through various industry partners and design of educational programmes.

James has extensive experience in corporate events, hospitality operations and hotel openings through to senior partner for Genuine Hospitality Consultancy. He has delivered training events for ARUP, Liverpool Arena and Convention Centre, Logistik and worked alongside Positive Impact to deliver online sustainable courses.



The 2018 EuroCHRIE University Challenge Award - sponsored by RedGlobal

The award goes to the winner of the 2018 EuroCHRIE University Challenge, an international lodging competition run by RedGlobal.

Winning Team from **Strathmore University – Nairobi**



Runners up – **Budapest Business School**





New opportunities to meet -

Xander Lub,
EuroCHRIE Director of Research

lub.x@buas.nl

Dear EuroCHRIE friends,

As we look back on a wonderful conference in Dublin and already look forward to our next, and very special joint conference with ApacCHRIE in Hong Kong in May 2019 (paper deadline 27 Jan!!!), I would also like to share an exciting new way to connect with your EuroCHRIE network.

As you may know, the mission of International CHRIE and all its federations, the global advocate of hospitality and tourism education, is to advance quality education through proactive professional development, research, coalitions and networks for all of our members and constituencies. International CHRIE believes in continuous development of individuals, education as the driver of quality, excellence in service, co-operation, coalitions and global networks and proactive change.

One way to do this, is to get hospitality professionals from our EuroCHRIE constituency across the Europe, Middle-East & Africa region to explore mutual interests and building closer collaborative research and business networks.

Therefore, in addition to its successful Annual Conference, the EUROCHRIE board is launching a pilot initiative called Small Group Meetings, and we are inviting those interested to host such a meeting to get in touch. Small Group Meetings (SGM) aim to bring together experts in a specific topical area of hospitality research or practice in -typically 2-day-concentrated meetings with a limited number of participants (max. 30 pax). These SGM's should explicitly target an international group of delegates and have the aim to stimulate contact between EUROCHRIE members and the development of cross-national networks.

The EURO federation has decided to develop the SGM format for this federation solely at this point, which creates the opportunity for all our members across the EMEA regions to interact and develop with the federation on more than a yearly major conference basis. This format decision is a strategic decision for the federation, to increase the opportunity for all members to interact on a more specialist basis at a potentially lower conference budget. As such, the SGM initiative is solely run by the EuroCHRIE federation and at this stage only a pilot whereby we will co-fund 3 such meetings over the course of the next 1,5 years. Although all members are invited to come forward with a proposal, we particularly would like to encourage

members from Africa and Eastern Europe, who may have limited budget for travel, to come forward with proposals.

To summarize, the board is seeking proposals for intensive, short conferences with an international range of delegates in which members of EUROCHRIE play an active part. Consistent with the aim of the meeting, acceptance of proposals is based on meeting the following conditions:

- Multiple day meeting focused on a specific and important theme in Hospitality or for the EuroCHRIE federation;
- **Maximum of 30 participants**, so that all participants can actively participate and present;
- At least 25% of the participants are EuroCHRIE members;
- Participants are from at least four different EMEA countries; Participation from other countries outside EMEA is welcomed.
- Lowest possible costs to EuroCHRIE members;
- Proposals for Small Group Meetings can be submitted by EuroCHRIE members or connected entities;
- The responsibility for the organization lies with the local organizers, not with EuroCHRIE
- Participation in the meeting is in principle open to all EuroCHRIE members (with the restriction of the maximum number of participants being 30): The organizers will need to provide an open call for papers that is announced (via the EuroCHRIE website); and the meeting will be announced as "EuroCHRIE Small Group Meeting on ...";
- Even though the actual participation in the small group meeting is restricted to 30 people, the meeting should yield a product available free of charge to the EuroCHRIE members. To this end, the organizers are expected to submit the results to Open Access Journals and Research Gate in collaboration with the EuroCHRIE Director of Research as well as publishing on the EuroCHRIE website.
- EuroCHRIE offers a start-up budget up to 2,500 euro per meeting. This budget is intended as a contribution to organisation costs. It is not meant to cover all costs – organisers are expected to find/provide additional funding or sponsorship. Moreover, it is explicitly meant for not-for-profit meetings only – funding is meant to keep costs to participating EuroCHRIE members at a minimum (participation fees are always subject to EuroCHRIE Board approval and in any situation cannot exceed the maximum of 100€ regular fee/50€ PhD student fee). Please note that the SGM organisers will have to secure advance funding from their organizations, as the EuroCHRIE funding will be provided upon delivering an activity report and final budgets and receipts.

EuroCHRIE funding is contingent on: (a) submission of a 3-4-page Executive Summary for publication on the EuroCHRIE website; (b) submission of a short report about the event and the final account that should be delivered shortly after the event, in the maximum period of 6 months. The documents template will be provided at the

time of the SGM acceptance but will also become available on the EuroCHRIE Website. Moreover, in order to receive funding, a copy of original invoices are required corresponding to the budget set in the proposal.



**EuroCHRIE
Premium
members and
partners**

EuroCHRIE members interested in organising a SGM in 2019 or early 2020 are invited to submit a proposal to the EuroCHRIE Board by emailing this to the Director of Research (Dr. Xander Lub/lub.x@buas.nl) before mid-May 2019. The proposal should follow the proposal template that will become available on the EuroCHRIE website (before that time you can also approach the Director of Research directly and he can provide it. The proposal should contain the following:

- Title and description of the SGM, including a rationale for its importance in EuroCHRIE;
- Dates and place of the meeting;
- Organizing committee and lead responsible;
- Budget and expected participant fees, including plans to secure additional funding;
- Plan for the distribution of the call for papers;
- Viability Assessment.

The following criteria will be used for selecting the successful SGM proposals:

1. Theme relevance and novelty
2. Theme timeliness and interest, and differentiation from other SGM's
3. Justification for a wide scope of interests bearing in mind the diversity of EuroCHRIE members - hereby countries, academic spectrum and practitioner topics

Information about the previous SGM themes will become available on [WEBSITE]. Priority for acceptance will be given to themes and topics which have not been supported recently in the SGM programme.

With regards to the dates of the proposed SGM, applicants should also mention if they have some date flexibility or not. The EuroCHRIE Board might ask for the possibility to host the SGM at an alternative time in order to avoid that two potential SGMs are held in the same period, or when attendance may conflict with attendance of the annual conference of the three CHRIE meetings.

As the EuroCHRIE board, we are excited to be able to offer you this new format and to pilot it for the next 1,5 years, and we hope that you are too! Please let us know if you have any additional queries, by emailing the Director of Research at lub.x@buas.nl

- **Bilkent University**
- **Budapest Business School**
- **César Ritz Colleges Switzerland**
- **CETT-UB Barcelona**
- **Cphbusiness**
- **Cyprus University of Technology**
- **Dublin Institute of Technology**
- **Ecole Superieure Internationale de Savignac, France**
- **Ferrandi - Paris**
- **Free University of Balzano**
- **Glion Institute of Higher Education**
- **HAAGA-HELIA University of Applied Sciences**
- **Hotel Management School - Stenden University**
- **Hotelschool The Hague**
- **Institut Paul Bocuse**
- **International University of Applied Sciences Bad Honnef * Bonn**
- **Leeds Beckett University**
- **Lillabaelt Academy of Professional and Higher Learning**
- **Manchester Metropolitan University**
- **National University of Ireland, Galway**
- **NHTV Breda University of Applied Sciences**
- **NKUHT**
- **Ozyegin University**
- **Oxford Brookes University**
- **REDGlobal**
- **Rochester Institute of Technology, Croatia**
- **Saxion University of Applied Sciences**
- **SHMS Swiss Hotel Management School**
- **Strathmore University**
- **STR**
- **The Private Hotel School**
- **The Total Simulator Company Ltd.**
- **University College of Northern Denmark**
- **University of Surrey**
- **ZUYD Hogeschool**

Thank you for your continued support. If we have missed you then please contact us. Your logos will be on the EuroCHRIE website with links to your homepages website.



EuroCHRIE University Challenge 2019

The annual EuroCHRIE University Challenge is offered to teams of students from member colleges and universities.

Benefits

1. Students experience the same professional level management training used to build business acumen skills among lodging professionals around the globe. In doing so they consolidate the various elements of their studies; blend them with e-learning lessons, and apply them in a world class, real-time competition with other school teams. It is real-world learning.
2. Each participating student will receive a certificate in Hotel Business Acumen, demonstrating the successful completion of an advanced application of their studies. These certificates are given very favorable recognition by recruiters.
3. In addition, each student member of the winning team will receive a cash award of €125 and their Instructor will receive €400 towards EuroCHRIE 2019 travel and accommodation expenses.

Schedule

All e-learning and inter-school simulation competition will be held during the weeks beginning:

February 11, 18, 25 and March 4, 11, 18

Each week there will be a mandatory one-hour web conference on Wednesday.

Format

In each of the weeks, students will complete:

- A 60-minute e-learning lesson in lodging acumen
- A 60-minute web conference with the online coach
- A 60-minute decision meeting to determine and enter the strategy and tactics for the next business quarter of their hotel.

Each team of 4 senior students and 1 instructor will be supported by an online

industry coach using e-learning, web conference, and email.

The simulation competition uses one of the world's leading lodging simulations, **REVsim**[®] heralded by thousands of hotel professionals around the globe.

Learning is as learning does. The simulation competition is an application of learning that takes business skills and mindset to a new level of understanding, strategic thinking, and tactical precision. Student teams operate their hotels in real-time and in direct competition with other teams. There is no artificial intelligence at work. All business outcomes are the result of the decisions made by all the hotels competing in a dynamic market.

There is a 50 short answer online quiz at the end of the Challenge to confirm certification level learning. It is designed to consolidate and confirm the learnings.

Winning

The "big win" is an opportunity for each participating student to add an extra level to their education, one that integrates course learning, and one that illuminates the business realities that lie ahead. And all of this... documented with a certification.

The team "win" goes to the hotel that produces the best Balanced Scorecard, providing leading ratings in market performance, profit, return on equity, guest loyalty, and staff performance.

Registration

Registration is easy and is offered on a first-come basis. It is completed by the teams' Instructor/Coach. Team member names can be added later. Simply email your name, telephone number, and school name and we will be in contact to answer your questions and complete the registration. Please start the registration by contacting Heidi Anaya at: heidi.anaya@russellpartnership.com

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Area Consultant - The Benelux Union

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Jean-Pierre van der Rest is Professor of Business Administration at Leiden University, one of Europe's leading mainland research universities. He holds concurrent positions as Dean of PhD Studies (Graduate School) and Deputy Head of Department, and previously served as a Full Professor, Research Director and Associate Dean at Hotelschool The Hague. Jean-Pierre received a PhD in Business from Oxford Brookes University (Oxford School of Hospitality Management), a MA in Managerial Economics from University of Durham (Department of Economics and Finance), and a BBA in Hotel Administration from the Hotel Management School Maastricht.

His research focuses on pricing decision-making and revenue optimization in the hotel and restaurant industry. He has a particular interest in strategic pricing capabilities, pricing decision-making, behavioural pricing and conjoint analysis, hotel occupancy forecasting, and restaurant failure. He received awards for Journal Article of The Year (IFITT, 2016), Best Research Paper (REMAPS, 2015), and Best Conference Paper (EuroCHRIE, 2015) for his collaborative work on integrating Hotel Revenue Management with Online Travel Agent Interface Design and Online Consumer Choice Behaviour. He also received a Best Conference Research Paper (I-CHRIE, 2012) award for a theoretical paper on strategic pricing capabilities.

Recipient of various research grants, his work is published in leading scholarly books (e.g., *Routledge*, *Elsevier*, *Elgar*) and international journals such as the *European Journal of Operational Research*, *Service Science*, *Journal of Strategic Marketing*, *Tourism Management*, *Cornell Hospitality Quarterly*, *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management*, and *Journal of Travel & Tourism Marketing*.

Serving on various international editorial boards and scientific committees in hospitality and tourism management, Jean-Pierre van der Rest is one of the prominent hospitality scholars and educators in The Netherlands. He actively promotes research and teaching excellence in Dutch hospitality education, by taking on leadership roles, fostering inclusive and long-lasting research collaborations and exchange, and by developing rigorous work in pricing and revenue management aimed at bridging the gap between academia and industry. Jean-Pierre has taught in Bachelor, Master, MBA, and Executive Education programmes. He has chaired accreditations and has been an external examiner, external advisor, and a visiting professor at various international business schools.



The EuroCHRIE Regional Industry Award

The award recognises an outstanding regional organization for demonstrated commitment and service to the to the hospitality and tourism industry. **This year the award went to Jameson Distillery Bow St**



Ray Demsey collecting the award

EuroCHRIE Dublin – Keynote Speakers for more photos go to www.eurochrie.org/dublin-2018/photos/keynote-speakers/



Sam Thompson
Tripadvisor



Marianna Sigala
University of South Australia



Paul Keeley
Failte Ireland



Ray Dempsey
Jameson



Oonagh Cremins
The Innovate Room



John Fareed
Horwath HTL



Mark Henry
Tourism Ireland



Clare Tuffy
Bru Na Boine



Des O'Mahony
Bookassist



Judith Owen
Titanic



Donal Minihane
Hotel Doolin



Adrian Cummins
Restaurant Association of Ireland



Bobby Kerr
Entrepreneur



Patrice Lennon
Dalata



Alex Gibson
Dublin Institute of Technology

Third ANNOUNCEMENT & CALL FOR PAPERS: APacCHRIE & EuroCHRIE Joint Conference (22-25 May 2019)

Asia Pacific + EURO
CHRIE
cum 4th Global Tourism & Hospitality Conference
HK 2019

2019 APacCHRIE & EuroCHRIE Joint Conference

22-25 MAY 2019 | HOTEL ICON, HONG KONG

ABSTRACT or FULL PAPER Submission: by 27 January

Third Announcement & Call For Papers

Hosted by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU), and co-organised by APacCHRIE and EuroCHRIE, the 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference will be held on 22-25 May at the SHTM's groundbreaking hotel, Hotel ICON, in Hong Kong. Taking the theme *East Meets West in Hospitality and Tourism Education*, this conference will bring together scholars and industry partners in the fields of hospitality, tourism, events and design from around the globe to Hong Kong, a beautiful city where east meets west.

Featured Speakers



Professor Kaye Chon

*Dean and Chair Professor
Walter Kwok Foundation
Professor in International
Hospitality Management*

School of Hotel and Tourism
Management
The Hong Kong Polytechnic
University



Dr Jennifer Cronin

President

Wharf Hotels Management
Limited



Professor Cathy Hsu

Chair Professor

School of Hotel and Tourism
Management
The Hong Kong Polytechnic
University



Professor M. Joseph Sirgy

*Virginia Tech Real Estate
Professor of Marketing*

Virginia Polytechnic Institute
and State University

Possible Topics

The conference will focus on a broad range of topics related to tourism, hospitality and design. This is the first year we include design-related topics in view of our collaboration with our special collaborator, PolyU School of Design. Possible topics for submission could include:

- Big Data and Marketing
- Community Resilience and Social Capital
- Consumer Behaviour in Hospitality & Tourism
- Contribution of Technology to Industry
- Culture, Localisation and Globalisation
- Case Studies on Tourism & Hospitality, Development, Marketing and Management
- Contemporary Issues in Tourism & Hospitality Industry Education and Research
- Contest and Cooperation on Tourism within Asia-Pacific Areas
- Current Issues in Education for Tourism & Hospitality
- Destination Marketing
- E-commerce and Travel Agency Management
- Emerging Issues in Tourism & Hospitality Research
- Ethics, Leadership and Corporate Social Responsibility
- Experience-based Co-design
- Food Service and Food Habits
- Human Resource Management and Organisational Behaviour
- Hospitality Management and Marketing
- ICT and Social Networks
- Implications of Technology and Media in Tourism
- Innovation and Entrepreneurship
- Knowledge Economies, Knowledge Management
- MICE Development and Tourism Crisis Management in Tourism Industry
- Multi-Disciplined Issues Related to Tourism and Tourism Education
- Papers related to the Theme of "One Belt One Road"
- Public-Private Partnerships
- Rural Tourism and Green Tourism
- Rural Tourism and Poverty Alleviation
- Service Design
- Smart Tourism and Innovations
- Social Innovation
- Social Media and Sharing Economy
- Sustainable Development Strategy
- Stakeholders' Cooperation in Tourism Development
- Tourism Consumer Behaviour
- Tourism Economics
- Tourism Human Resource and Training
- Tourism Impact Assessment
- Tourism Planning and Sustainable Tourism
- Transnational Market Analysis and Forecast
- Other papers related to the theme of the Conference

IMPORTANT DATES

Abstract or Full Paper Submission: by **27 January 2019**

Final Version Submission: by **31 March 2019**

Submit to <https://easychair.org/conferences/?conf=chriehk2019>

Contact us

For more details, please visit www.chriehk2019.com

For inquiry about paper submission, please e-mail paper.chriehk2019@polyu.edu.hk

For inquiry about the conference, please e-mail chrie.hk2019@polyu.edu.hk

Submission Guidelines



Share via:



Host:  THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學
SCHOOL OF HOTEL AND TOURISM MANAGEMENT

Co-organisers:



Guidelines for Final Version Submission

- Manuscripts submitted to "2019 APacCHRIE & EuroCHRIE Joint Conference" should be original contribution and should not have been previously published nor under consideration for publication elsewhere. Individual and multiple authors are welcome to contribute.
- All manuscripts should be typed in MS WORD format, single-spaced with one-inch margins and using 12-point Times New Roman font (exception of tables 10-point Times New Roman).
- Manuscripts should include the following major sections and sequence: title, affiliation of the authors (e.g., university name, country), abstract (80-120 words), keywords (3-6 words only), main body (Introduction, Literature Review, Methodology, Results, Discussion and Conclusion) and references.
- Tables and Figures (300dpi) should be clearly labelled, in the format and style described in APA (6th edition) and suitable for direct reproduction.

Registration Fees

	Early Bird Rate (USD) (Before 31 March 2019)	Regular Rate (USD) (Before 30 April 2019)
CHRIE Member	370 (Gala Dinner included)	550 (Gala Dinner included) 420 (Gala Dinner not included)
Non-CHRIE Member	520 (Gala Dinner included)	750 (Gala Dinner included) 570 (Gala Dinner not included)
Graduate Student	320 (Gala Dinner included) 200 (Gala Dinner not included)	420 (Gala Dinner included) 300 (Gala Dinner not included)

EuroCHRIE 2018 Dublin pre-conference PhD & Early Career Workshop by Danny Han & Yoy Bergs (Breda University of Applied Sciences)



On November 6, 2018, we had the privilege to attend the PhD & early career day that was organized as part of the EuroCHRIE conference in Dublin. The day was hosted on the DIT campus on Cathal Brugha Street and had a number of sessions with an excellent choice of topics very relevant for people in their early academic career and speakers.

After a quick welcome and opening by Dr. Denise O'Leary, the first topic on the importance of 'Networking & Optimising Research Relationships' was presented by Dr. Frederic Mayo (NYU). Networking is probably one of the most important 'skills' to have when working in academia and aiming to progress in the career ladder. While becoming a researcher in academia is probably not comparable with the level of exposure in a sales job, knowing how to approach and connect with people at conferences and other events is an integral part of success in academia nonetheless. Dr. Mayo stressed the importance of building relationships and was encouraging to motivate us to talk to new and experienced people in our field at the conference. His presentation included some useful tips on etiquette that are easy and quick to implement.

Another presentation was given by Dr. Ashley O'Donoghue (DIT) on the importance, and often challenge, of Work Life Balance. Working in academia is often associated with extended holidays and a 9-5 (sometimes less) job and fairly reasonable pay. However, many of whom are not working in this field often don't realize the impact that commitments and time pressure of a career in academia, be it for PhD candidates or tenure-trackers, can have on your personal life. Although many of us could identify with the issues raised in the presentation, it was quite eye opening to get a grasp on the theory behind it and discuss some solutions in order to avoid negative symptoms such as stress, depression and ultimately burn-outs.

In the afternoon, some parallel sessions were run and we had the opportunity to join a workshop on 'An

Introduction to PLS-SEM by Prof. Robert Jan Blomme (Nyenrode Business University). This was a great refresher for me, as I had used PLS for my PhD, but had not used it since. Since the session had less participants, it was great that Prof. Blomme was able to adapt the workshop according to our knowledge and share his expertise with us in using PLS-SEM. The workshop was well-structured with an introduction into the purpose and cases of using PLS-SEM followed by a demonstration using available data.

Throughout the day, a number of sessions were



organized where participants could meet established professors and editors of well-known hospitality and tourism journals. As an early career researcher, publications are an important element to progress in academia. Talking to editors was a great way to discuss topics and research methods that are sought, special issues that are in planning or simply get some tips and hear about how paper publications can be achieved and facilitated. For instance, this was a great opportunity to talk to Dr. Mathilda Van Niekerk (Managing Editor of IJCHM) and Dr. Fevzi Okumus (Editor in Chief of IJCHM) and hear about their experience as editors of a top-tier hospitality journal and their new journal, Journal of Hospitality and Tourism Insights.

All in all, it was a day full of opportunities for meeting both professionals in the field, as well as peers that share the same job experiences. Talking to fellow PhD students instilled a sense of belonging and created opportunities for future contacts and collaborations.





LEGO® Serious Play®

The LEGO® Serious Play® workshop, hosted by Geoff Marée and Jelmer Weijsschedé of Breda University of Applied Sciences, was fully booked and experienced by the participants as very inspiring. The workshop aimed to make the participants familiar with the method. It offered to experience the strong effect of ‘thinking with your hands’ by going through several rounds of building models of metaphors related to a topical issue in the hospitality industry. The discussion between the



participants was facilitated by comparing the models and combining them into one overall landscape.



The workshop addressed the issue of the apparent mismatch between working and career conditions offered by the hospitality industry and the expectations of Gen-Y employees. Not only did building with Lego stimulate a different way of reacting to this complex problem, the visualization via metaphorical models also

inspired the group to share knowledge and information in a different and very effective manner.



The challenge to convert your ideas into a 3D visualization makes the participant aware of associated thoughts and perceptions that would not easily emerge when using conventional thinking approaches. Besides that, the method evokes to share ideas and perceptions via storytelling that facilitates a multi-layered, inspirational way of communicating in a group. The building process also counters any potential hierarchy between participants.

After experiencing this method first hand, several participants showed active interest in applying LEGO® Serious Play® themselves, especially as a powerful tool for educational purposes.



From the Editor

If you have any articles for the next newsletter then please contact me at admin@eurochrie.org Premium or Institutional member may promote forthcoming conferences. If you have any new publications, we are pleased to advertise them.

Please remember to keep a check on the website www.eurochrie.org

Rai Shacklock - EuroCHRIE Federation Administrator



Announcing Forthcoming CHIA and HIFIA Train-the-Trainer Workshops

You are cordially invited to attend upcoming CHIA or HIFIA Workshops planned around the world. The sessions are open to professors and instructors. Students are invited if space allows. Industry professionals are also welcome to attend any of the CHIA workshops for a fee. The events are slightly different and are described below. The training will include a thorough review of all training content, a series of quiz questions and a demonstration of application exercises. For more information or to reserve a seat, please contact us at sharecenter@str.com.

Are there any planned workshops near me?

Paris, France – 14 March 2019
San Diego, CA USA – 26-27 April 2019
Hong Kong, China – 22 May 2019
Beijing, China – May 2019
Shanghai, China – July 2019
New Orleans, LA USA – 23-24 July 2019
Nashville, TN USA – 13-14 August 2019
Argentina – 25 September 2019
London, UK – 1-2 November 2019
New York – 9 November 2019

We are planning additional sessions, so please inquire about other possible locations and dates by emailing sharecenter@str.com. For more information or to register - If you have any questions or need more information, please contact sharecenter@str.com. Space is limited, so if you think you might be interested, please let us know, and we will hold a seat for you. There is a brief enrolment form to fill out. If there are students or industry professionals that would like to attend, please contact us.

Certification in Hotel Industry Analytics (CHIA) - The "Certification in Hotel Industry Analytics" is being offered globally to undergraduate and graduate students, as well as professors through a joint effort between AH&LEI, ICHRIE and STR Global. Nearly 4,000 CHIA certifications have been granted and over 40 TTT sessions have been conducted. The CHIA is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs and interest is growing quickly among industry professionals in many positions. This recognition provides evidence of a thorough

knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients have proven that they can "do the math" and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. Achieving this distinction announces that these students have a place among the best graduates in their profession and opens the doors to future career opportunities. Recipients receive a certificate and are able to use the CHIA designation on their business cards and resumes.

The Train-the-Trainer session covers the CHIA training content, which includes:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking
- Hotel Industry Performance Reports

The session also prepares instructors to be able to present the CHIA training to their own students. It is easy to personalize the training related to your own area of the world. Instructors can receive the CHIA certification themselves by taking an online exam after the session.

Hotel Industry Foundations and Introduction to Analytics (HIFIA) - The "Hotel Industry Foundations and Introduction to Analytics" is an abbreviated version of the CHIA described above. The HIFIA is shorter, 5 modules instead of 16. There is less of an emphasis on math, analyzing data and reports. It emphasizes that the math required by a hotel industry professional is not "rocket science". It also builds an appreciation for analytics and industry reports used by hotel companies and tourism organizations around the world. We would be delighted to have you join us for an educational and enjoyable experience. Best regards,

Steve and Duane

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Email: sharecenter@str.com
Steve: shood@str.com ext.3315
Duane: dvinson@str.com ext. 3329



Source

The Europe Fall Top 5

Based on year-over-year monthly RevPAR change in local currency

September 2018 vs September 2017

Countries	Occ (%)		ADR		RevPAR		Percent Change from prior year		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Turkey	70.8	70.2	535.90	320.89	379.41	225.37	0.8	67.0	68.3
Bulgaria	74.0	70.3	151.80	130.42	112.41	91.62	5.4	16.4	22.7
France	77.1	75.4	137.38	122.31	105.97	92.20	2.3	12.3	14.9
Israel	60.1	66.2	950.17	760.46	570.60	503.66	-9.3	24.9	13.3
Austria	84.2	83.6	113.12	100.73	95.20	84.22	0.7	12.3	13.0
Markets	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Istanbul	75.9	77.6	641.97	360.33	487.06	279.64	-2.2	78.2	74.2
Sofia	75.3	70.9	167.29	138.82	125.98	98.47	6.2	20.5	27.9
Paris	87.2	84.3	278.89	232.54	243.23	195.96	3.5	19.9	24.1
Vienna	86.6	85.7	118.33	102.30	102.44	87.68	1.0	15.7	16.8
Berlin	88.9	88.5	135.44	117.54	120.38	104.03	0.4	15.2	15.7

October 2018 vs October 2017

Countries	Occ (%)		ADR		RevPAR		Percent Change from prior year		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Turkey	69.4	64.5	464.04	267.28	322.08	172.28	7.7	73.6	87.0
France	73.4	70.8	132.26	115.56	97.08	81.81	3.7	14.4	18.7
Hungary	84.1	81.4	30123.21	26601.23	25318.96	21649.54	3.3	13.2	16.9
Austria	82.3	79.0	110.38	98.74	90.88	78.04	4.2	11.8	16.4
Israel	81.8	78.9	883.15	803.37	722.46	633.97	3.7	9.9	14.0
Markets	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Istanbul	73.5	68.6	568.76	325.22	417.94	222.96	7.2	74.9	87.5
Tel Aviv	86.9	80.6	1081.72	922.89	939.88	743.88	7.8	17.2	26.3
Paris	84.6	81.6	253.77	210.98	214.65	172.22	3.6	20.3	24.6
Madrid	85.7	81.2	138.88	117.84	119.07	95.68	5.6	17.9	24.5
Vienna	86.2	81.6	116.15	100.57	100.08	82.11	5.5	15.5	21.9

November 2018 vs November 2017

Countries	Occ (%)		ADR		RevPAR		Percent Change from prior year		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Turkey	63.7	62.7	371.47	259.69	236.45	162.77	1.5	43.0	45.3
Austria	78.5	71.2	99.17	89.69	77.89	63.84	10.4	10.6	22.0
Israel	76.3	75.4	770.90	662.98	588.20	499.68	1.2	16.3	17.7
Malta	75.2	71.0	111.66	101.03	83.98	71.71	6.0	10.5	17.1
Greece	60.5	63.7	112.86	93.52	68.32	59.57	-5.0	20.7	14.7
Markets	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Istanbul	69.0	66.2	468.34	318.67	323.24	211.00	4.2	47.0	53.2
Vienna	82.9	73.5	101.07	90.16	83.78	66.27	12.8	12.1	26.4
Barcelona	73.6	64.7	123.02	111.82	90.56	72.33	13.8	10.0	25.2
Athens	62.5	66.3	131.32	103.71	82.05	68.81	-5.8	26.6	19.2
Copenhagen	78.3	73.3	1057.98	960.03	828.69	703.97	6.8	10.2	17.7

EVENT MANAGEMENT 22(6) Special Issue: CRITICAL EVENT STUDIES: ISSUES AND PERSPECTIVES

Dear Colleagues,

As an opening contribution to knowledge in 2019, I am happy to announce the new issue of Event Management. Volume 22, Issue 6.

This special issue, theme 'Critical Event Studies: Issues and Perspectives', contains 15 peer-reviewed articles, each offering a timely contribution to current reflection and debate. An editorial discussion paper by the guest editors, Associate Professor Martin Robertson, Dr Faith Ong, Associate Professor Leonie Lockstone-Binney, and Professor Jane Ali-Knight adjoins these articles. For your reference, this special issue is available at

<https://www.ingentaconnect.com/content/cog/em/2018/00000022/00000006>

Authors & Titles (in order of publication):

- * Robertson, M., Ong, F., Lockstone-Binney, L., & Ali-Knight, J. 'Critical Event Studies: Issues and Perspectives'
- * Mair, J. & Duffy, M. 'The Role of Festivals in Strengthening Social Capital in Rural Communities'
- * Bean, S. 'Please Come, Sit, and Share My View'
- * Sharp, B. & Finkel, R. 'Governing Major Event Legacy: Case of the Glasgow 2014 Commonwealth Games'
- * Kirby, S.I., Duignan, M.B., & McGillivray, D. 'Mega-Sport Events, Micro and Small Business Leveraging: Introducing the "MSE-MSB Leverage Model"'
- * Nichols, G., Benson, A. M., Holmes, K. 'Researching Mega-Events Under Regulatory Capitalism'
- * Kennell, J., Šuligoj, M., & Lesjak, M. 'Dark Events: Commemoration and Collective Memory in the Former Yugoslavia'
- * Ong, F. & Goh, S. 'Pink is the New Gray: Events as Agents of Social Change'
- * Jarvis, N. 'The Transgressive Potential of the 2014 Cleveland/Akron Gay Games Legacies'
- * Zigomo, P. & Hull, R. 'Unlocking Doors: Decolonizing the Design of an Art Exhibition in Zimbabwe'
- * Chen, C., Mason, D.S. & Misener, L. 'Exploring Media Coverage of the 2017 World Indigenous Nations Games and North American Indigenous Games: A Critical Discourse Analysis'
- * Werner, K., Wang, C., & Gray, C. 'Comparative Global Perspectives of Event Management Education: Lessons from a Sino-German Double Degree Event Management Program'
- * Lockstone-Binney, L. 'Knowledge Generation in

Event Studies: What Can Doctoral Research Tell us About Evolution of the Field?'

* Harris, R. & Schlenker, K. 'An Exploratory Study of "Best Practice" in Environmentally Sustainable Event Management in Australian Public Events'

* Robertson, M., Hutton, A., & Brown, S. 'Event Design in Outdoor Music Festival Audience Behavior (A Critical Transformative Research Note)'

* Wood, E.H., Jepson, A., & Stadler, R. 'Understanding the Well-Being Potential of Participatory Arts Events for the Over 70s: A Conceptual Framework and Research Agenda'

Best wishes for the remains of this festive season & good tidings for 2019 from the guest editors, Associate Professor Martin Robertson*1, Dr. Faith Ong*2, Associate Professor Leonie Lockstone-Binney*2 & Professor Jane Ali-Knight*1.

Tourism Review sponsors the PhD Tourism and Hospitality Management Category of the Emerald/EFMD Outstanding Doctoral Research Awards.

<http://www.emeraldgrouppublishing.com/tr.htm> > <http://www.emeraldgrouppublishing.com/tr.htm>

The 2018 Emerald/EFMD Outstanding Doctoral Research Awards

<http://www.emeraldgrouppublishing.com/research/awards/odra.htm> > in the Tourism and Hospitality Management category are now open:

<http://www.emeraldgrouppublishing.com/research/awards/odra.htm>

Eligibility: To be eligible for the awards, the research must address an issue that is of importance to Tourism and Hospitality Management. The awards are open to those who have completed and satisfied examination requirements for a doctoral award, between 15 Jan 2016 and 28 February 2019, and have not applied previously for one of these awards.

Recent PhD graduates: achieve PhD International recognition and a cash award for the best doctoral research in Tourism and Hospitality Management Award-winning entries will receive a cash prize of €1,000 (or currency equivalent), a certificate and a winners' logo to attach to correspondence. In addition, a number of Highly Commended Awards will be bestowed. The awards will be offered at a suitable conference in the summer time.

Submission requirements - Deadline of submissions 28th February 2019.

1. Researchers must apply online using this application form
<http://ww2.emeraldgrouppublishing.com/awards/odra.htm>>. <http://ww2.emeraldgrouppublishing.com/awards/odra.htm>

2. The following documents will be required electronically:

a. **Covering letter:** as part of this please state whether or not your doctoral research has been published and/or will be published in any form (conference paper, article, peer reviewed journal, etc)

b. **Executive Summary:** paper that summarizes the doctoral research. The Executive Summary should not exceed 2,000 words (reference lists and presentation of data, as either tables or figures, do NOT count towards this total). Please download the Executive Summary

template<http://www.emeraldgrouppublishing.com/research/awards/template_exec_summary.docx>. http://www.emeraldgrouppublishing.com/research/awards/template_exec_summary.docx

c. **Letter of recommendation/reference** from a supervisor/senior faculty member: the letter should state why your supervisor feels that your work is outstanding and what impact it will have. For shortlisted applicants, further contact may be made with the referee.

Applicants must only submit to the Tourism and Hospitality Management category.

Applicants should also submit a Cutting Edge Paper to Tourism Review

<http://www.emeraldinsight.com/loi/tr> an SSCI listed Journal - Author Guidelines

http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=tr

Judging criteria

The entries will be judged by the Editor(s) and at least one Editorial Advisory Board member of the sponsoring journal. Entries will be judged on the following criteria:

1. **Significance/implications for theory and practice.**
2. **Originality and innovation.**
3. **Appropriateness and application of the methodology.**
4. **Quality of data/research.**

Shortlisted applicants may be required to answer further questions as appropriate from the judging panel. Winners will be required to submit an unpublished paper, sole- or joint-authored, derived from the research, within six months of winning the Award. The Editors reserve the right not to select a winning paper if, in their judgment, none of the entries is considered satisfactory.

Please note that the decision of the judges is final. Due to the large number of submissions, applicants will not receive any feedback.

Global Trends in the Casino and Gaming Industry 2020 (Draft)

by Frederick J. DeMicco, Ph.D., Visiting Professor, the University of South Florida Sarasota Manatee
With Marvin Cetron, Ph.D. and Owen Davies

Abstract

When you think of casinos and gaming, what do you picture? A weekend in Vegas? James Bond at the Casino de Monte Carlo? A room full of high-rollers at The Venetian Macau? What we think of is a unique, world-spanning segment of the hospitality industry—one that offers unusual opportunities for graduates in this field. Specialized casino jobs like card dealer, pit boss, and about two-dozen other positions have little to do with hospitality in general. Yet, many gaming companies operate so-called “integrated casino resorts” with full hotel and restaurant operations. As anyone who has visited Las Vegas can attest, they include all the standard opportunities found in hotels, restaurants, and sometimes even small amusement parks. Gaming operators also are branching into the MICE market, so meeting and convention specialists also could find a home in this sector.

Gaming once was viewed as immoral, and in parts of the world it still is. Yet, in many places this industry is now praised for its job creation and contribution to local prosperity. This transition began in the United States around 1980 and is still in progress. By 2018, a poll found that 68 percent of Americans considered gambling “morally acceptable.” Only 28 percent still considered it “morally wrong.” This evolution is getting started today in Asia, where prosperous countries have begun to view gaming as a source of jobs and tax revenue. Opportunities in the gaming segment are growing rapidly in many parts of the world.

They bring with them a variety of challenges for tomorrow’s managers. Changing technologies and economic conditions move this sector as any other, but gambling is uniquely shaped by legislation, regulation, and social values. In Macau and some other gaming centers, personnel shortages also guarantee a welcome for qualified expatriates. (In 2016, Macau employed 177,638 foreign workers, over 45 percent of the local workforce!) Hospitality majors may wish to consider building a career in this segment of the industry. **For the full paper contact fdemicco@udel.edu**

Scott Richardson | Executive Dean

The Emirates Academy of Hospitality Management, Dubai

Scott.Richardson@eahm.ae

has been appointed Area Consultant for the Middle East. More details in the next newsletter

Invitation to submit your work to Tourism Review

Dear colleagues

I would like to invite you and your colleagues to submit your work to Tourism Review <http://www.emeraldinsight.com/loi/tr>

We welcome new and innovative topics that make a significant contribution to tourism theory and practice. Tourism Review receives more than 200 papers per year. As from 2019 we will be publishing 55 papers per year. Currently acceptance rate is about 22% and gradually we will approach to 15% making sure that only the best quality tourism research is published in Tourism Review.

We also have an average decision time of 32 days and we try to provide feedback as soon as possible and streamline the process.

We publish

- * Research Papers (includes primary research)
- * State of the Art (comprehensive conceptual up to date papers)
- * Cutting Edge Papers (new research areas - often through PhD research)

You should ensure that your aims and contribution are clear in the Abstract, Introduction and Conclusion.

The journal has a tight page limit and many strong submissions. Therefore, articles are limited to 5,500 words including everything. We will welcome your articles on Tourism Review - See Guidelines: http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=tr

See the latest papers published on <https://www.emeraldinsight.com/loi/tr> so you can understand the style and type of papers we publish.

We recently applied to be included in the SSCI and we experience dramatic growth of the journal in submissions, quality and impact.

Look forward to welcome your papers

Professor Dimitrios Buhalis
Editor in Chief
Tourism Review <http://www.emeraldinsight.com/loi/tr>

Sponsors and Exhibitors for EuroCHRIE Dublin 2018

We would like to thank our generous sponsors and exhibitors



APacCHRIE & EuroCHRIE Joint Conference (22-25 May 2019)

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Graduate Student	320 (Gala Dinner included) 200 (Gala Dinner not included)	420 (Gala Dinner included) 300 (Gala Dinner not included)

Words of Appreciation!!

Dear Ralf,

Quite late... but most sincerely, I want to thank you for such a great conference! Everything was in the details of hospitality and joy of the Irish culture! All your team and students were absolutely fantastic and always so kindly helpful. On top of it, I had the pleasure of meeting you and seeing so many good and dear friends.

I shall remember the EuroCHRIE Dublin conference as one of the most memorable ones (and the Councilor of the Ambassador as a unique one. I do hope to have the pleasure of welcoming you at the Institut Paul Bocuse...

Eleonore Vial – Dean Institut Paul Bocuse

Thank all of you for the hard work of organizing this EuroCHRIE.

I thoroughly enjoyed all the programs and activities. It was a GREAT success!!!

I appreciate so much your great efforts and contributions!!!

Please if possible, make the relaunch announcement of *International Hospitality Review* (formerly FIU Hospitality Review) at your EuroCHRIE website. Emerald Publishing is our platform. The first issue of the relaunch (Volume 32, Issue 1) will be on Emerald on line in January, 2019.

Please encourage your colleagues to submit their papers to:

www.review.fiu.edu

Jinlin Zhao, Ph.D. Professor
Director of Asia & Pacific Development
Editor in Chief--*International Hospitality Review*

Once again, I would like to congratulate you all for hosting a most wonderful EuroCHRIE I've ever been attended. You EuroCHRIE board did a great job and we will keep up to that standard!

Thank you again!

Best regards
Pearl Lin

It was a humbling experience and a honor to receive this award. EuroCHRIE has been a large part of my entire academic career.

Here are a few words of feedback on the conference from me: it was an exceptional conference. The quality of keynotes and presented papers was very high, in terms of new knowledge, interesting research designs and the variety of research areas. The social programme and the hospitality of the organisers were also outstanding. The theme was Be inspired, and it was a truly inspirational experience for me.

The best poster award: I feel very honoured to receive the award and inspired to continue on my research on the subject.

Best regards,
Anna Hammershøy

Dear Ralf,
I just wanted to thank you and your team for a wonderful EuroCHRIE conference.

You all did a fantastic job!
The conference sessions were great and the social events were amazing!
Congratulations to you on a job well done!
Thank you!
Best regards,

Cynthia

Cynthia S. Deale, Ph.D. Professor
School of Hospitality Leadership
College of Business
East Carolina University
Greenville, North Carolina U.S.A. 27858

Article that may be of interest with regards recruiting hospitality students.

The link below is the second article published in eHotelier that looks at the current problems of the recruitment of students to hospitality programmes. Whilst using UK evidence it may well have resonance internationally.

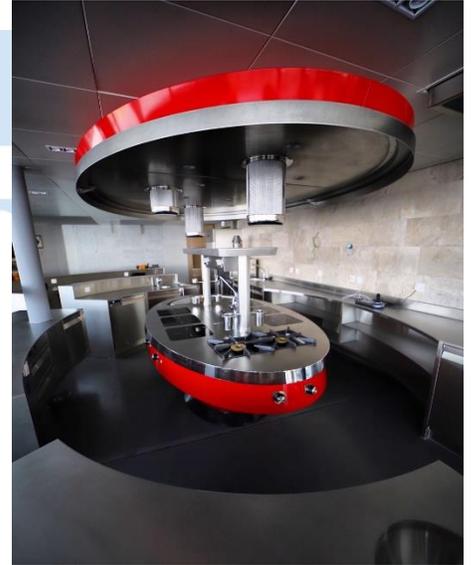
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NEWS from César Ritz Colleges Switzerland

César Ritz Colleges Switzerland
Route Cantonale 51
CH-1897 Le Bouveret
Phone +41 24 482 8282

Our Bouveret Campus on Lake Geneva hosts our new culinary arts facility: Apicius. A contemporary, five-storey building with a beautiful rooftop, custom-designed to enhance the professional learning experience for our culinary students.





New book from Routledge Tourism,
Hospitality and Events

Sustainable Customer Experience Design: co-creating experiences in Events, Tourism and Hospitality

by Bert Smit and Frans Melissen

June 2018; ISBN 9781138658554 paperback; 286 pages;
price £32.99 / 9781315620749 e-book; price £29.69

Watch a short trailer : <https://youtu.be/c7V8iohnaOo>

Experiences are an important part of our lives and increasingly represent a crucial topic to address for businesses and professionals. This book focuses on designing, staging and managing experiences within the context of the events, tourism and hospitality industries. It also illustrates current and future developments in these industries and wider society, with an emphasis on sustainable development.

The book offers an innovative approach for successfully creating experiences for (potential) customers that is based on combining insights and methods from the world of design and the social sciences. Moreover, it shows how the experience economy and sustainable development both reinforce one another and create challenges that businesses and professionals can address through this approach.

Critical thinking questions, practical examples and international case studies from various institutes, such as UCF Rosen College of Hospitality Management, Sheffield Hallam University and Breda University of Applied Sciences are integrated throughout the text.

Combining a design science and a social sciences perspective in one inclusive hands-on approach to designing, staging and managing experiences, this is essential reading for all students of Events, Tourism and Hospitality Management, but also related fields.

Other authors on Sustainable Customer Experience Design

'With mankind entering the "experience economy" we must make sure that positive contributions to the environment, society, and economy become a natural part of our daily experiences. The courageous authors of this book choose a promising avenue by merging social sciences and design to develop the basics of "sustainable customer experience design". This book considers important yet often ignored concepts such as values and sustainable business models, which are crucial to offer sustainable experiences. It is a valuable resource for practitioners and students alike.' Florian Lüdeke-Freund, ESCP Europe Business School, Germany

'Events offer the perfect platform to craft situations and interactions for our attendees to truly experience and make fundamental pivots in the way they view the world. Almost every touch point between attendee and event can be used to champion more sustainable behaviours. Brands can use the green shine of an event for good. The tools in this book brilliantly take the reader through how to design experiences that will drive our collective commitment to sustainable development, one person at a time.' Meegan Jones, Chairperson of the Sustainable Event Alliance

Dublin hands over the conference for 2019 to Hong Kong! For details <https://youtu.be/ICfVInIWKA>



Asia Pacific + EURO
CHRIE
4th Global Tourism & Hospitality Conference
HK 2019

2019 APacCHRIE & EuroCHRIE Joint Conference

ABSTRACT or FULL PAPER Submission: by 27 January

22-25 MAY 2019 | HOTEL ICON, HONG KONG

Third Announcement & Call For Papers

Hosted by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU), and co-organised by APacCHRIE and EuroCHRIE, the 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference will be held on 22-25 May at the SHTM's groundbreaking hotel, Hotel ICON, in Hong Kong. Taking the theme *East Meets West in Hospitality and Tourism Education*, this conference will bring together scholars and industry partners in the fields of hospitality, tourism, events and design from around the globe to Hong Kong, a beautiful city where east meets west.

Featured Speakers



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



Dr Jennifer Cronin
President
Wharf Hotels Management
Limited



Professor Cathy Hsu
Chair Professor
School of Hotel and Tourism
Management
The Hong Kong Polytechnic
University



Professor M. Joseph Sirgy
Virginia Tech Real Estate
Professor of Marketing
Virginia Polytechnic Institute
and State University





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國立高雄餐旅大學



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Saxion University of Applied Sciences
www.saxion.edu

SHMS Swiss Hotel Management School
www.shms.com/

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Bilkent University
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Budapest Business School
<https://en.uni-bge.hu/>



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The Private Hotel School
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