

# EuroCHRIENews

The European Federation of International CHRIE  
The Hospitality and Tourism Educators

Summer 2015

## A letter from the EuroCHRIE President



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Dear EuroCHRIE friends and colleagues,

As usual all too soon the summer appears to be drawing to a close and a new semester is about to begin. For me this has happened even faster than in previous years as I took over as President of EuroCHRIE at Orlando in July and life seems to be 100 miles an hour ever since. After my initial, very brief, "bedding in" to familiarise myself with my new position, it's now time to act as we have initiatives that need to be brought to the members attention and acted upon,

There are 3 main initiatives that I wish to bring to a mutually beneficial conclusion in my presidential year. The first is the strategic plan, this has now been agreed by ICHRIE but has to be translated in to actions that we at EuroCHRIE may commit to for the benefit of our members and to seek to ensure. To get this moving, the new ICHRIE president, Maureen Brookes will address us in Manchester at our conference.

The second initiative is a possible name change. As all of you know EuroCHRIE covers not Europe but also the Middle

with a possible new name and then will act accordingly after the ballot.

The final initiative is closely connected to the first two initiatives in that we wish to enhance our presence in Africa and the Middle East. As some of you will know we hosted a highly successful African forum in Dubai. However, we cannot rest on our laurels, we need to keep this going in terms of relevance and attractiveness to our African colleagues and, at the same time look at how we can improve it and replicate it for our Middle Eastern colleagues.

If those are completed satisfactorily it will be a good year. Before I finish I would like to give all you a reminder and then propose a vote of thanks. The reminder is obvious, we have a great conference lined up in Manchester and I look forward to meeting you there.

My vote of thanks goes out to Jan Meijerhof, our outgoing President who has done such a fantastic job and has been pleasure to work with and Risto Karmavuo our Director of Networking who has now completed his final term and has been a rock in sorting out our conferences and dealing with all of the enquiries.

Finally, I would like to wish you all a very successful new academic year and just to state once again that I hope to see you in Manchester.

Regards

*Kevin*

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## I-CHRIE President on Tour



Current I-CHRIE President Maureen Brookes attended the Festival Culinaire at « César Ritz » Colleges in Le Bouveret Switzerland. Past President Susan Fournier proudly introduced her Culinary Arts Academy senior students who showcased their skills with this capstone project. The event coined *Le Brunch de la Ferme* was well attended and promoted local products.



Here is an excerpt from the website [www.festivalculinaire.ch](http://www.festivalculinaire.ch)

*We are a group of 9 international students coming from all over the world. Although our cultures are different and our backgrounds far from each other, what unite us as a team is the passion for cooking. Since we started our culinary journey at the Culinary Arts Academy three years ago, we did not only learn how to put passion in what we cook, but also how to create and develop the perfect atmosphere to enjoy it. Now, at the end of our academic experience, we are excited to put our skills in practice to organize an outstanding event before beginning our future career.*



The Institute of Hospitality offers an accreditation service for programmes of professional study in hospitality, leisure, tourism, events and related fields. The Institute's Professional Review Panel of academic and industry experts will consider all aspects of the status of the programme provider as well as the specifics of the programme content and delivery. Panel findings provide valuable feedback which assists institutions in the development, enhancement and improvement of their programmes and quality management systems.

For further details on how programme accreditation can benefit your institution and provide a competitive advantage, please contact Maria Lockwood FIH, Accreditation and Endorsement Manager: [accreditation@instituteofhospitality.org](mailto:accreditation@instituteofhospitality.org) DD: +44 (0) 20 8661 4908

We look forward to meeting you at Experience Manchester 2015.

**In Memory of Dr. Wolfgang D. Petri who passed away on Saturday 18<sup>th</sup> July 2015.**

**Dr. Petri was the founder of César Ritz Colleges Switzerland.**

Born in Germany in 1939 he moved to Switzerland, to work in the Seiler Hotel Victoria, Zermatt for the winter season 1958/1959.

After being granted his Swiss citizenship in 1969, Dr. Petri spent a period of time abroad in Kenya working as a service lecturer for a Swiss government sponsored venture. He returned to Switzerland to pursue his dream of opening a hotel management school.



The “Hotel School Alpina” opened on the 11<sup>th</sup> of October 1982 with 49 students and in 1985 Dr. Petri launched the first ever Bachelor Degree programme in hotel management in Switzerland in conjunction with Washington State University.

In 1986 Mrs. Monique Ritz, daughter-in-law of the legendary “Hotelier of Kings and The King of Hoteliers”, and the César Ritz Foundation granted Dr. Petri permission to use the name César Ritz for his hotel management schools. In the same year he inaugurated the “Institut Hôtelier César Ritz” in Le Bouveret which was later followed by the “University Centre César Ritz” in Brig (formerly the International College of Hospitality Administration).

The list of Dr. Petri’s academic and professional achievements is indeed long and in 1989 he was awarded international recognition with the bestowing of an Honoris Causa Doctorate from the University of Central Florida in Orlando. This honorary Doctorate was in recognition of his contribution to the development of hospitality education at an international level. He was also the recipient of the EuroCHRIE President Award in 2002 in Barcelona.

Today Dr. Petri’s pioneering vision can be measured by the success of César Ritz Colleges Switzerland which runs 3 campuses with nearly 800 in-house students from approximately 60 different countries at any one intake.

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**The Association of Dutch Hotelschools** is proud and happy to invite delegates to the EuroCHRIE 2015 conference for an informal "Holland House" reception sponsored by the five Dutch Hotelschools: Hotelschool Maastricht, NHTV, Saxion, Stenden and Hotelschool the Hague. We are hosting this reception to celebrate increased research and educational collaboration between the five schools, to share positive experiences and to offer networking opportunities for increased international collaboration to all EuroCHRIE delegates. The event will take place on Wednesday 14 October at 8.30pm; right after the Welcome Reception in a pub close by (we will unveil the location closer to the date through the conference website). We are looking forward to seeing you there for a chat, a drink and nibbles!

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## EUROCHRIE PARTNER EXPANDS SERVICES TO EDUCATORS AND STUDENTS



EuroCHRIE partner, REDGlobal, has completed the following 2015 goals to support global hospitality education:

### 1. Get closer

Now in its 17<sup>th</sup> year, REDGlobal provides world class simulation and certification services to educators and learning specialists in over 50 countries and in nine languages. This year, in response to requests, the company established regional offices to increase service in Europe, Oceania, and Asia.

### 2. Increase support for add-on education

REDGlobal trades commercially with lodging and service companies. However, in contrast, it provides at cost or complimentary services to CHRIE member schools as its “pay-it-forward” to the global service industries. This year marks the company’s sponsorship of the inaugural EuroCHRIE Challenge, using inter-school competition to fuel high-end learning in a competitive and dynamic international market. The company also tripled its complimentary certificate awards this year to students around the globe who took special online courses in Business Acumen, Revenue Management, and F&B Operations as evidence for future employers.

### 3. Add a new service

In association with the Hospitality Sales and Marketing Association, the company added a fifth program to its simulation stable. This one is for educators who prefer a free-standing lodging simulation, using artificial intelligence that does not require any management from the instructor.

### 4. Provide bursary assistance to qualified schools

Simulation services and training were provided complimentary to three schools that demonstrated both financial need and a commitment to quality in education.



*REDGlobal partners with educators to shape students who are business-bright, financially fearless, and market savvy. Real world learning... in class.*



**Heidi Anaya,**  
**Director of Education,**  
**REDGlobal Group**

REDGlobal will be delighted to honor the top two teams at EuroCHRIE Manchester 2015. Winners **UCN (Denmark)** and runners up **Hague Hotel School (Netherlands)**



**Mia Duberg Nielsen; Eva Mikelson; Viktória Rigó; Jan Bach; Louise Ærthøj Velling (instructor)**



**Mandy Ho; Geneviève Lekner; Thijs Johannes Kraaikamp; Malte Weege; Si Wan Isabelle Chow (instructional assistant); Michiel Laterveer (instructor)**

Sincere congratulations to all involved!

## The Future of Destination Marketing and Management



EuroCHRIE  
Switzerland mini-  
Conference -  
**Henri Kuokkanen**

On June 2<sup>nd</sup> Glion Institute of Higher Education had the pleasure of hosting a EuroCHRIE Swiss mini-conference on the Bulle campus for the second consecutive year. This year the theme of the event was the future of destination marketing and management, with around 30 guests from Swiss hospitality schools and Glion online MBA and campus faculty joining the day.

The day started with Glion Director of Academic Affairs, Christian Daujat, welcoming the guests. Following him David Mora, Director of the M.A. in International Hotel Management from Universidad Europea de Madrid, shared an intriguing future vision of smart destinations with the audience. As an example of such development, he offered a Spanish tourism island that has been covered entirely with a free, public Wi-Fi service.

The next two presentations provided experiences in destination development by Sue Clark, a consultant and a member of Glion Online MBA faculty, and Alphy Johnson, Independent Hospitality Advisor also lecturing for Glion Online MBA. Sue, focusing on tourism in Thailand, reversed the question of a preferred destination and suggested that instead destinations should ask who their preferred visitors are. Alphy, with his extensive international background

in hospitality operations, compared experiences from St Moritz in Switzerland, Changmai in Thailand, and Yosemite National Park in the US. Did you know that Yosemite has the largest bus transportation system in the United States?

After a lunch served by the Bulle Academic Center restaurant, Dr. Noelle O'Connor, from Limerick Institute of Technology, took the audience to a journey to Ireland. During her media-rich presentation the audience learned how St. Patrick's Day, celebrated around the world, offers Ireland free destination branding, and how John F. Kennedy brings tourism to the island. As the final presenter, Henri Kuokkanen, a Research Fellow from Glion, discussed his research on collaborative revenue management in destinations, emphasizing that practices proven successful in the airline and hotel businesses can provide great value to tourism destinations when applied innovatively. The day was a great success thanks to all the exciting presentations, and the active and engaged audience!



**David Mora and lessons for destinations from smart cities.**

## A Message from the ICHRIE President



Dr Maureen Brookes is President of ICHRIE, Past President of EuroCHRIE and A Reader in Marketing and Teaching Fellow in the Oxford School of Hospitality Management, Oxford Brookes University. She has been awarded an Honorary Fellowship of CHME, the UK Hospitality Management Subject Association. Maureen also sits on the Professional Review Panel for the Institute of Hospitality. She is the former Hospitality Liaison Officer for the UK Higher Education Academy.

### ***Our Global Organisation***

Last year, in my role as Vice President of ICHRIE, one of my key responsibilities was developing our new 5-year strategic plan. Those of you who have read Communique over the last year, know that a good deal of time and effort went into developing that plan and our starting point for development was with you, our members. You told us that what you valued most about your ICHRIE membership is being part of a global organisation and being able to network with like-minded members from different countries around the world.

We have made every effort to ensure that we build on this key strength of ICHRIE and give you more of what you want and value over the next five years. We have a number of new products and services being developed and introduced this year to help you network with other members and get more value from your ICHRIE membership. As your current President, I am committed to ensuring that we deliver what we promised. However, we do need your input to make these initiatives work, whether they are contributions to our themed Communiques (the first to be published in December), submitting videos for ICHRIE talks (a new refereed publication opportunity) or signing up for our research register (to help you grow your research networks). We also would like your feedback on these products and services to make sure they are working for you.

If you have not yet seen the details of the new ICHRIE 2020 Strategic Plan, please visit our website. I will endeavour to ensure that you are made aware of all new products and services as they are implemented this year. As one of the oldest hospitality and tourism professional associations with members from 58 different countries, we do have much to be proud of. Nonetheless, as with any organisation, we need to ensure that we continue to respond to member feedback and ensure we meet your needs. We also want to ensure that all our members embrace our new ICHRIE values and that we are truly an *international community of hospitable, responsible, and innovative educators*.

*I am looking forward to seeing you in Manchester.....*

*With kind regards,*

**Maureen Brookes**

*President ICHRIE*





# EuroCHRIE University Challenge 2016

## Inaugural Edition

The annual EuroCHRIE lodging business challenge is offered to teams of students from 8 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 academics; 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 gold sealed 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 €200 and their Instructor will receive paid European transport, accommodation, and conference fees for EuroCHRIE 2016 in Budapest, Hungary.

## Schedule

All e-learning and inter-school simulation competition will be held during the weeks beginning: **March 2, 9, 16, 23, 30, April 6**

## 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 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 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 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 Score Card, 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:

[info@redglobalgroup.com](mailto:info@redglobalgroup.com)



## 2015 EuroCHRIE Election Results

### Vice President



- John Fong

Dr. John Fong is the Director of Business Development & Consulting and an Associate Professor in The Emirates Academy of Hospitality Management (EAHM).

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### Director of Membership

- Henri Kuokkanen

Henri Kuokkanen is a full-time Research Fellow at Glion Graduate School, where he also teaches revenue management and corporate social responsibility.



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### Director of Networking and Conference



- Patricia Cuevas Sarria

Patricia Cuevas is the Managing Director at Centro Superior de Hosteleria de Galicia (CSHG), in Santiago de Compostela Spain.

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### Director of Research

- Elizabeth Ineson,

Elizabeth Ineson has represented, and been sponsored by the charitable trust, La Fondation pour la formation hôtelière since 1999





## Secretary

- Anders Justenlund

Anders Justenlund has been part of the EuroCHRIE board since August 2012, first as Area Consultant for Denmark and later from July 2013 as Honorary Secretary

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Please join us in congratulating the successful candidates and our thanks to all who stood in the election. Our sincere thanks to those Board Members whose term has ended for all their hard work over their past term of office.

The new Board was sworn in at the ICHRIE Summer Conference in Florida. We look forward to meeting you all in Manchester.

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## Presidents Appointments to the EuroCHRIE Board.

**John Lohr** has been appointed as an Interim Director of Marketing and Communications until the next election as John Fong was elected Vice President in the recent elections and has left that position on the Board vacant.



The following people have been appointed by the President as is determined in the ByLaws as non elected positions on the Board.



Director of Industry Relations - **Peter Russell**

### Area Consultants

Switzerland - **Susan Fournier**; Cesar Ritz Colleges, Le Bouveret

Finland - **Ari Björkqvist**; Haaga Helia, Helsinki

Middle East - **Ashil Shah**, United Arab Emirates, Dubai

Germany – TBA. Please contact Kevin Nield if you are interested

Spain – TBA. Please contact Kevin Nield if you are interested

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## 2015 EuroCHRIE Awards will be presented in Manchester

**Jan Willem Meijerhof**  
Chair of the Awards Committee



### 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.

- Plaque
- EuroCHRIE Registration
- 500 Euros



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**STR Global “Bridging the Gap” Award 2015** – in recognition of significant contributions related to bridging the gap between academia and industry.



powered by STR and STR Global

**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

#### Prize

- 500 euros
- Full registration to EuroCHRIE conference
- EuroCHRIE individual membership (for following year)
- Plaque

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### The Laureate Hospitality Achievement Award 2015

**This 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.



**LAUREATE**  
INTERNATIONAL  
UNIVERSITIES\*

#### Prize

- 500 euros
- Full registration to EuroCHRIE conference
- Plaque



Institute  
of **Hospitality**

## 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.

- 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 EuroCHRIE International Industry Award

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



### The EuroCHRIE Regional Industry Award

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

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#### 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!



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A new award, '**Best PhD student paper**', has been approved by the EuroCHRIE Board and there is a shortlist of three papers for 2015. We are now seeking a member institution that is prepared to sponsor this award either on a one off basis or for a set period. This will be in conjunction with International Journal of Contemporary Hospitality Management (IJCHM), Emerald. The award will be presented at the EuroCHRIE conference. The sponsoring institution and an appropriate joint certificate will be prepared by Fevzi (Emerald) and presented by representatives of Emerald and the sponsoring institution at the conference. After the conference, the authors of the paper can submit it to IJCHM and it will go through the double blind review process. The lead author will receive the Award and its benefits.

If your institution is interested in sponsoring this new prestigious award for 2015, please contact Rai Shacklock by September 14<sup>th</sup>2015 at the latest for further details at [admin@eurochrie.com](mailto:admin@eurochrie.com)

**From EuroCHRIE in Orlando –  
it rained but a great  
conference!!**

**Maureen Brookes new ICHRIE  
President**



**EuroCHRIE  
Board**



## News from Dubai!

Dubai is back. “Dubai Property Boom Halts as Prices Fall, Jobs Go.” One would recall the doomsday headlines and that Dubai was hovering on sovereign default in 2009. Towers were left unfinished and expats abandoned their Ferraris at Dubai Airport in order to get out of the country so as to avoid bankruptcy. Since then, the cranes have returned (together with the traffic jams) and there is a sense that the good old days are back. The pipeline of hotels in tandem with the upcoming major events such as EXPO2020 has fuelled much of the optimism in recent times. There is a sense of momentum on the consumer and commercial side and jobs are plenty especially in the hospitality and tourism industry. For more information please read: <http://www.usnews.com/education/best-arab-region-universities/articles/2015/06/23/arab-region-tourism-hospitality-boom-bodes-well-for-students>

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## The Emirates Academy of Hospitality Management receives Green Globe Certification



**Dubai, May 2015:** The Emirates Academy of Hospitality Management (EAHM), one of the world’s leading hospitality business management schools and a part of the global luxury hotel company Jumeirah Group, has become the first hospitality school in the world to receive the Green Globe Certification.

Mr Ron Hilvert, Managing Director of EAHM said: “We are proud to receive this certification and we

strongly believe in creating an environment that allows students and colleagues to adapt to a sustainable future by practicing Green Globe values in everyday life.”

EAHM was recognised for its contribution in encouraging students and colleagues to embrace a sustainable future. Steps taken at EAHM include the use of electronic publications in the library and the newly installed LED lights and motion-sensors which were seen as essential measures in achieving the certification. Green Globe also commended EAHM’s Student Council’s efforts to engage students and colleagues in its Corporate Social Responsibility activities.

Green Globe is the premier worldwide certification and performance improvement programme developed specifically for the travel and tourism industry. Its purpose is to assist organisations to improve and develop their environmental, economic and social sustainability. The Green Globe Standard holds a selection of more than 380 compliance indicators, which are applied to 44 individual certification criteria.

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## Press Release: EAHM Honoured as a Strategic Partner of Dubai SME

<http://www.jumeirah.com/en/jumeirah-group/press-centre/press-releases/press-releases-for-2015/the-emirates-academy-of-hospitality-management-honoured-as-a--strategic-partner-of-dubai-sme/>



**Educational opportunities at EuroCHRIE conference 2015, Manchester 14-17<sup>th</sup> October, 2015.**

**Susan Horner**  
**Director of Education**  
Plymouth University  
Tel: +44 (0) 1752585583  
E-mail: [susan.horner@plymouth.ac.uk](mailto:susan.horner@plymouth.ac.uk)

I am very pleased to announce that there will be a number of career and educational development opportunities available at the EuroCHRIE conference this year as well as the usual networking opportunities.

A summary of these is shown below:

**October 14<sup>th</sup> 08.30- 17.30 - Certification in Hotel Industry Analytics Train-the-Trainer Workshop offered by STR Global SHARE Centre.**

**SHARE**  
c e n t e r

*Please register for this workshop in advance as part of the online conference registration process. If you did not select this option when you registered, please email Steve Hood [SHood@str.com](mailto:SHood@str.com)*

powered by STR and STR Global

‘ This workshop is extremely good and develops your skills in the use of analytical data in the classroom situation. I can really recommend the session as part of your personal development’

**October 14<sup>th</sup> 13.00-17.00**



**The HOTS Simulation Train-the-Trainer Workshop offered by the Total Simulator Company**

*This workshop allows you to develop your skills for the delivery of the new HOTS simulation which can be used for your hospitality management educational programmes to add a new dimension of informative and interactive experience.*

‘I have used HOTS as a way of engaging students in the classroom and getting them to feel they are actually running a hotel for real. The new version that you will learn about includes new applications including Revenue Management and Sustainability which both add a contemporary feel to the simulation.’

‘Students feel that they are part of the learning and value the experience so it is great to learn how to use HOTS in the classroom’

**October 14<sup>th</sup> 18.00-19.00**

**First Time Attendee Reception and Registration sponsored by EuroCHRIE**

*The chance to network with new attendees from across the world and discuss educational and professional developments.*

‘Hospitality educators should always network across international boundaries to learn about new practices in the industry but also in the educational setting.’

October 15<sup>th</sup> 1330-1700

**Workshop: Hotel Business Acumen Instructor (HBAi)  
Certification offered by REDGlobal**



*The chance to develop your instructor skills in hotel business skills*

'The chance to learn about the way in which the hotel business operation can be embedded in hospitality programmes is a wonderful opportunity for educators'.

October 16<sup>th</sup> 0900-10.30

*Approaches and methods of qualitative research – led by Liz Ineson*

*The workshop exemplifies methods of qualitative data analysis, including content analysis, Delphi technique, ethnography, narrative analysis, netnography and thematic analysis, via papers published by the team of international presenters. A discussion on the use, advantages and disadvantages of these methods follows the presentation.*

'Qualitative research is becoming a vital approach in the hospitality arena and one of the key issues is how you analyse your results to add reliability and validity Liz is an international expert in this area and she, along with other colleagues from across the world will share their experiences with you in this session'

14.00-16.00

**Career Academy Workshop: Sponsored by REDGlobal**



*Developing, writing and using case studies for educational purposes  
– led by Marianna Sigala*

'I have used case studies extensively in my teaching but it is great to be able to learn how to write my own which I can use in the classroom setting to inspire the students'

**So what a line up of experts and opportunities and I really look forward to seeing you there!  
Susan Horner, Director of Education, EuroCHRIE.**

For more details - <http://www2.mmu.ac.uk/hollings/conferences/manchester-eurochrie-2015/>

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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 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.***

Rai Shacklock  
EuroCHRIE Federation Administrator

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## REMINDER

### Experience EuroCHRIE 2015 Registration Closes

# Sunday 13 September 2015

(23:59 British Summer Time)

With over **140 conference papers** accepted and **over 190 registrations to date**, *Experience EuroCHRIE 2015* at Manchester Metropolitan University, UK, promises to be a popular, exciting and intellectually stimulating conference.

In addition to keynote speeches from **Joe Pine** (co-author, *The Experience Economy*), **Prof Kaye Chon** (Hong Kong Polytechnic University), **Andrea Torrance** (Fairmont Hotels and Resorts) and **Steve Hood** (STR Global Share Center), and delegates' research presentations and posters, we are delighted to announce a programme of free workshops to enhance your conference experience, including:

- Pre-conference workshop on Wednesday 14 October run by our sponsor **The Total Simulator Company**.
- Hotel Business Acumen Instructor (HBAi) Certification sponsored by **REDGlobal** on Thursday 15 October.
- Pre-conference workshop on Wednesday 14 October run by our sponsor **STR Global SHARE Center**: Certification in Hotel Industry Analytics & Train-the-Trainer session.
- **REDGlobal** Career Academy: Case study workshop.
- Qualitative data analysis workshop.
- Careers Fair Workshop: Creating productive student and industry connections.
- Human Trafficking Awareness Seminar.

### Register now

If you have not already registered for the conference, you can do so via our online Registration pages: <http://www2.mmu.ac.uk/hollings/conferences/manchester-eurochrie-2015/registration/>

### Visa to enter the UK

Please check with the British Embassy whether you require a visa to enter the UK. If you need a letter of invitation to support your visa application, please email us with the following information: (1) name as on passport; (2) passport number; (3) your institution's name.

### Accommodation

Book your accommodation now: <https://aws.passkey.com/event/12137430/owner/9745128/home>

### We look forward to welcoming you to Manchester

The Organising Committee at Manchester Metropolitan University is looking forward to welcoming delegates to the 33rd EuroCHRIE Conference.



#### Dr Steven Rhoden

Associate Dean for Knowledge Exchange (MMU) & Conference Chair for Experience EuroCHRIE 2015

Email: [eurochriemanchester@mmu.ac.uk](mailto:eurochriemanchester@mmu.ac.uk)

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

## **STR SHARE Center Announces Fall CHIA and HIFIA Train-the-Trainer Workshops**

You are cordially invited to attend one of several upcoming CHIA or HIFIA Workshops planned for this fall. 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](mailto:sharecenter@str.com).

### **Bulle, Switzerland – September 29-30**

A two-day session will be conducted on Tuesday and Wednesday, September 29<sup>th</sup> and 30<sup>th</sup>, at Glion Institute of Higher Education, Bulle Campus hosted by Pia Nyun Huh, [Pia.HUH@glion.edu](mailto:Pia.HUH@glion.edu).

### **Spain – October (tentative)**

We are tentatively planning a CHIA session in conjunction with the AMFORHT Conference. Dates and location will be provided as soon as they are finalized.

### **Manchester, United Kingdom – October 14, prior to EuroCHRIE**

A one-day session will be conducted on Wednesday, October 14<sup>th</sup>, at Manchester Metropolitan University hosted by Christopher Mitchell. [C.Mitchell@mmu.ac.uk](mailto:C.Mitchell@mmu.ac.uk).

### **New York, New York – November 7, prior to HX: The Hotel Experience (formerly IHMRS)**

**CHIA** – A one-day session will be conducted on Saturday, November 7<sup>th</sup>, at New York University

Midtown Campus hosted by Sean Hennessey, [sfh1@nyu.edu](mailto:sfh1@nyu.edu).

**HIFIA** – A one-day session will be conducted on Saturday, November 7<sup>th</sup>, at New York University Midtown Campus hosted by Sean Hennessey, [sfh1@nyu.edu](mailto:sfh1@nyu.edu).

### **Leeuwarden, Netherlands – November 23-24**

A two-day session will be conducted on Monday and Tuesday, November 23<sup>rd</sup> and 24<sup>th</sup>, at Stenden University hosted by Joke Tasma, [joke.tasma@stenden.com](mailto:joke.tasma@stenden.com).

### **Orlando, Florida – December 14-15, prior to 3<sup>rd</sup> World Research Summit for Tourism and Hospitality and 1<sup>st</sup> USA-China Tourism Research Summit**

A two-day session with a special emphasis on tourism will be conducted on Monday and Tuesday, December 14<sup>th</sup> and 15<sup>th</sup>, at the Rosen College of Hospitality Management, University of Central Florida, hosted by Dr. Amy Gregory, [Amy.Gregory@ucf.edu](mailto:Amy.Gregory@ucf.edu).

For more information or to register - If you have any questions or need more information, please contact [sharecenter@str.com](mailto: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 enrollment 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.

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## Haaga-Helia UAS and Estonian Business School launch cooperation

**Haaga-Helia University of Applied Sciences and Estonia Business School launch cooperation by signing an agreement on September 9th at the Hospitality Knowhow Conference held by the Haaga-Helia Competence Centre in Estonia at EBS.**



Haaga-Helia University of Applied Sciences (Haaga-Helia) with its 10,500 students is one of the largest UAS' in Finland and the largest hospitality higher education provider in the Northern Europe.

Haaga-Helia has set as its mission training and educating the service-, sales- and entrepreneurship-oriented specialists and researching the related issues. Estonian Business School (EBS) – the oldest university providing business education in the Baltics and the only private university in Estonia – was established in 1988 and has today about 1,500 students at its campuses in Tallinn and Helsinki.

EBS has set as its goal providing enterprising people with academic knowledge on the Bachelor, Master and PhD level, skills and values for its successful implementation.

The cooperation between Haaga-Helia and EBS is during the study year 2015/16 mostly based on sharing the hospitality knowhow and education in the format of short business courses, degree studies and project-based RDI. Haaga-Helia Hospitality Competence Center in Estonia is headquartered at the EBS campus in Tallinn and at present two coordinators plan, prepare, market and implement Haaga-Helia activities in Estonia there.

While Haaga-Helia aims to be present and participate in the development of the Estonian hospitality and tourism industry by the means of

education and training, EBS establishes a firmer and more systematic presence in the regards of its contacts with the Estonian hospitality and tourism industry by establishing the cooperation in question.

The cooperation launching event held by the Haaga-Helia Hospitality Competence Center in Estonia on September 9<sup>th</sup> at EBS focuses beside the greetings and opening speeches of the top representatives (Haaga-Helia President and CEO of Haaga-Helia Teemu Kokko and EBS Rector and Professor Arno Almann) the introductory training sessions presenting the short business courses to be held later during the study year in question.

For more information, please contact:

<http://ee.haaga-helia.fi/>, <http://ee.haaga-helia.fi/>

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Haaga-Helia Hospitality Competence Center in Estonia Team  
Maria Velez, Elisa Aunola, Sven Lööndre and Ain Hinsberg

## The July 2015 Top 5

Year-over-year RevPAR change in local currency

July 2015 vs July 2014

Countries	Occ (%)		ADR		RevPAR		Percent Change from July 2014		
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR
Turkey	62.2	51.4	402.61	318.54	250.63	163.68	21.1	26.4	53.1
Czech Republic	82.3	72.9	1883.42	1633.49	1549.45	1191.08	12.8	15.3	30.1
Slovakia	64.8	51.5	57.37	55.58	37.17	28.63	25.7	3.2	29.8
Ireland	89.2	83.3	120.43	99.43	107.44	82.80	7.1	21.1	29.8
Russia	63.2	55.7	4644.53	4177.81	2935.47	2327.60	13.4	11.2	26.1

July 2015 vs July 2014

Markets	Occ (%)		ADR		RevPAR		Percent Change from July 2014		
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR
Tel Aviv	73.9	51.5	912.21	827.89	673.74	425.99	43.5	10.2	58.2
Milan	73.8	62.7	146.35	114.43	107.95	71.75	17.6	27.9	50.4
Istanbul	62.4	47.6	403.45	357.22	251.68	170.13	31.0	12.9	47.9
Saint Petersburg	86.8	71.6	4576.63	4057.23	3973.06	2906.12	21.2	12.8	36.7
Prague	89.3	78.1	1966.32	1699.59	1755.49	1327.36	14.3	15.7	32.3



Source:

## The May 2015 Top 5

Year-over-year RevPAR change in local currency

### May 2015 vs May 2014

Countries	Occ (%)		ADR		RevPAR		Percent Change from May 2014		
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR
Czech Republic	83.0	76.7	2628.55	2231.56	2181.41	1710.61	8.3	17.8	27.5
Italy	75.7	73.0	154.46	132.52	116.98	96.75	3.7	16.6	20.9
Ireland	85.6	82.7	112.56	98.51	96.37	81.46	3.5	14.3	18.3
Bulgaria	50.2	48.9	122.51	107.93	61.46	52.73	2.7	13.5	16.6
Slovakia	68.0	60.8	60.05	57.72	40.80	35.08	11.8	4.0	16.3

### May 2015 vs May 2014

Markets	Occ (%)		ADR		RevPAR		Percent Change from May 2014		
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR
Milan	71.2	71.2	167.74	123.48	119.38	87.90	0.0	35.8	35.8
Madrid	81.6	73.9	100.53	88.35	82.04	65.33	10.4	13.8	25.6
Prague	85.8	80.9	2766.69	2339.88	2373.21	1892.27	6.1	18.2	25.4
Dublin	89.3	87.3	115.65	100.42	103.26	87.67	2.3	15.2	17.8
Bratislava	70.1	63.2	58.34	56.57	40.91	35.78	10.9	3.1	14.3



Source:



STR & STR Global are pleased to provide you with monthly issues of the Global Hotel Review. Each report includes occupancy (Occ), average daily rate (ADR), and revenue per available room (RevPAR) for selected markets and countries.

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Thank you for your continued support and interest in the global benchmarking data.

## **FINAL REMINDER** **Experience EuroCHRIE 2015 Registration Closes**

# **Sunday 13 September 2015**

**(23:59 British Summer Time)**

There is still time to register for the *Experience EuroCHRIE 2015* conference.



In addition to keynote speeches from **Joe Pine** (co-author, *The Experience Economy*), **Andrea Torrance** (Fairmont Hotels and Resorts), **Prof Kaye Chon** (Hong Kong Polytechnic University) and **Steve Hood** (STR Global Share Center), as well as delegates' research presentations and posters, we are delighted to announce a programme of free workshops/seminars to enhance your conference experience. Please visit our website for more details.

### **Register now**

If you have not already registered for the conference, you can do so via our online Registration pages:  
<http://www2.mmu.ac.uk/hollings/conferences/manchester-eurochrie-2015/registration/>

### **Accommodation**

Book your accommodation now: <https://aws.passkey.com/event/12137430/owner/9745128/home>

### **We look forward to welcoming you to Manchester**

The Organising Committee at Manchester Metropolitan University is looking forward to welcoming delegates to the 33rd EuroCHRIE Conference.



### **Dr Steven Rhoden**

*Associate Dean for Knowledge Exchange (MMU) & Conference Chair for Experience EuroCHRIE 2015*

Email: [eurochriemanchester@mmu.ac.uk](mailto:eurochriemanchester@mmu.ac.uk)

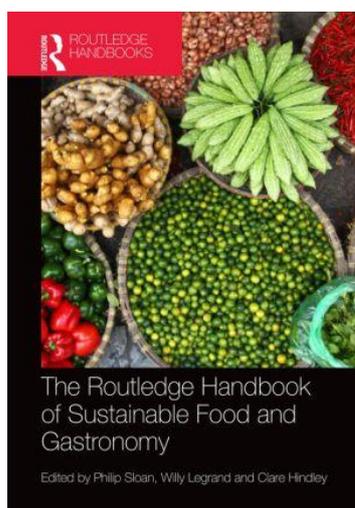
Website: [www.eurochriemanchester.org](http://www.eurochriemanchester.org)

## New Release Book Releases

### The Routledge Handbook of Sustainable Food and Gastronomy

Edited by Philip Sloan, Willy Legrand, and Clare Hindley

<http://www.routledge.com/books/details/9780415702553/>



The issues surrounding the provision, preparation and development of food products are fundamental to every human being on the planet. Given the scarcity of agricultural land, environmental pollution, climate change and the exponential growth of the world's population where starvation and obesity are both widespread it is little wonder that exploring the frontiers of food is now a major focus for researchers and practitioners.

Based on a multi-disciplinary approach, the handbook provides a systematic guide to the current state of knowledge on sustainable food. 75 expert contributors from around the globe provide results of recent research or discuss industry practices in 40 articles. The handbook begins by examining the anthropology of food and in particular analysing consumer food decisions and the role of history and self-identity in food choices. The handbook discusses various local food initiatives in the form of case studies; examines sustainable food trends and movements and explores current and future food science innovations. The handbook continues with a section on social entrepreneurship in food and gastronomy with a thorough discussion on the concept of sustainable restaurant systems. Finally, it concludes by exploring the ties between food

and tourism discussing the linkages between food security and a sustainable food system.

Developed from specifically commissioned original contributions the Handbook's inherent multidisciplinary approach paves the way for deeper understanding of all aspects linked to the evolution of food in society, including insights into local food, food and tourism, organic food, indigenous and traditional food, sustainable restaurant practices, consumption patterns and sourcing.

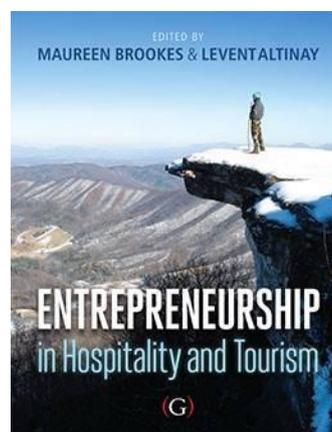
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### Entrepreneurship in Hospitality and Tourism: A Global Perspective

Maureen Brookes and Levent Altinay



This new text gives a new and definitive overview of the vital role and effective practice of entrepreneurship in one of the most dynamic industry sectors in the world. The highly qualified international team of contributors ensures a global perspective of entrepreneurship is presented. The authors clearly outline the key theoretical perspectives of entrepreneurship and explore the various types of entrepreneurship in existence today. Fully informed by the latest research the textbook incorporates

- different country contexts

- the social and cultural dimensions of entrepreneurship
- case studies from a wide range of hospitality and tourism sectors

The book will be core reading for both undergraduate and postgraduate students studying on hospitality and tourism degree programmes covering entrepreneurship.

### Author Bios

*Dr Maureen Brookes* is a Reader in Marketing and a Teaching Fellow within the Oxford School of Hospitality Management at Oxford Brookes University. She is President of ICHRIE, the global professional association of hospitality and tourism educators and industry. Maureen is also a Past President of EuroCHRIE and a CHME Honorary Fellow. Her research and publications are on franchising and plural organisations, covering diverse topics such as partner selection, entrepreneurship, relational development and knowledge transfer.

*Levent Altınay's* research interests are in the areas of entrepreneurship, strategic alliances and international business with particular interest in how entrepreneurs start up and develop their businesses and establish partnerships internationally. He is widely published and sits on the editorial boards of twelve journals including Journal of Services Marketing, The Service Industries Journal, International Journal of Contemporary Hospitality Management and Management Decision.

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## Proposed EuroCHRIE Name Change



**Kevin Nield**

**President  
EuroCHRIE**

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The European Council on Hotel, Restaurant & Institutional Education (EuroCHRIE) is the official federation for Europe, the Mediterranean Basin, Middle East and Africa

of International CHRIE, the leading international organisation that supports education and training for the world's largest industry.

EuroCHRIE represents close to 200 International CHRIE members and brings together educators from hospitality & tourism management schools and universities into a global network in close co-operation with industry representatives.

According to our Bylaws, the geographical boundary of EuroCHRIE include schools and universities from the following countries:

Albania, Algeria, Andorra, Austria, Belgium, Bulgaria, Cyprus, Czechoslovakia, Denmark, Egypt, Eire, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Isle of Man, Israel, Italy, Jordan, Latvia, Lebanon, Liechtenstein, Lithuania, Luxembourg, Libya, Malta, Monaco, Morocco, Netherlands, Norway, Palestine, Poland, Portugal, Romania, San Marino, Spain, Sweden, Switzerland, Syria, Tunisia, Turkey, United Kingdom, Vatican City, plus those states recognised by the United Nations from the former states of Yugoslavia and USSR (west of the Ural range of mountains), and ALL countries in the Middle East and Africa.

In light of the developments within the hospitality and tourism industry in the Middle East and Africa, there is a proposal to rename "EuroCHRIE" to "EMEACHRIE" (Europe, Middle East and Africa CHRIE) so as to better represent the diverse countries and geographical boundaries that we represent. In doing so, we will essentially establish our organisation as the peak academic body within these regions. [As a side note, "EMEA" is a well accepted shorthand designation used by institutions, governments as well as in marketing and business.]

With the above in mind, may I seek your feedback on this proposed name change?

Best Regards,

Dr. Kevin Nield  
President  
EuroCHRIE

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