

# EuroCHRIENews

The European Federation of International CHRIE  
The Hospitality and Tourism Educators

Summer 2014

## A Message from the President



Dear EuroCHRIE friends,

It is with great pride and pleasure that I have taken over the role as EuroCHRIE President from Richard Ginioux this summer. Under his presidency we have laid the foundations for new relations with ICHRIE and other CHRIE Federations and we have been able to introduce more African institutions to our network. I

am also pleased to welcome a number of new board members; Kevin Nield as Vice-President, Susan Horner as Director of Education and John Fong as Director of Marketing. Together with the standing members we have a fantastic group of people to make our organisation flourish.

I have participated in the annual ICHRIE conference, which was held in San Diego this summer. This was a great event with 531 registered delegates. One of the decisions taken at the Board of Directors meeting is to launch a membership survey in which we invite you to share your ideas about the member services CHRIE has to offer. I would like to encourage you to take part in this survey. As we are developing a new strategic vision for our association, your opinions will be an important input.

One of the most visible member benefits is of course our annual conference. At this point, we are at the brink of another great EuroCHRIE conference, hosted this year by The Emirates Academy in Dubai. From 6-9 October, over 200 delegates will have the opportunity to share research results, gain inspiration from the key note speakers and build professional partnerships and personal friendships. On top of that you can expect sublime hospitality from the organising team led by Dr. John Fong. We

are currently discussing with publishers the possibility to generate an annual publication that will be based on the best papers that each of our conferences has to offer. This would mean a nice addition to what EuroCHRIE already has to offer.

I am looking forward to serving you during my Presidency and to seeing many of you in Dubai. If you have any questions relating to EuroCHRIE, please do not hesitate to contact me.

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***Drs. Jan W. Meijerhof is Head of the Tourism Management program at Saxion University of Applied Sciences, Netherlands.***



## EuroCHRIE Board Election Results 2014 - Maureen Brookes

It is with great pleasure that I announce our election results as my final duty as Immediate Past President EuroCHRIE. Congratulations to our newly elected officers who will be sworn in at the General Business Meeting in San Diego. Many thanks as well to our other candidates who graciously agreed to devote their time and energies to EuroCHRIE and stand for election.



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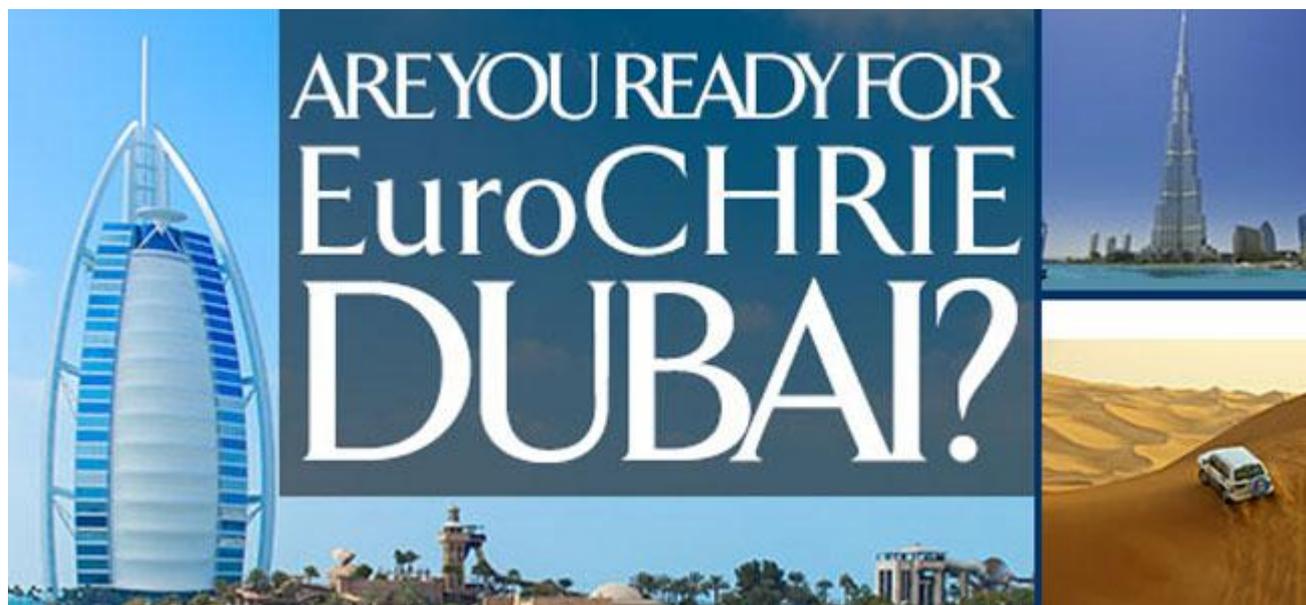
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Thank you to all the EuroCHRIE members who supported me during my time on the EuroCHRIE Board. I shall look back with very fond memories as I move on to my new role as ICHRIE Vice President where I shall work hard to ensure strong relationships between all the CHRIE Federations.



# Are you ready for EuroCHRIE Dubai 2014?

## HOSPITALITY AND TOURISM FUTURES



### An Update from John Fong

Dear EuroCHRIE Friends,

Greetings from The Emirates Academy of Hospitality Management (EAHM) – the Proud Host of EuroCHRIE Dubai 2014. As the Conference Chair, I'm delighted to hear of your interest in joining us for the Conference from 6 – 9 October 2014. A number of you have already registered but if you have yet to do so, please [register](#) as soon as possible so that we can include you on the [list of confirmed delegates](#). To date, we have about 176 registered delegates and as part of being the fun-loving, all-caring, Conference organisers that we are, (well, we're a hospitality school after all and if we can't get it right, something is wrong right 😊), we will be communicating with you on a regular basis to ensure that your EuroCHRIE Dubai Conference experience is an enjoyable and memorable one!

If you are coming to Dubai for the very first time, we have prepared a [“Getting Here & Arrival Tips” document](#) just for you. You would notice that details such as visas, getting to EAHM from the airport etc. are all detailed in the document. We recommend that you print and bring this with you to Dubai. Emergency mobile numbers are also available in the document – do save those numbers into your phone just in case.

Regarding accommodation, we are recommending delegates to stay at either the Jumeirah Beach Hotel (Conference Hotel) or the Golden Tulip Al Barsha (which is offering complimentary shuttle service to the Conference). [Please click here to see the details.](#)

The [Conference programme](#) is also in its final drafts and if you are presenting a paper/poster, you should hear of your specific timeslot by mid-September. The various [guidelines for paper/poster presenters and moderators](#) are available for your perusal as well on the website.

We hope you can sense our excitement through our preparation efforts and our team can't wait to personally welcome you at the Conference. On behalf of our [Managing Director, Ron Hilvert](#) and the entire Conference Organising team here at EAHM, we wish you the very best with your travel preparations and if you need any assistance, please do not hesitate to contact us.



## An Update from the Director of Research

Taking advice and learning from the Freiburg and Dubai experiences, we are moving rapidly towards a standardised process for

EuroCHRIE paper and poster guidelines with submissions via EasyChair. Using existing and new material, guidelines and review forms have been designed in consultation with the Dubai team. Reviewers are encouraged to make at least some positive comments and not to reject any papers outright, rather to advise on how papers can be improved for resubmission or to recommend a poster session. Ideally reviewers should try to mentor the researchers, as opposed to just being critical, so helping to develop high quality papers. The plan was to submit reviews via EasyChair but the Dubai team elected to use emails. Thankfully most of the reviewers submitted their comments within the prescribed deadline and authors were informed of the decisions on their submissions as soon as the comments were available, i.e. well within the early bird registration deadline. The current bank of EuroCHRIE reviewers is being held by Rai Shacklock who will pass the list on to the Manchester team so please let Rai know [admin@eurochrie.org](mailto:admin@eurochrie.org) if you wish to be added to/removed from the list.

By the early submission date of March 17th 2014, 142 submissions were received for Dubai 2014 and, to date, 99 papers and 15 posters in total have been included in the programme. Furthermore, the short paper (3000 word) format appears to be conducive to sufficient paper submissions whilst allowing for subsequent expansion of the papers for journal publication. The Dubai conference title is 'Hospitality and Tourism Futures'. Within each of the themes, the numbers of accepted papers/posters are as follows: Education futures (23), Sectoral futures (25), Product type futures (14), Technological futures (6), Functional futures (15) and Futures topics (31). Following a previous plagiarism issue, all of the accepted papers have been run through Turnitin; it is strongly recommended that future EuroCHRIE conference hosts should adopt this procedure. Three outstanding papers were put forward for

the best paper award and sent to the Institute of Hospitality for adjudication. All three papers submitted to IoH met the guidelines and had been authored by iCHRIE members. Subject to agreements signed with the publisher and authors, an edited text book, based on selected papers, will be published in 2015. A copy of the Dubai 2014 conference proceedings will be provided for each delegate in electronic format.

Following the practice in Dubai 2014, parallel poster sessions will be a feature of the Manchester 2015 EuroCHRIE conference: 'Experience EuroCHRIE'. Further information, including the research themes and the guidelines for both paper and poster submissions, is available on the website - See [www.eurochriemanchester.org](http://www.eurochriemanchester.org) for details. The submission date for both posters and papers has been announced: March 2<sup>nd</sup> 2015. To increase awareness of industry relevant research, authors will be requested to categorise their submissions as being more suitable for academia (theoretical) or industry (practical/applied). PhD students, who are ongoing or have graduated within the last 12 months, are encouraged to submit papers developed from their research to compete for special recognition: 'best PhD paper award'. There are also plans to ask authors to submit selected papers for review, with a view to subsequent publication, to selected ranked/star rated journals.

The Dubai 2014 research workshop focuses on qualitative data analysis using examples from published papers. Contributors include: Alisha Ali; Susan Horner; Elizabeth Ineson; Amanda Miller; Steven Rhoden; and Matthew Yap. (See <http://www.eurochrie.org/conferences/> for details of EuroCHRIE 2014). The Manchester research workshop is likely to follow the same theme as Dubai 2014, i.e. methods of qualitative data analysis, exemplified via published research, including: Content analysis; Ethnography; Narrative analysis; Netnography; and Thematic analysis. If you have published a research paper using one of these methods and would like to be part of the Manchester workshop, please contact me for further information ([e.ineson@mmu.ac.uk](mailto:e.ineson@mmu.ac.uk))

Elizabeth M. Ineson,  
EuroCHRIE Director of Research

## Institute of Hospitality Education Research Award

The Institute of Hospitality is pleased to announce that 3 papers were nominated as contenders for the Best Paper Research Award this year. There was an excellent array submitted for EuroCHRIE Dubai 2014 this year – you can read more on this from the Director of Research, Liz Ineson’s article above.

The award is given to a superior research publication submitted for the EuroCHRIE annual conference on a topic relevant to the field of hospitality or tourism management by an International CHRIE Member.

- Certificate or plaque
- Complimentary Institute of Hospitality membership for one year
- An invitation to an Institute of Hospitality annual event
- A summary of the research to be published in Institute of Hospitality magazine
- 500 Euros

The 3 papers that were shortlisted are the following with titles and co-authors.

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### “The Role of Knowledge Exposure and Supreme Wine Attributes in Genetically Modified Wine Consumption”

- Lu Lu, Washington State University
  - Imran Rahman, Auburn University
  - Christina Chi, Washington State University
- 

### “The Employer Perspective of Sustainability: Implications for Hospitality Education”

- Alisha Ali, Sheffield Hallam University
  - Hilary Murphy, Ecole hôtelière de Lausanne
  - Sanjay Nadkarni, The Emirates Academy of Hospitality Management
- 

### “Acceptance of GPS-based Augmented Reality Tourism Applications”

- Timothy Jung, Senior Lecturer, Manchester Metropolitan University
  - M. Claudia Leue. Research Assistant, Manchester Metropolitan University
  - Mincheol Kim, Professor, Jeju National University
- 

**The winning paper will be announced at the Gala Dinner on Wednesday 8<sup>th</sup> October 2014 in Dubai. Thanks to the Institute of Hospitality for their continual support in sponsoring this important award.**

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#### From the Editor

If you have any articles for the next newsletter then please contact me at [admin@eurochrie.org](mailto:admin@eurochrie.org) alternatively if you would like to chat via Skype send me a contact request [rai.shacklock](https://www.skype.com/join/rai.shacklock) If you are a Premium or Institutional member then we may promote forthcoming conferences.



**Please remember to keep a check on the website [www.eurochrie.org](http://www.eurochrie.org) and don't forget to occasionally refresh your view if you have book marked the EuroCHRIE webpage otherwise you will not be viewing the latest updates.**

**See you all in Dubai .....**

Rai Shacklock  
EuroCHRIE Federation Administrator



## The EuroCHRIE Presidents Award – new Sponsor!



The EuroCHRIE Presidents Award is the highest recognition for a member’s lifetime contributions and outstanding service to both hospitality and tourism education and the EuroCHRIE Federation.

This year, and for the first time, the EuroCHRIE Presidents Award is being sponsored by **REDGlobal**.



Peter Starks, President – **REDGlobal** says *‘we deeply appreciate the opportunity to sponsor this annual Award. It provides a tangible opportunity to honor such contributions and service and a moment for us to articulate our shared dedication to the recipient and to EuroCHRIE’*

We are pleased to announce that **REDGlobal** will be powering a Hotel Business Acumen Instructor Certification [8th October 2pm-6pm in Dubai. For more details go to <http://www.hotelsims.com/certifications/lodging-business-acumen-instructor.html>

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## EuroCHRIE Switzerland Mini-Conference Report by Henri Kuokkanen Hospitality Education in the Online Environment

GIHE hosts a EuroCHRIE Swiss Mini-Conference with the theme of learning and teaching in the online environment.



*Photo caption: Swiss EuroCHRIE day about to start. From the left: Susan Fournier, Henri Kuokkanen and Judy Hou.*

On June 3rd Glion Institute of Higher Education (GIHE) had the pleasure of hosting a EuroCHRIE Swiss mini-conference on the Bulle campus, with the theme of learning and teaching in the online

environment. To our great delight almost fifty guests from Swiss hospitality schools, consultancies, Glion online MBA faculty and Glion campus faculty had registered for the day, making it one of the most well attended Swiss EuroCHRIE events. The attendees were treated to a variety of speakers from Laureate Inc (GIHE's parent company) and Glion MBA faculty, not to mention the delicious lunch prepared by Bulle campus F&B staff, making the day a memorable event.

The day started with GIHE's CEO Judy Hou welcoming the guests. The first speakers, Darrell Luzzo, Divisional VP of Academic Development and Terry Gilleland, Director of Strategic Product Initiatives, both from Laureate, offered exciting insights both into the world of multinational education business, as well as into how online education is managed within Laureate universities. Dr. Andrea Luoma of Glion online MBA shared her intriguing and lively first-hand insights into student experience in the online environment, and her colleague Dr. Marvee Marr, responsible for new faculty mentoring for Glion online MBA, continued seamlessly by portraying the life of an online faculty member. She easily overtook the challenge posed by the wonderful lunch served just before her turn, keeping the audience fascinated with her gripping stories. As the final presenter, Henri Kuokkanen from Glion campus and online MBA programs compared managing MBA capstone research between campus and online environments, based on his experiences in coordinating and supervising both types of projects. Dr. Lyn Glanz summarised the extremely successful day, and the notably very satisfied participants had one more chance to network over coffee before heading back home. The day was a great success thanks to all the exciting presentations, and the active and engaged audience!



***Academic Center, Bulle Campus, Ritz Carlton Room, Chemin de Bouleyres 37, 1630 Bulle  
Glion Institute of Higher Education***



Thank you to Fondation Nestlé Pro Gastronomia, the newsletter sponsors, for all their support.

## Report from International CHRIE San Diego by Herve Fournier

480 delegates attended this year's I-CHRIE Conference at the Sheraton Hotel and Marina in San Diego, California.

At the I-CHRIE General Meeting, Martin O'Neil from Auburn University took over as President while Maureen Brookes from Oxford-Brookes University (UK) was sworn in as Vice President of I-CHRIE, she will be presiding this international organization of 1300 members worldwide in 2015-16. Jan Wilhelm Meijerhof from Saxion University of Applied Sciences (NL) was sworn in as President of the EuroCHRIE Federation. He will be presiding over the EuroCHRIE conference in Dubai in October. John Fong from the Emirates Academy in Dubai promoted the conference with a booth at the Market Place in order to attract more participants to discover the number one tourist destination in the Gulf.

Deans and Directors, Professors from major universities such as Cornell, Michigan State University, Purdue, University Nevada Las Vegas, Oklahoma State University, Pennsylvania State University, Hong Kong Polytechnic, Oxford and Brookes, University Center "César Ritz" and many more presented their research and attended key note lectures and workshops.



*Jan Willem Meijerhof, Maureen Brookes*

The conference opened with three full-day professional development consortiums through the ICHRIE Career Advancement Academy: the Research Consortium, the Teaching Consortium and the Leadership Academy. The Leadership Consortium, moderated by Susan Fournier from Cesar Ritz Colleges Switzerland, Bob O'Halloran and Cynthia Deale from East Carolina University was well attended and had some of the best known academic leaders presenting various topics. The leadership consortium included not only leadership of an academic unit but leadership in other organizations such as professional associations, advisory boards, and industry. More details

<http://hfidc.blogspot.com/2014/07/i-chie-conference-in-san-diego.html>



*L-R Jan Willem Meijerhof, Martin O'Neil, Maureen Brookes*



*EuroCHRIE Booth*



**Dr Kevin Nield**  
**Vice President**

## The next three years

First, may I begin by thanking all of the people that voted for me. I am truly honoured and will do everything in my power to represent you fairly.

As I said in my platform status, although the position of vice-president is for 1 year, it and its subsequent roles represent a commitment of three years. In those three years, I wish to work with the President and board of EuroCHRIE and the President and board of ICHRIE to achieve 5 key objectives in that time, which will enable the future and continued success of EuroCHRIE

1. It goes without saying that our members are our lifeblood, it is important then that we retain and maintain our membership. I will work with the President and board of EuroCHRIE to consolidate and improve our membership base across Europe and across Africa. This comes, I believe, from having an organisation that truly represents and is of value to all of its members. We constantly refer to ourselves as the EuroCHRIE family, as such we must work on behalf of all of our family. Giving a voice to our African and Middle East colleagues should help to achieve this

2. I believe that EuroCHRIE should be an organ of change, as such, I would wish to work with the President and board of EuroCHRIE in representing EuroCHRIE to the hospitality and tourism industries, particularly, represent what we as educators do for the good of industry. This will include liaison with employers, employers' organisations and industrial bodies.

3. The one aspect of EuroCHRIE that I have found most endearing and enduring is sense of collegiality that exists. I would wish to work with the President and board of EuroCHRIE and the President and board of ICHRIE to provide more

services to our members. This could include activities such as student study exchanges, student placement opportunities, academic staff exchange and joint research initiatives. Several of these things exist already, e.g., the "buddy scheme" but all of them may be improved. However, it's important that you let us know what it is that you want and what we should add or subtract from this list.

4. EuroCHRIE is a part of ICHRIE, I will work with the President and board of EuroCHRIE to ensure that we are fully represented and our voice is heard on ICHRIE executive and in its committees. I am already part of the strategy committee and will work hard to represent you on that.

5. EuroCHRIE is renowned for its conferences, I will wish to work with the President and board of EuroCHRIE to provide conferences that meet the needs of our members in ways that are seen as efficient and are judged as good value for money.

To meet the objectives that I've outlined what we need is a strategy. My first task on taking up my role of Vice-president is to represent EuroCHRIE in formulating the strategy. This will necessitate working within the ICHRIE structure to help formulate this. This can only be done by gathering you, the members' opinions. In due course we will canvas those opinions, please respond it is your way to let us know what you want.

In conclusion, thank you again for voting for me. I promise to do my utmost to meet mine and your objectives.

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EuroCHRIE Vice President  
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## CAREER ACADEMY, Dubai, 2014

The EuroCHRIE conference in Dubai will see the 3<sup>rd</sup> annual career academy. This year the content of the career academy will be in two parts, first it will lend its support to optional courses that are aimed at hospitality educators and have been demanded by the membership. Second, it will provide a forum that considers the future of hospitality education in Africa.

The courses that are on offer are:-

1. "Train the Trainer" session for the "Certification in Hotel Industry Analytics", jointly offered by ICHRIE, American Hotel and Lodging Educational Institute, and the STR SHARE Center. 5<sup>th</sup> -6<sup>th</sup> October 9am-5pm
2. Hotel Business Acumen Instructor Certification [Powered by RED Global] 8<sup>th</sup> October 2pm-6pm  
<http://www.hotelsims.com/certification/s/lodging-business-acumen-instructor.html> [More Details >](#)
3. Certified Hospitality Educator (CHE) Course 10-12<sup>th</sup> October 9am-6pm – Fees apply

These are tentative dates at present so please check the conference schedule before you book your flights as some are of the courses are delivered just prior or just after the 6<sup>th</sup> October 2014 (Separate registration is necessary and additional fees may apply to some courses)  
[www.emiratesacademy.edu/en/EuroCHRIE\\_2014/Conference-Programme/#sthash.loPsLx5D.dpuf](http://www.emiratesacademy.edu/en/EuroCHRIE_2014/Conference-Programme/#sthash.loPsLx5D.dpuf)

A new forum that considers the future of hospitality education and educators in Africa is being led and developed by Belinda Nwosu and is entitled "**Charting the Future: Hospitality and Tourism Education in Africa**". The forum will

bring together educators and keynotes from the African hospitality and tourism industries, it will be held on 7 October 2014 from 2pm to 3.30pm. Confirmed keynote speakers to date include Trevor Ward (MD, W-Hospitality Group) Marianne Nedgwa and Brigitte Hvingel Jorgensen (UCN, Denmark). Other colleagues have also been invited and the keynote speaker list will grow over the next few weeks so an important event to attend.

Please make every effort to attend; I look forward to meeting you at the conference.

**Susan Horner**  
Director of Education

[susan.horner@plymouth.ac.uk](mailto:susan.horner@plymouth.ac.uk)



## ICHRIE San Diego 2014 Conference Proceedings

- Looking for a session that you really enjoyed?
- Want to read more about a specific topic?
- Were you unable to attend the conference this year?

**The 2014 ICHRIE Conference Proceedings are now available online!** Access the PDF at: <http://www.chrie.org/conferences/conference-proceedings/index.aspx>

## How to post your advert with us



If you would like to have your job advertisement featured on the EuroCHRIE website contact Rai Shacklock ([admin@eurochrie.org](mailto:admin@eurochrie.org)). Rates start from just €100 so get in touch today!



## From the Director of Membership – John Lohr

Dear EuroCHRIE past, present and future members,

Thanks to the efforts of everyone who is part of the EuroCHRIE family and especially our board and the area consultants our membership base has increased by more than 15% since this

time last year. Below is a chart outlining our EuroCHRIE membership makeup as of fall 2014:

### EuroCHRIE Membership Breakdown 2014



I'm particularly excited to see that so many schools have chosen to become Premium Members. Premium Members now makes up over 50% of all EuroCHRIE membership! With the ability to have three individuals join EuroCHRIE + additional exposure and internal marketing and promotion opportunities, it is no wonder that we are seeing growth in this area.

Membership growth is also happening in the developing nations with members from Latvia, Russia, Croatia, Jordan, and, South Africa, taking advantage of the Developing Nations program and joining up. Jordan and South Africa you say?? YES! EuroCHRIE is not just for Europeans, we officially represent Europe, Middle East and Africa and as can be seen by our growth in these regions, directors, professors and industry professionals are realizing the value that membership in EuroCHRIE can bring. For a full list of all eligible developing nations please go to <http://www.chrie.org/membership/emerging-nations/index.aspx>

Membership development is something that everyone can and should be a part of. If you have contacts in Europe, Middle East or Africa who you feel would gain by becoming part of EuroCHRIE please let me know and I'll send the information and applications you need to get them started! Or just send me their contacts and I'll take care of everything.

Thank you all for your support of this wonderful organization and let's keep up the double digit growth!

Regards,

John

[jlohr@ahla.com](mailto:jlohr@ahla.com)



Join us for the EuroCHRIE Federation General Assembly

**EuroCHRIE Federation Annual General Meeting - to be held on Wednesday 8th October 5.30-6.30 - Lecture Theatre 1 @ EAHM**

All delegates welcome - Agenda to follow

You can find the EuroCHRIE Federation General Assembly minutes from San Diego and Board Reports on the website [www.eurochrie.org](http://www.eurochrie.org)

In this Summer Edition of the EuroCHRIE Newsletter you will see that the content is different from normal. We do not have our regular feature on teaching and learning. That is because we have all been very busy completing and commencing our academic years. We will bring it back in the next edition. Any ideas for topic areas let me know.

Please see this newsletter as a taster for Dubai 2014 and an update from our members. Rai

## Lagos Emerges 2nd at Accor's 2014 Worldwide Students' Take Off! Challenge on Digital Innovation in Hospitality – by Belinda Nwosu



Wavecrest College of Hospitality emerged second at Accor's 2014 Take Off! Challenge on digital innovation in hospitality held recently in Paris.

Accor, the world's leading hotel operator with over 3,600 hotels and close to 170,000 employees worldwide organized the 3rd run of the competition with the goal of identifying an original mobile service that could transform the hospitality world and customer experience. Some 500 students from 68 universities, business schools and hotel management schools worldwide entered the competition from April 2nd to June 18th 2014.



The runners-up from Wavecrest College of Hospitality created a mobile communication and training application for Accor employees worldwide. Naseefat Bello, Zita Ubajaka and Onyinye Ibegbulem, final year students of the Higher National Diploma in Hospitality Management submitted their entry which effectively combined the features of popular social media applications to create a platform for Accor employees to engage, share and learn using their smartphones. This achievement is even particularly significant given that Wavecrest College of Hospitality was the only entry representing the continent of Africa and was an all-female team.

The winning team from Vatel International Business School in Thailand developed the concept of a full option application that guests could use to control everything using their smartphones – from ordering what one needs to organising a trip in the town. The three other finalist teams were from Les Roches International School of Hotel Management in Switzerland, Centro Superior de Hosteleria de Galicia in Spain, and Queenstown Resort College of Hospitality in New Zealand.

The competition was intense and was carried out in three phases. The first round took place with 132



teams presenting their project online with a photomontage. 17 teams were shortlisted. For the second round the 17 teams posted a video online illustrating their application. 5 teams were then selected for the final round in Paris which took place on June 17th and 18th. The finalists presented their project to a jury at the Accor Head Office using technology from Kony, the industry's leading mobile application development platform.



During the awards presentation, Accor Group President & CEO, Sébastien Bazin, made special mention of the Wavecrest entry as one that he particularly took note of as it touched on a very important area – people. In addition, Fabrice Tessier, Accor Group's Schools Relations and Partnerships Director commented that the students were "...very courageous, serious and not afraid of being on such a complex subject. They took into account the HR point of view which was very original." The TakeOff! Challenge ties in with Accor's digital transformation

drive and mirrors the Group's aim to spur student creativity and harness it to tackle down-to-earth, demanding challenges in the hospitality business, as well as to identify a pool of young talents to support Accor's development worldwide.

Wavecrest College of Hospitality is the premier Monotechnic in Nigeria offering education and training in the field of hospitality & tourism. A project of Women's Board, Educational Cooperation Society, and the spiritual direction of the College is entrusted to the Prelature of Opus Dei of the Catholic Church.

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## Welcome to our new Area Consultant for Central and Eastern Europe

**Miha Lesjak**  
University of Primorska, Slovenia  
Tel: 00386 41 392 992  
E-mail: [miha.lesjak@fts.upr.si](mailto:miha.lesjak@fts.upr.si)



Miha Lesjak is a member of University of Primorska, Faculty of Tourism Studies Turistica, Portorož, Slovenia. Before graduating he would collect working experiences within different positions within travel industry and was active in student bodies at University. He was a president of Association of Students of Tourism. In 2004 he began his education orientated career at UP Faculty of Tourism Studies - Turistica, first as an Erasmus coordinator and later as head of international relations and teaching assistant. He holds Bachelors of Arts and Master of Arts in tourism. He has organized several international events (ATLAS Winter University, International Student forum ISFHT, Summer School: Innovative Marketing for Coastal Destinations).

As young teaching assistant at the start of academic career he published few scientific and professional papers and conference papers, all from the field of tourism, destination management and international mobility. His recent activities are related to research on major sporting events. At the moment Miha is lecturer of Event Management course at Faculty of Tourism Studies Turistica.

As the new area consultant for C&E Europe, Miha will use all his networking skills and creative personality to promote EuroCHRIE organization

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# Register for the University Challenge 2015

EuroCHRIE is partnering with **REDGlobal**



## Inaugural Event

The first annual EuroCHRIE lodging business challenge is offered to teams of students from 8 colleges and universities. Each team of 4 senior students and 1 instructor will be supported by an online industry coach using e-learning and web conference.

## 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 weave together the various elements of their academics; blend them with e-learning lessons, and apply them in a world class, real-time competition with other school teams, in a dynamic and competitive market. This is superb preparation for their first career steps.

2. Each participating student will receive a gold sealed certificate in Hotel Business Acumen, demonstrating the successful completion of an advanced application of their studies. These certificates are given recognition by recruiters.

3. In addition, each student member of the winning team will receive a cash award of €250 and their Instructor will receive paid transport, accommodation, and conference fees for EuroCHRIE 2015 in Manchester, UK.

## Schedule

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

**Feb. 15, Feb. 22, Mar. 01, Mar. 08.**

## Format

In each of the four weeks students will complete:

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

The simulation competition uses the world's leading lodging simulation, **REVSIM**<sup>®</sup> heralded by thousands of hotel professionals around the globe. Learning is as learning does. The simulation competition is an application of learning that takes it 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 simulation outcomes are the result of the decisions made by all teams in the 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 be a learning reinforcement rather than a control.*



## Winning

The "big win" is an opportunity to add an extra level to a student's education, one that consolidates many course learning and one that illuminates the business realities that lie ahead. And all of this... documented with a certification. To win the simulation competition, a hotel will produce the best Balanced Score Card, providing positive rating in market performance, profit, return on equity, guest loyalty, and staff retention and performance.

## Registration

Registration is done on a first-come basis and completed by the teams Instructor/Coach. Team member names can be added later. Registration is easy. Just email [info@redglobalgroup.com](mailto:info@redglobalgroup.com) with your name, telephone number, and school name and we will call you to answer your questions and arrange registration.

***A Complimentary Members Benefit from REDGlobal and EuroCHRIE***

**Report: World Travel Market Africa, 2 – 3 May 2014 Cape Town, South Africa.**  
**Overview by Dr. Deborah J. Johnson**

This report is based on the presentation that Deborah Johnson gave to the World Travel Market on EuroCHRIE and also on the presentations that others made. If anybody is requiring the PowerPoint then please contact [djohnson@privatehotelschool.co.za](mailto:djohnson@privatehotelschool.co.za)



**The Private Hotel School, Southern African Regional Office.**

**Introduction**

The Private Hotel School (PHS) is a Higher Learning Institution established in 2005. PHS is committed to providing high-level career and technology education and training in partnership with all its stakeholders. The aim of PHS is to encourage the development of individual creativity, the acquisition of skills and the expansion of knowledge for global, national, regional and personal growth. Through its partnership with The American Hospitality Academy (AHA) a United States (USA) affiliation, PHS collaborates with some of the most prestigious members of the global hospitality industry and academic institutions to create and develop comprehensive hotel management, culinary, events and tourism curriculum. PHS became a premium member of ICHRIE and joined the federation chapter EuroCHRIE during 2013. Dr. Deborah Johnson, Vice Dean of PHS was appointed as the Area Consultant for the Southern African regions of EuroCHRIE. The offices for the Southern African regions are thus managed from the premises of PHS in Stellenbosch.

**World Travel Market Africa**

The first World Travel Market Africa (WTM) was held in Cape Town, South Africa, 2 – 3 May at the Cape Town International Convention Centre (CTICC). Tourism is a key economic driver in Sub-Saharan Africa and WTM Africa provided a platform for the pan-African tourism industry to network.

According to the World Bank (2013) tourism is a powerful vehicle for economic growth and job creation globally and is directly and indirectly responsible for 8.8 percent of jobs globally. Tourism is growing faster in the world's emerging and developing regions than in the rest of the world (UNWTO, 2010). Destinations such as Egypt, Morocco, Mauritius, South Africa, Tanzania and Tunisia have shown that proactive government support can make tourism a powerful and transformative development tool (UNWTO, 2010). It is known that the potential of tourism as a local economic developmental tool in Africa is not yet fully recognised. Currently one in every 20 jobs in Africa is in tourism (World Bank, 2013). Destinations in Africa are currently in a positive position to harness the development promise of expanded, sustainable tourism. Despite the global economic crises tourist arrivals to Africa has indicated growth potential and increased by nearly 8 percent (World Bank, 2013). As a result of this growth, global hotel chains are investing millions of dollars to meet the rising demand from international tourists and the middle class tourist from the continent. Research recently conducted by the World Bank (2013) indicates that the tourism industry of Africa can create 3.8 million jobs over the next ten years. As tourism grows, planning, standards, regulations and education become vital. To become globally competitive, governments and private sector in Africa must work together in planning tourism infrastructure, promotion and financing. Empowerment and ownership needs to be encouraged to ensure the ability to manage and sustain successful growth.

EuroCHRIE is in a unique position to play a major role in aiding the development of tourism and hospitality education and training on the African continent. Current members of EuroCHRIE and members with the relevant experiences can work together in assisting governments and private sector in Africa in developing standards

and curriculum to suit the demands of a fast and continuous changing industry. Specific areas that can be influenced positively by EuroCHRIE involve:

- Setting a global standard for tourism and hospitality education;
- Development of an accreditation system for tourism and hospitality education aimed at the African continent that promotes accessibility and empowerment;
- Consulting governments and private sector in Africa on standards for tourism and hospitality education;
- Reviewing current practices and aiding setting benchmarks;
- Consulting on tiers of education and training, from grass roots to executive level;
- Where possible reviewing funding mechanisms and funding models;
- Initiating EuroCHRIE conferences to take place on the African continent to make participation more accessible for members in Africa;
- Consideration of establishing coaching and mentorship practices for the development of tourism and hospitality educators in African destinations;
- Establishment of a hub office or offices to run train the trainer packages for the African destinations.

#### **EuroCHRIE Focus**

A special EuroCHRIE presentation was prepared for WTM Africa and was presented in the panel slot “Challenges faced within education and the tourism industry and how to overcome them”. The presentation is included as Addendum A. The presentation was welcomed and there was a keen interest expressed in EuroCHRIE. The discussions highlighted the challenges of tourism education in Africa, with specific reference to:

- Legislative challenges;
- Lack of funding;
- Lack of suitable programmes across the continent;
- Wrong perceptions of tourism;
- Challenges in education;
- Lack of skills;
- Trainers and teachers not having the right qualifications and experience;

- Public and private partnership challenges;
- Learners not being workplace ready;
- Lack of embracing change;
- Lack of relevancy;
- No engagement with industry;
- Lack of interest of engagement with education from industry’s side;
- Lack of research in this field;
- Lack of private providers;
- Political instabilities and safety;
- Perceived importance of tourism.



Despite these challenges the World Bank (2013) indicates that Africa’s private companies are increasingly attracting regional and international investment and the returns on investing in Africa are among the highest in the world. It is thus evident that if used in the correct manner and managed in the correct manner by public and private sector across the continent tourism

can be used to alleviate poverty and create fair opportunity for all who live in Africa.

### Meetings & Contacts

Various meetings were initiated with stakeholders from African destinations and contacts were established. Specific meetings held, included sessions with:

✓ Air Botswana;	✓ Air Seychelles;
✓ Africa Travel and Tourism Association;	✓ Botswana Tourism Association;
✓ Discover Zanzibar;	✓ Emirates;
✓ Encounter Madagascar;	✓ Ethiopian Airlines;
✓ Fair Trade Tourism;	✓ Ghana Tourism Authority;
✓ Keychain Hospitality;	✓ Lesotho Hotels and Hospitality Association;
✓ Namibia Tourism Board;	✓ National Association of Nigeria Travel Agencies;
✓ Nigerian Tourism Development Corporation;	✓ Swaziland Tourism Authority;
✓ Tanzania Conference Services Ltd;	✓ Seychelles Tourism Office;
✓ Zambia Tourism Board.	✓

It is noted that not all the African countries of the EuroCHRIE regions were attending WTM Africa and the representing countries and companies from the EuroCHRIE regions were visited.

### Conclusion & Recommendation(s)

WTM Africa is a unique platform to showcase EuroCHRIE. It is suggested that EuroCHRIE consider having a presence at future WTM's Africa and host panel discussions on education for the tourism and hospitality industry across Africa.

### References

1. United Nations World Tourism Organisation. 2010. Tourism Fact Book. Available online at: <http://www.e-unwto.org/content/v486k6/?v=search> World Bank. 2013.
2. Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods. World Bank, Washington.



### Career Academy

The courses that are on offer are:-

1. "Train the Trainer" session for the "Certification in Hotel Industry Analytics", jointly offered by ICHRIE, American Hotel and Lodging Educational Institute, and the STR SHARE Center. 5<sup>th</sup> -6<sup>th</sup> October 9am-5pm
2. Hotel Business Acumen Instructor Certification [Powered by RED Global] 8<sup>th</sup> October 2pm-6pm <http://www.hotelsims.com/certifications/lodging-business-acumen-instructor.html>  
[More Details >](#)
3. Certified Hospitality Educator (CHE) Course 10-12<sup>th</sup> October 9am-6pm – Fees apply

Please check the conference schedule before you book your flights as some are of the courses are delivered just prior or just after the 6<sup>th</sup> October 2014 (Separate registration is necessary and additional fees may apply to some courses) [www.emiratesacademy.edu/en/EuroCHRIE\\_2014/Conference-Programme/#sthash.loPsLx5D.dpuf](http://www.emiratesacademy.edu/en/EuroCHRIE_2014/Conference-Programme/#sthash.loPsLx5D.dpuf)

**Top 5 performing markets in the EuroCHRIE region (Europe, Middle East and Africa) as well as performance for a select set of countries. Data provided by STR Global**

July 2014

Year-over-year RevPAR change in local currency



July 2014 vs July 2013									
Countries	Occ (%)		ADR		RevPAR		Percent Change from July 2013		
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR
Egypt	43.7	35.6	454.89	369.68	198.83	131.65	22.7	23	51
Saudi Arabia	58.9	53.6	1268.74	1083.94	746.94	580.55	9.9	17	28.7
Greece	75.6	69.8	139.87	125.38	105.71	87.48	8.3	11.6	20.8
Bahrain	40.2	34.7	70.79	68.26	28.45	23.69	15.8	3.7	20.1
Portugal	77.5	71.2	97.3	90.78	75.4	64.67	8.8	7.2	16.6

July 2014 vs July 2013									
Markets	Occ (%)		ADR		RevPAR		Percent Change from July 2013		
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR
Cairo	29.3	16.8	748.26	698.01	219.18	117.56	73.9	7.2	86.4
Athens	77.6	68.1	111.43	96.81	86.43	65.89	14	15.1	31.2
Cape Town	52.4	45.3	1009.59	935.25	529.26	423.47	15.8	7.9	25
Copenhagen	82.8	80.6	869.06	738.37	719.6	595.32	2.7	17.7	20.9
Manama	40.4	35.1	68.52	65.58	27.65	23.02	15	4.5	20.1



**Is your institution interested to host a EuroCHRIE Conference?**

The next EuroCHRIE conferences will be organized in **Dubai (2014)** and **Manchester UK (2015)**. Planning of these conferences is now in progress and it is time for us to seek new candidates for future conferences.

Bids for future conferences need to be submitted at least 2 years prior to the planned conference. Therefore we are now open for proposals to 2016. You will find a Bid document at [www.eurochrie.org/downloads/EC,BidDocument2013.pdf](http://www.eurochrie.org/downloads/EC,BidDocument2013.pdf) or by sending an email to [risto.karmavuo@haaga-helia.fi](mailto:risto.karmavuo@haaga-helia.fi). This document describes the required elements and procedure for hosting a EuroCHRIE Conference.

EuroCHRIE conferences will be awarded to the Institution that has presented an acceptable Bid. Usually there is more than one candidate bidding for conference and the EuroCHRIE Board makes its final decision based on the quality of the Bid (e.g. location, theme, fees, budget etc). You will be required to make a presentation to the Board.

Organisations must have been Institutional or Premium Members of ICHRIE for a number of years and must have had a presence at 3 consecutive conferences. Should you have any questions regarding the EuroCHRIE conferences, please do not hesitate to contact me.

Risto Karmavuo  
Director of Networking



## The 2014 Awards

The Awards will be hosted by Richard Ginioux – Immediate Past President EuroCHRIE at the Gala Dinner in Dubai



## The EuroCHRIE Presidents Award – sponsored by REDGlobal

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.

- EuroCHRIE Registration
- 500 Euro's



FONDATION NESTLÉ  
PRO GASTRONOMIA

## The Nestlé Pro Gastronomía Award

The Nestlé Pro Gastronomía Foundation sponsors an award that honours a professional who has demonstrated excellence in training, education and development work in the hospitality industry.

- EuroCHRIE Conference Registration
- 500 Euros



## The EuroCHRIE International Industry Award

The award recognizes an outstanding international industry or organization for demonstrated commitment and service to the hospitality and tourism industry.



LAUREATE  
INTERNATIONAL  
UNIVERSITIES\*

Hospitality  
Education

## The Laureate Hospitality Achievement Award

The Award 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 education or training. Award recipient must demonstrate exceptional professional ability and commitment through service to the hospitality industry or education.

- EuroCHRIE Conference Registration
- 500 Euros



## Institute of Hospitality Education Research Award

The award is given to a superior research publication submitted for the EuroCHRIE annual conference on a topic relevant to the field of hospitality or tourism management by an International CHRIE Member.

- Complimentary Institute of Hospitality membership for one year
- An invitation to an Institute of Hospitality annual event
- A summary of the research to be published in Institute of Hospitality magazine
- 500 Euros



## The EuroCHRIE Regional Industry Award

The award recognizes an outstanding regional industry or organization for demonstrated commitment and service to the hospitality and tourism industry.



## Experience EuroCHRIE 2015 Manchester, UK

As we open the fresh pages of our 2014/15 academic diaries and we start to plan our work for the year ahead, I encourage you to save this important date:

### Monday 2nd March 2015.

This is closing date for the submission of papers for presentations and/or posters for the **Experience EuroCHRIE 2015** conference, hosted by the Manchester Metropolitan University in the United Kingdom.

The conference theme for the 2015 EuroCHRIE international conference is: 'Hospitality, tourism and events industries and the experience economy'. In *The Experience Economy*, Pine and Gilmore (1998, 1999, 2011) called for economic sectors to shift from selling services to selling *experiences*. While services are intangible, experiences are distinguished as being memorable. Global pioneers in the experience economy have sought opportunities to increase their competitive edge and gain strategic advantage by viewing services as *experiences*.

We invite submission of **academic** and **industry** focused papers and posters across five themed tracks: consumers' experiences; the management of experiences; sustainable experiences; experience technologies; and educational experiences. For examples of indicative research topics within these five themes, please visit our website:

[www.eurochriemanchester.org](http://www.eurochriemanchester.org)

The *Experience EuroCHRIE* conference runs from **Thursday 15 October to Saturday 17 October 2015**, with a Welcome Reception on the evening of Wednesday 14 October 2015. Delegates are also invited to attend pre-conference workshops on Wednesday 14 October 2015.

Manchester, UK, is a fantastic destination for the 2015 EuroCHRIE conference. With 190 non-

stop routes flying into Manchester Airport from across Europe and the Middle East, excellent connections to major hub airports for long-haul delegates, and convenient rail and road links for domestic delegates, travel to the conference could not be easier. There is a wide selection of accommodation, from budget to luxury, at preferential rates to meet the needs and pockets of delegates. Plus, the fantastically located city centre conference venue—Manchester's 5-star Lowry Hotel—will ensure that your EuroCHRIE conference experience is informative, productive, comfortable and enjoyable. We already have a great line up of keynote speakers:

1. **Joseph Pine II**, co-author of the influential book *The Experience Economy*, will speak about the experience economy in practice in the hospitality, tourism and the events industries;
2. **Prof Kaye Chon**, Dean of the School of Hotel and Tourism Management, Hong Kong Polytechnic University, will talk about innovation in education to enhance the student experience;
3. **Andrea Torrance**, Vice President Rooms and Fairmont Hotels and Resorts, will speak about design and quality to create memorable experiences for Fairmont's guests;

...and more are in the pipeline! We also have great social events planned to allow for fun networking and socialising, including a visit to the Old Trafford Stadium, home to **Manchester United** Football Club. And, should you choose to extend your stay in Manchester after the conference, you will find great shopping, sport, dining, nightlife, countryside and English heritage experiences within easy reach.

So, as you begin to plan for research for this academic year, remember to save the date in your diary for the close of paper submissions for *Experience EuroCHRIE 2015*. We look forward to seeing you in Manchester!

#### Dr Steven Rhoden

Manchester Metropolitan University  
Experience EuroCHRIE 2015 Conference Chair  
[www.eurochriemanchester.org](http://www.eurochriemanchester.org)

*EuroCHRIE Area Consultant for the United Kingdom*



**EuroCHRIE PREMIUM MEMBERS**

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Manchester  
Metropolitan  
University

# Experience

**EuroCHRIE 2015**  
**15th-17th October**

A white silhouette of the Manchester skyline, including the Cathedral, the Spire, and the Wheel of Manchester, set against a background of colorful light streaks.

**MANCHESTER, UK**

Hospitality, Tourism & Events Industries  
and the Experience Economy

Manchester Metropolitan University are the proud hosts of  
EuroCHRIE 2015

For Call for Papers, further information and to register interest,  
please visit: **[www.eurochriemanchester.org](http://www.eurochriemanchester.org)**