

EuroCHRIENews

The European Federation of International CHRIE
The Hospitality and Tourism Educators

Spring / Summer 2016

Reflections - Kevin Nield President EuroCHRIE



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Dear EuroCHRIE friends and colleagues,

As they say "where does the time go?" I'm within a few weeks of my time as your President coming to end. It only seems like yesterday that I wrote my platform statement. In fact, it was two years ago! It seems appropriate then, that I reflect on my time as President.

I have three major themes on which to reflect, these are promises, the annual conference and the family.

We made two promises a year ago. The first was to review our name, does EuroCHRIE adequately reflect our membership. After much deliberation and soul searching, the decision was that EuroCHRIE is a recognised brand what we had to do is to add a strap line that gives our coverage. We are in the process of adding this, the vast majority of our membership are happy with the outcome.

Second, we wished to be genuinely inclusive of Africa and the Middle East. As some of you will know we've added an African forum to our conferences. This year we've gone further, our 2017 conference will be in Nairobi, Kenya. For this I have my board to thank.

We hosted our annual conference in Manchester. It is fair to say that it has met with universal approval. I cannot count the number of times that I have been personally thanked for "my conference". While it's nice to get praise, I have consistently pointed out that the

success of the conference was down to the hard work and effort of the fantastic organising committee at Manchester Met. Again I send my heartfelt thanks to them and reflect that the success of any conference is the exchange of ideas and the people that we meet.

Over my association with EuroCHRIE, the term "family" has been used. When you first hear it you give it relatively little thought, on later hearings you wonder if it's a hackneyed phrase invented by a tired marketer. After working with EuroCHRIE and reflecting upon it. I can say that EuroCHRIE is a family that helps, nurtures and has genuine concern for its members. It is a wonderful and generous organisation.

So what next? In the immediate future I will hand over the Presidency to my friend and colleague, Dr. John Fong at the Dallas conference. I'm sure you will join with me in wishing well and give him that same support and help that has been afforded to me. After that I have the enviable position of Past-President where my main functions are to preside over our awards and organise next year's elections. I hope that some of you will put yourselves forward for office? It's rewarding and you feel truly inspired as a consequence of working with different nationalities.

Let me finish by thanking everyone who has supported me. I hope to see many of you again in the near future

Many thanks

Kevin

President EuroCHRIE
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Don't forget that all of the photos and some of the proceedings from Manchester 2015 are still available to view at <http://www.eurochrie.org/experience-eurochrie-2015/>

The April 2016 Top 5

Year-over-year RevPAR change in local currency

April 2016 vs April 2015

Countries	Occ (%)		ADR		RevPAR		Percent Change from April 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Russia	57.1	49.0	5082.03	4653.16	2901.36	2279.08	16.6	9.2	27.3
Romania	71.2	60.1	319.80	298.70	227.82	179.60	18.5	7.1	26.8
Germany	73.9	67.3	107.98	94.42	79.84	63.56	9.8	14.4	25.6
Lithuania	66.9	57.4	59.12	55.69	39.56	31.96	16.6	6.2	23.8
Poland	77.2	67.3	270.40	251.43	208.62	169.31	14.6	7.5	23.2

April 2016 vs April 2015

Markets	Occ (%)		ADR		RevPAR		Percent Change from April 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Bucharest	74.4	62.3	344.26	318.01	256.18	198.28	19.4	8.3	29.2
Saint Petersburg	58.9	52.9	4265.03	3696.75	2511.38	1955.17	11.3	15.4	28.4
Dublin	86.2	83.1	122.66	100.65	105.69	83.66	3.7	21.9	26.3
Bratislava	71.5	60.7	62.93	59.71	45.01	36.22	17.9	5.4	24.3
Warsaw	83.2	73.3	306.24	279.72	254.72	205.08	13.4	9.5	24.2

Source





2nd Annual EuroCHRIE University Challenge Comes to a Spectacular Finish! – Heidi Anaya

The 2nd Annual EuroCHRIE University Challenge, sponsored and facilitated by the REDGlobal Group came to an exciting conclusion on April 7th. We were delighted to welcome teams from three schools who participated last year: Haaga-Helia (Finland), UCN (Denmark), and The Budapest Business School (Hungary) and teams from three new schools: Stenden University (South Africa), NHTV Breda University (The Netherlands), and The University of South Carolina (USA).

The teams, comprised of four senior students and one instructor, competed in the Simulation Challenge in a competitive set of six (with one hotel operated by each school). Each week they made strategic decisions to improve the position of their hotels in the competitive set, with a focus on Market Share, Financials, Guest Satisfaction, and Associate Engagement. The winning team was the hotel with the best overall balanced scorecard at the end of the four-week competition.

While in the competition, the students also completed their certification in Hotel Business Acumen via on-line learning modules, supplemented by weekly web conferences. In this way, every student was a winner with strengthened career-ready skills and a prized certification to present to recruiters. In addition, each member of the winning team in the simulation competition received a cash award of €200 and their Instructor received paid European transport, accommodation, and conference fees for EuroCHRIE 2016 in Budapest.

This was an incredibly close competition as every team was so focused and so engaged. It quite literally came down to a photo finish with NHTV Breda University being crowned the winning team. In a very close second position was The University of South Carolina.

Sincere congratulations to all involved! REDGlobal will be delighted to honor the top two teams at EuroCHRIE 2016 in Budapest. We look forward to more entries in 2017.

Heidi Anaya – Director of Education

heidi@redglobalgroup.com

Winning Team - NHTV Breda University



The team:

Aniek Pennings
Kelly Manon Jungerling
Bram van der Borg
Wouter van Tankeren

Leader: Rob van Ginneken



"A very exciting 4 week learning curve". That would sum up the EuroCHRIE University Challenge for us. We were determined to get the most out of our run-down hotel, in all four areas of the Balanced Score Card! Conscious of the need to invest in the product, we were determined to fully spend that half a million in the FF&E reserve. Of course we tried to apply everything we learned about revenue management to forecast demand and expenses as precisely as possible. After we did not manage to get either of the three RFPs, and with the U.S. team solidly in the lead since Q2, you can imagine our surprise and joy when we learned, the morning after the last cycle, we had actually won the competition by a very narrow margin!

Runners up - The University of South Carolina.



The team:

Jeffery C. Kreeger
Qiuxue Wang
Riley Michael O'Halloran
John Martinez



Leader: Marketa Kubickova

"Hotel Shrimp and Ritz thoroughly enjoyed the EuroCHRIE REVsim challenge 2016. We felt as if we were truly running a "real" hotel and making decisions as a hotel management team. The weekly sessions increased our ability to more effectively utilize the plethora of available performance reports including Income Statements, Balance Sheets, and STR Report data. Our competition was fierce and kept us on our toes throughout the contest. This was an awesome experience. We highly recommend it to anyone interested in hotel management."

Congratulations to other teams who participated

Stenden – South Africa



The team:

Palesa Riba
Dylan White
Travis Gibson
San-Mari Breytenbach



Leader: Clare du Plessis

The team from Stenden South Africa were excited to enter the EuroCHRIE challenge is an understatement. The six weeks of participating in the competition was amazing – we learnt so much! Not only did we gain academic knowledge in terms of revenue and strategic management, but we also gained some personal skills such as time management (juggling 5 different people's schedules to make time for the competition). However, the best part of the experience was getting to know 4 wonderful people. We are all so different and even though we knew each other before the competition,

we bonded on a deeper level. Each member had their own area of expertise and we had to learn to respect and trust each other's opinion. In the end we learnt that it's not always about winning. It is about all the lessons learnt in the process, the memories made and last but not least, that it's about doing the best that you can do.

University College of Northern Denmark



The team:

Madalin Stefan Buca
Vendula Brydlová
Kristyna Berankova
Richard Kratochvil



Leader: Louise Ærthøj Velling

Now that the EuroCHRIE challenge has ended, we can safely say that being part of the team which represented UCN has been one of the highlights during our study program so far. Dealing with numbers, reports and so many challenging decisions in such a short period of time has been instrumental in our personal development as a future professional in the hospitality industry. We strongly recommend the EuroCHRIE challenge to every student who has the opportunity to take part in it.

Quote from Stefan: "I had been passionate about revenue management before, but this competition made it clear for me that there is no other career path I want to pursue more than trying to become Revenue Manager".

Budapest Business School

The team:

FÜLÖP KRISZTINA
RÁCZ KATALIN
SZEMZŐ REBEKA
HORVÁTH ZOLTÁN



Leader: KARAKASNÉ MORVAY KLÁRA

We Skyline Hotel (Budapest Business School) were very grateful for participating in EuroCHRIE Challenge by RedGlobal! First of all, it was a very good way of playing and learning at the same time. We had a lot of fun while learning and trying ourselves in managing a hotel. We learned how to think strategically and how to work effectively in a team. This simulation also developed our intuition skills about interactions between the variables that affect a hotel's performance. It was a good opportunity to use our theoretical knowledge in a concrete situation. We were able to use our former studies in separate subjects to bring things together. We could reach the 3rd place on the podium which is a fantastic result in the competing group of famous worldwide universities! This game gave us more than we've imagined. We would definitely do it again! J It was a lesson for a lifetime!





Organizing a EuroCHRIE Conference

Call for Conference Location 2018

One of my tasks as Director of Conference is to smooth the bidding process to institutions that would like to organize an EuroCHRIE Conference.

Organizing an international conference requires a dedication of time, financial and manpower resources to undertake the planning and execution of a successful event. At www.eurochrie.org the organizer-host will find a complete working document of **Bid Document** that will help any institution to evaluate whether you are ready to organize an international conference or not. In this sense, the Board approved recently a 100 points questionnaire (www.eurochrie.org) to simply the bidding process. Therefore, for 2018 EuroCHRIE Conference onwards the process will be divided into 2 phases:

- **Phase 1**

Analyses the feasibility for your institution to organize a EuroCHRIE conference. The emphasis is on general aspects such as manpower, financial control, accessibility, location, conference facilities, security (to mention a few). Your institution should fill in a questionnaire and submit to the Director of Conference 24 months prior to the conference. Once the Conference Committee validates your proposal, you should start phase 2.

- **Phase 2**

The organizer-host presents the final Bid Document 18 months prior the conference. The Conference committee should analyse, make suggestions and approve the finalized document.

Every institution should evaluate its proposal with this new questionnaire. It has the following objectives:

1. To ensure your proposal maintains EuroCHRIE conference quality standard precepts and consistency;
2. To be a self-assessment guideline for host organizations when planning to organize a EuroCHRIE conference;
3. To simplify the bidding process, providing information to the EuroCHRIE Board members.

Once the organizer-host should receive EuroCHRIE approval to your questionnaire, the institution should submit a definitive global bidding proposal.

We hope this guide will encourage your university to present a candidacy for organizing a very successful conference in 2018. Remember the deadline for 2018 Conference is **October 2016**. We are looking forward to hearing from your proposals soon.

Patricia Cuevas patycusa@gmail.com
EuroCHRIE Director of Conferencing

News from Hong Kong Polytechnic University. Research articles and press releases to read:

- "PolyU Study Finds Understanding Online Complaints Crucial for Hotels in Mainland China" read [more](#)
- "PolyU Study Finds Tourism an Important Contributor to China-Taiwan Relations" read [more](#)
- "4, 18, 21, 23, and 27 what's in these numbers?" read [more](#)
- "PolyU Study Finds Smartphones Transform the Travel Experience" read [more](#)
- "PolyU Study Finds Personal Factors Drive Mainland Shoppers Back to Hong Kong" read [more](#)
- "Master's Degree in International Wine Management Grooms Future Leaders of Global Wine Industry" read [more](#)
- "PolyU Study Finds High Proportion of Online Hotel Reviews Suspicious" read [more](#)
- "PolyU Study Finds Online Tourist Photos Present Ideal Selves" read [more](#)
- "School of Hotel and Tourism Management Successfully Hosted Student-run International Conference" read [more](#)

Mr Chanin Donavanik, Vice Chairman and Chairman of the Executive Committee of Dusit International, received the inaugural **APacCHRIE Lifetime Achievement Award** from the Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) at a ceremony held at Dusit Thani Hotel on 13 May 2016. To read the full article go [to](#)

Mr Adrian Zecha, founder of Aman Resorts, received the inaugural **SHTM Lifetime Achievement Award** from the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) at a ceremony held in his honour at the SHTM's teaching and research hotel, Hotel ICON, on 19 May 2016. To read the full article go [to](#)

Multi-sensory service space research project at Haaga-Helia UAS.

Haaga-Helia University of Applied Sciences has received substantial funding from the Finnish Funding Agency for Innovation (TEKES), and the Finnish restaurant and tourism industry partners. For next two years, The Box research and development project will study how to connect with customers mind through differentiating and expressing services in multi-modal manner, and how the concepts like haptic feedback and sonic immersion should be absorbed in the future service design and facility management.

Following the upsurge of Augmented and Virtual Reality content, and the availability of affordable head-mounted-devices, The Box project focuses on hospitality and tourism related business cases. The project aims to create a concept which uses several technologies alongside traditional service, in order to create chromatic atmospheres in different settings. In other words, The Box project aims to create a commercial, multi-sensory "*walk-inn Mixed Reality Environment*", where the disruptive headsets or goggles are not needed. Starting from a small scale laboratory,



Haaga Box, in Haaga-Helia UAS campus, The Box project will evolve into a hotel room, Hotel

Box. In Hotel Box customers can eventually modify sounds, sights and scents during their stay. The developed concept will be further tested in a zoo environment, a food festival, and finally in Finnish Lapland with the authentic and original Santa Claus of Finland. Future international exposure has been planned, too, when the technology, and the content allows the creation of a mobile unit.

In various The Box spaces, the human senses will be stimulated by combining traditional interior design elements with precisely mapped visual



projections, state-of-the-art scents, immersive soundscapes and tactile experiences. With constant measurement, the project enables the researchers to define the optimal chromatic atmospheres for increasing the customer value in variety of hospitality, tourism, and experience settings.

In conjunction with the academic research aims, the Haaga Box experience simulator in Haaga-Helia UAS campus, Helsinki, will allow companies to test how consumers' senses can be influenced in various ways. This way businesses can get feedback on their products and services before the launch. Also, the students from Haaga-Helia Hospitality and Tourism Management programs, and the students from partnering universities can utilize the Haaga Box service laboratory in their study and development projects.

Alongside the Finnish entrepreneurs, the research partners include Manchester Metropolitan University (UK), University of Algarve (Portugal), and Hotelschool the Hague (Netherlands). Beyond official partners,

the project works closely with the experts from e.g. NHTV



Breda and other professionals from the EuroCHRIE family.

Further information is available from the project website at www.thebox.fi/en

The *Journal of Policy Research in Tourism, Leisure and Events* is delighted to celebrate twenty years of event management higher education in the UK by offering **FREE ACCESS to all events related papers until the end of 2016**. The trickle of academic interest that led to the creation of the UK Centre for Events Management, Leeds Beckett University, has become a torrent of valuable research output. The papers to be found on this link <http://explore.tandfonline.com/page/pgas/rprt-events-2016> I hope they will be of interest to you and your students.



Professor Rhodri Thomas,
Head - International Centre
for Research in Events,
Tourism & Hospitality, Leeds
Beckett University



EuroCHRIE Elections

It is that time of year again when we ask you to vote for:

- **Vice President of EuroCHRIE,**
- **Director of Marketing and Communication**
- **Director of Education.**

If you have not voted then please find the Biographies and Platform Statements [at](#) and you will be able to vote <https://www.surveymonkey.co.uk/r/RDQ8B38>

The votes will be verified and all data then expunged. There is one member one vote and all names and membership numbers will be checked. All votes will remain confidential and the EuroCHRIE administrator will be the only person to have access to the specific data. The final results will be independently verified.



Voting will close on Sunday 12th June at 12 midnight GMT.

With Best Wishes

Jan
Chair of the Nominating Committee
j.w.meijerhof@saxion.nl



EuroCHRIE 2016 Budapest (26-28 October, 2016)

‘WHAT’S GOING WELL IN HOSPITALITY, TOURISM AND EVENTS’?

This year's conference will be held at the Budapest Metropolitan University in Budapest (<http://eurochriebudapest2016.org/>). The conference organizer is the largest private university of Hungary with over 8,000 students. The main theme is divided into the following special streams:

- Wellbeing, health, wellness and spas
- What's going well in education and teaching?
- What's going well in research?
- What's going well in hotels and hospitality?
- What's going well in tourism and events?
- What's going well in your own specialism?



The conference has already attracted over 150 papers from 33 countries.

The event will present some really exceptional keynote speakers including Jeremy McCarthy (Group Director of Spa for Mandarin Oriental Hotel Group), Franz Linser (Co-chair of the Global Wellness Summit), Sally Brown (Staff and Educational Development Association (SEDA) Senior Fellow), Phil Race (Visiting Professor at the University of Plymouth). The host university also offers two excellent speakers Melanie Smith & Laszlo Puczko (invited Keynote Speakers in over fifteen countries) and academic and industry experts in health tourism for the last 15 years (http://eurochriebudapest2016.org/?page_id=107).

The conference will host specialist workshops (**25th October and AM 26th October**) offered by event sponsors REDGlobal, STR and HOTS (They are free but you will need to register for these workshops). During the conference, there will also be three special symposia:

1. **New Forms of Research - Education - Practice** (*Facilitator: Dr. Xander Lub*),
2. **Guests on Earth, Sustainability in Hospitality** (*Facilitator: Dr. Elene Cavagnaro*),
3. **Data Sources and Strategies for Research in Revenue Management** (*Facilitator: Henri Kuokkanen*),
4. **Africa – Development or Pure Business from an Educational Perspective** (*Facilitator: Anders Johannes Justenlund*),
5. **REDGlobal as part of the EuroCHRIE Career Academy** (*Facilitator: Dr. Marianna Sigala*),
6. **Research Methods Workshop** (*Facilitator: Dr. Liz Ineson*).



The Conference will be co-organised and hosted by the School of Tourism, Leisure and Hospitality which is located on the main campus of METU (left) (http://eurochriebudapest2016.org/?page_id=14).

Budapest is one of the most popular city destinations in the last couple of years. The city offers a unique combination of historic

charm, thermal traditions, ruin bars and contemporary creative attractions. The organizers have secured some great hotels which are all centrally located and close to the main attractions of the city with easy access to the Conference venue.

The social programme will introduce the gastronomic delights of Budapest, e.g. special wine selection from the best of the 22 wine regions and the Gala Dinner and Awards Evening at the historic Gellert Thermal Baths (Right) and The Dutch Hotel Schools invite attendees to a special get-together evening.



Registration for EuroCHRIE 2016 can take place via the official website: http://eurochriebudapest2016.org/?page_id=10

We look forward to welcoming you to Budapest.

Dr. Melanie Smith & Dr. Laszlo Puczko
Joint Conference Organisers



Educational Opportunities at EuroCHRIE Budapest 25th - 28th October, 2016

by Susan Horner, Director of Education

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. Please note that some of these commence on 25th October so come early. A summary is below:

Tuesday, October 25th (Venue: Budapest Metropolitan University)

8.30 – 17.30: Certification in Hotel Industry Analytics Train-the-Trainer Workshop offered by STR SHARE Centre. (Facilitator: Steve Hood)

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

'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'

Tuesday, October 25th (Venue: Budapest Metropolitan University)

13.00-17.30: HOTS Simulation Train-the Trainer Workshop (Facilitators: Philip Marston and Michael James)

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'

Wednesday, 26th October (Venue: Budapest Metropolitan University)

9.00-12.30: REDGlobal: Using new generation simulations in capstone, core, and elective courses. (Facilitators: Peter Starks and Heidi Anaya)

The workshop presents a three year summary of global simulation best practices which have produced exceptional student evaluations, instructor enjoyment, industry support, and student certification in over 40 countries and in eight languages. Blending presentation with open discussion, the workshop brings together simulation advocates and new adapters in a focus group of sharing and creating the skills, knowledge and mind set of career-ready students.

"Tell me I forget...Teach me...I remember. Involve me...I learn." Ben Franklin

Wednesday, 26th October (Venue: Budapest Metropolitan University)

9.30-12.30: Workshop: Africa - Development or Pure Business from an Educational Perspective (Facilitator: Anders Johannes Justenlund)

Wednesday, 26th October (Venue: Budapest Metropolitan University)

18.00 -19.00: First time Attendees Reception

A chance to network with new delegates and discuss educational developments and research agendas

Thursday, 27th October (Venue: Budapest Metropolitan University)

9.00 – 10.30: Keynote Speakers:

Dr Sally Brown: *Engaging students, engaging staff: how can we foster high levels of staff and student motivation to produce excellence in learning and teaching*

Dr Phil Race: *Making learning happen: inspiring students, in and beyond the lecture room*

So what a line up of experts and opportunities and I really look forward to seeing you there! It will be my last event in my role and I look forward to continuing to work with the new Board and colleagues in the future. Thanks for all your inputs from across the world. For more details: <http://eurochriebudapest2016.org/>

Dr Susan Horner, Associate Professor in Hospitality, Tourism and Events, Plymouth University, UK. susan.horner@plymouth.ac.uk

Don't forget that all of the photos and some of the proceedings from Manchester 2015 are still available to view at <http://www.eurochrie.org/experience-eurochrie-2015/>

The EuroCHRIE Board welcomes 2 new Area Consultants

GERMANY – Robert Wetterauer r.wetterauer@angell.de

MIDDLE EAST – Ashil Shah ashil.shah@emiratesacademy.edu



Revised Institute of Hospitality Management Standards

The Institute of Hospitality has been reviewing and updating the Institute's Management Standards. The Standards are intended for a wide variety of uses by individuals, employers, careers advisors, HR professionals, academics and others.

**Our
 Premium
 Members**

- Alain Ducasse Education
- César Ritz Colleges Switzerland
- Cyprus University of Technology
- Dublin Institute of Technology
- Ecole Hoteliere, Lausanne
- Ecole Superieure Internationale de Savignac, France
- Glion Institute of Higher Education
- HAAGA-HELIA University of Applied Sciences
- Hotel Management School - Stenden University
- Institut Paul Bocuse
- International University Of Applied Sciences Bad Honnef * Bonn
- Jordan Applied University College of Hospitality and Tourism
- Manchester Metropolitan University
- NHTV Breda University of Applied Sciences
- Oxford Brookes University
- Saxion University of Applied Sciences
- Sheffield Hallam University
- SHMS Swiss Hotel Management School
- The Emirates Academy Of Hospitality Management
- The Total Simulator Company Ltd.
- University College of Northern Denmark
- University of Surrey

If we have missed you then please contact

EuroCHRIE Director of Membership
 Henri Kuokkanen
henri.kuokkanen@glion.edu

Your logos will be on the EuroCHRIE website with links to your websites.

Moving on from Dubai...



After more than 5 years working at The Emirates Academy of Hospitality Management in Dubai, EuroCHRIE Vice-President, Dr. John Fong will be moving to Miami, USA. He will be taking on the position of President/CEO of San Ignacio College (www.sanignaciocollege.edu) with effect from January 2017.

Commenting on his new appointment Dr Fong said, *"This is an exciting position and I'm privileged to be able to contribute to the development of San Ignacio College. Having worked in Asia, Australia and the Middle East, I'm looking forward to working in the USA. I still have full intentions to complete my term as President and Immediate Past President of EuroCHRIE and special provisions in my new position have been put in place to ensure that I carry out my commitment."*

Dr Fong will be relocating from Dubai to Singapore from August 2016. He will then be on sabbatical from September - December 2016 before relocating to Miami. During his sabbatical, he will be available for consulting and teaching activities and can be contacted at jfong.global@gmail.com.



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.

Hospitality, Thai Style – by Maureen Brookes, ICHRIE President.

Greetings from a hot and steamy Bangkok. The 14th Annual APacCHRIE Conference on Crisis Management and Business Continuity in the Tourism Industry has just drawn to a close. It is safe to say that a good time, as well as an educational time, was had by all. Our conference hosts, Dusit Thani College excelled themselves and particular thanks should be given to both Mrs Vera Pardpattanapanich and Ms Pichaya Noranitiphadungkarn who worked non-stop throughout the conference with their team, in addition to their efforts over the last 18 months to plan and organise the event. Over 331 delegates from 34 different nations attended the conference. While most delegates came from the ApacCHRIE Federation, EuroCHRIE was also well-represented. There were a further 40 delegates who attended the youth conference.



The conference began with a wide range of research paper presentations on Wednesday, 11th May.

The official welcome reception that evening offered delegates an excellent opportunity to catch up with old friends and make connections with new ones. As expected, the food was outstanding. The next morning it was back down to business however, with the official

opening ceremony and an address by Ms Kobkarn Wattanavrangkul, the Minister of Tourism and Sport for Thailand. This session was followed by a dialogue between Professor Kaye Chon of Hong Kong Polytechnic University and Mr Chanin Donovanik, Vice Chairman of Dusit International and Mr Siradej Donovanik, Assistant Director Project Investment, Dusit International. This particular format, an informal question and answer session went down very well with the audience. Keynotes were given by Professor Kaye Chon, Ms Suphajee Suthumpum, Group CEO of Dusit International, and Mr Bernhard Bohnenberger, President of Six Senses Hotels, Resorts and Spas (at the Youth Conference). We also heard from Mr Michael Wunsch, General Manager of Hotel Bikini Berlin and Mr Yod Chinsupakul, CEO and Founder of Wongnai (the Yelp of Thailand).

Over the course of the conference, delegates had the chance to attend 180 research paper presentations, 21 poster presentations (out of 291 submissions in total). There were pre-conference workshops available and workshops during the event. The gala dinner and awards ceremony was a sellout. There was Thai entertainment throughout but some very interesting Thai dancing by Professor Chon after dinner.

On behalf of ICHRIE and all the delegates, thank you Dusit Thani College and APacCHRIE for looking after us so well. Thanks also to Ma. Christina Acquino, President of APacCHRIE. My special thanks must also go to Wacharakorn Mayuree, a faculty member at Dusit Thani College, for looking after me and ensuring I got to where I was supposed to be on time. Not an easy task where there were so many people to stop and chat to.

On to the ICHRIE conference next. Looking forward to seeing as many of you as possible in Dallas in July 2016 for our 70th Anniversary!

With kind regards
Maureen Brookes
meabrookes@brookes.ac.uk



20-22 July 2016

Gaylord Texan Resort & Convention Center
Dallas/Grapevine, Texas USA

All members are invited to join ICHRIE for the 2016 Annual Summer Conference & Marketplace in Dallas/Grapevine, Texas USA from 20-22 July at the Gaylord Texan Resort & Convention Center. The Annual Conference promises to be filled with new and innovative educational research, exciting displays at the ICHRIE Marketplace and numerous opportunities to take advantage of networking with members and guests.

Don't forget that all of the photos and some of the proceedings from Manchester 2015 are still available to view at <http://www.eurochrie.org/experience-eurochrie-2015/>



EuroCHRIE goes East

Jan W. Meijerhof
EuroCHRIE Immediate Past President
j.w.meijerhof@saxion.nl



Together with EuroCHRIE board members John Fong and Anders Justenlund I had been invited to represent EuroCHRIE to speak about the future of hospitality and tourism at the 10th International Forum on China Hotel Brand Development cum Asia-Europe Forum for World Hospitality and Tourism Education, held in Gui'an New District, Guizhou Province, China.

The forum was organised by SHTM-Hong Kong Polytechnic University and the Provincial Government and attracted over 500 attendees. The Chinese government is developing an area around Gui'an New District as an economic growth pole focusing on several key themes, tourism development being one of them.



I had the honour to participate in a panel discussion chaired by Professor Kaye Chon (HK Poly) with representatives from UNWTO, AMFORTH and APTA which was dedicated to the future of hospitality and tourism education. Developments like blurring boundaries, sustainability, globalisation and technology and what these mean for education in hospitality and tourism were subject of debate. More specifically, we discussed the industry's need for more generic skills in comparison to job specific skills and the relations between universities and the industry, which is still a challenge for many institutions. I also took the opportunity to introduce our association and to promote the upcoming conferences in Budapest and Nairobi. Don't hesitate to contact me for further talks about this.



The 2016 EuroCHRIE Awards

Do you know of a colleague deserving of special recognition?



Kevin Nield

Chair of the Awards Committee

Dear EuroCHRIE Members

We will soon be seeking nominations for the 2016 EuroCHRIE awards which will be presented at the October conference in Budapest during the Gala Dinner. It is easy to nominate someone - all you need to do is send a recommendation email detailing why you think the nominee is a deserving candidate for a specific award and provide some background information on the nominee (e.g. resume or bio) to **Kevin Nield** at k.nield@shu.ac.uk

We are more than happy to receive nominations up until the **10th of August 2016**. Once the nominations are all in, the final decisions will be made by the nominating committee, chaired Kevin Nield as Immediate Past President.



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



STR Global “Bridging the Gap” Award 2016 – in recognition of significant contributions related to bridging the gap between academia and industry.

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

Prize

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

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). Rates start from just €100 so get in touch today!





**Institute
of Hospitality**

Institute of Hospitality Education Research Award

The award will commend an individual piece of research that has made a significant contribution to the hospitality industry and to education. This could be a paper submitted to the forthcoming

EuroCHRIE conference or alternatively a piece of research that is undertaken by a EuroCHRIE member.

Prize

- A cash prize of 500 Euros
- Complimentary membership of the Institute of Hospitality for one year
- A certificate
- A summary of the chosen research to be published in *Hospitality* magazine



The EuroCHRIE International Industry Award

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

Don't forget that all of the photos and some of the proceedings from Manchester 2015 are available to view at <http://www.eurochrie.org/experience-eurochrie-2015/>

From the Editor

If you have any articles for the next newsletter then please contact me at 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 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

CONSUMER BEHAVIOUR IN TOURISM



SUSAN HORNER AND JOHN SWARBROOKE

About the Book

Now fully revised and updated, the third edition of this bestselling text provides students with a vital understanding of the nature of tourism and contemporary tourists behaviour in political, social and economic context and how this knowledge can be used to manage and market effectively in a variety of tourism sectors including: tourism operations, tourist destinations, hospitality, visitor attractions, retail travel and transport.

This third edition has been updated to include:

- New material on the impacts of IT on research and marketing communications, the rise and influence of social media and virtual technology, the growth in the interest of sustainable tourism products including slow food, the experience economy and new consumer experiences including fulfilment.
- New international case studies throughout including growth regions such as the Middle East, Russia, Europe, China, India and Brazil.
- New companion website including Power point slides and a case archive.

Each chapter features conclusions, discussion points and essay questions, and exercises, at the end, to help tutors direct student-centred learning and to allow the reader to check their understanding of what they have read. This book is an invaluable resource for students following tourism courses.

Reviews:

“The authors have done it again! The book covers timely and topical issues and generates new insights on consumer behaviour in tourism. The content comes alive through discussion points, exercises and interesting case studies. The book is a must read for students, researchers and tourism marketing professionals.” - *Brent W. Ritchie, Professor of Tourism, University of Queensland Business School, Australia*

“The third edition of Swarbrooke and Horner’s Consumer Behaviour in Tourism is a much-welcomed update to this cornerstone textbook, which remains the leading textbook for understanding consumer behaviour in tourism in the contemporary world. While retaining much of its core text on the main principles, issues and techniques of consumer behaviour from its previous editions, this update includes valuable new sections on important topics affecting tourism consumption behaviour, including social media, emerging markets, ethical concerns and terrorism.” - *Scott Allen Cohen, Reader in Tourism Management, Deputy Director of Research, School of Hospitality and Tourism Management, University of Surrey, UK*

"With a great diversity of topics, this is a comprehensive textbook for those looking to update their knowledge on consumer behaviour in tourism. Combining theory and practice, it starts with the history of consumer behavior, touches upon hot topics and then moves forward to discuss possible future changes. The chapters are well-designed to establish the link between consumer behaviour and the associated subjects such as marketing, quality, tourism demand, amongst others. Each chapter is also nicely enriched with a brief overview of up-to-date case studies worldwide." - Professor Metin Kozak, Dokuz Eylul University, Turkey



Book published by:
 Susan Horner (Associate Professor in Hospitality, Tourism & Events) for more details contact susan.horner@plymouth.ac.uk
 John Swarbrooke (Professor and Associate Dean International - Plymouth Global).

The March 2016 Top 5

Year-over-year RevPAR change in local currency

March 2016 vs March 2015

Countries	Occ (%)		ADR		RevPAR		Percent Change from March 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Croatia	32.0	24.9	542.68	447.57	173.39	111.60	28.1	21.3	55.4
Ireland	74.5	72.1	116.27	95.24	86.67	68.70	3.3	22.1	26.2
Portugal	62.4	55.4	75.99	69.04	47.43	38.21	12.8	10.1	24.1
Netherlands	69.0	63.4	111.48	99.40	76.96	63.07	8.8	12.1	22.0
Czech Republic	64.5	60.7	1810.45	1662.02	1168.21	1009.00	6.3	8.9	15.8

March 2016 vs March 2015

Markets	Occ (%)		ADR		RevPAR		Percent Change from March 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Amsterdam	76.6	71.0	132.45	113.47	101.41	80.61	7.8	16.7	25.8
Dublin	78.9	79.9	124.66	100.35	98.38	80.16	-1.2	24.2	22.7
Prague	69.5	64.9	1871.16	1694.78	1301.03	1099.96	7.1	10.4	18.3
Saint Petersburg	47.9	46.5	3829.54	3396.20	1836.15	1579.02	3.1	12.8	16.3
Vilnius	56.2	52.7	62.07	57.12	34.87	30.10	6.6	8.7	15.9

Source



CHIA Description

The Certification in Hotel Industry Analytics (CHIA) is the leading certification for undergraduate and graduate students, as well as professors, in Hospitality and Tourism programs. 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 that are used by industry professionals. Recipients have a grasp of the current landscape of the hotel industry, including relevant current events. 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. Qualifying students receive a certificate of accomplishment. Their names and schools are listed on the American Hotel & Lodging Educational Institute (AHLEI) website and they can use the CHIA designation on their resume/CV and business cards.

Content

The certification is based upon four core content areas:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals – the metrics used by the Hotel Industry
- Property Level Benchmarking with STAR Reports
- Hotel Industry Performance Reports (Trends, P&L, Pipeline and Destination Reports)

A detailed outline of the training content and a sample exam are available. CHIA training includes case scenarios, hints, sample reports, industry “tricks of the trade,” analysis examples, quizzes, discussion questions, and application exercises where participants gain hands-on experience working with hotel data. Universities are provided with a comprehensive training program, sample data and supporting materials to make it easy to present the training to their own students. Schools are presenting the certification training to students in labs and optional workshops as well as courses in lodging operations, revenue management, finance and capstone classes. There is an abbreviated version of the CHIA certification called the Hotel Industry Foundations and Introduction to Analytics (HIFIA) specifically geared for two-year schools, technical programs and emerging nations. Please let us

know if you would like details and a course content outline.

Details

The exam is administered by the AHLEI. There are 50 questions on the exam and a minimum score of 70% must be obtained. Retakes are available. The cost of the certification for students is \$75. Need-based scholarships are available. Instructors can obtain the certification for free.

Train-the-Trainer Sessions

Free Train-the-Trainer sessions are conducted all over the world on a regular basis. See the included schedule for upcoming dates and locations. The TTT sessions present the CHIA content and prepare instructors to be able to present the CHIA training at their own universities. We show how you can personalize the training related to your own country or city or any area of the world that you are interested in studying. Instructors can take an online exam after the TTT session to receive the CHIA certification themselves.

Up and Coming:

Vail, Colorado, USA – 17 June 2016 (tourism emphasis)

Shanghai, China – 15 July 2016 (HIFIA)

Dallas, Texas, USA – 19 July 2016

Beijing, China – 10 July 2016

Puerto Rico – 29 September 2016

Budapest, Hungary – 25 October 2016

Lucerne, Switzerland – 9 November 2016

New York, USA – 12 November 2016

We are planning additional sessions for the later part of the year, so please inquire about other possible locations and dates by emailing sharecenter@str.com.

Progress

Since 2012, nearly 5,000 students and professors have received the CHIA. Over 1,000 professors from 400 universities have attended over 50 Train-the-Trainer sessions. We regularly receive appreciative testimonials from graduates regarding the value of the CHIA during their interviews and when they start their hospitality careers. Starting in 2013, the CHIA certification is now being provided to industry professionals, so hotel companies are recognizing the importance of the analytical skills covered in the CHIA certification for their own staff.

The CHIA is offered globally through a joint effort between the AHLEI (American Hotel & Lodging Educational Institute), ICHRIE (International Council on Hotel, Restaurant, and Institutional Education) and STR/STR Global

Testimonials

“The School of Hospitality Leadership at East Carolina University has been part of the Certification in Hotel Industry Analytics (CHIA) since the pre-pilot days. The integration of the exam and its corresponding materials has enhanced the professional recognition of our students and supported them in their job searches. SHL typically has 40 students taking the CHIA exam each semester. Since its introduction to the curriculum, almost one hundred fifty students have earned the CHIA designation. The CHIA material is integrated in my own class focusing on financial management and has assisted students in handling more complex problems. They strengthen their decision making skills by focusing on the interpretation of data. The CHIA program integrated with ECU academics and combined with industry experience has been a positive addition to student education and professionalism.”

**Robert M. O’Halloran, Ph.D., Professor and Director
School of Hospitality Leadership, East Carolina
University**

“The CHIA certification has enabled my students to be more prepared for their future jobs in the hotel industry by giving them exposure to and learning one of the most used reports in the industry, the STAR report. In addition to their increased skills on reading and interpreting this report, their analytical skills in general have increased after earning this certification since many of the analytical skills used to read the STR reports are easily transferable to other reports. Many students have told me that after getting the certification and applying for jobs those potential employers are impressed with the student having the certificate and their current analysis skills right out of school.”

**Toni Repetti, Ph.D., Assistant Professor
William F. Harrah College of Hotel Administration,
University of Nevada Las Vegas**

“The STR CHIA Certification is one of the best things we do in teaching revenue management in our program. I could not ask for a better tool to prepare students for management careers in hospitality management. We are proud to be associated with STR in facilitating this invaluable learning for our students. The course contents are well organized and slides are easy to follow. The support provided by the STR with STAR reports and other teaching materials is truly admirable. The examination process is hassle

free and results are provided very promptly to meet the university due dates. Moreover, the support provided by the STR in educating teachers in delivering the content is truly incredible. I highly recommend the STR CHIA Certification for hospitality management programs.”

**H.G. Parsa, Professor, Barron Hilton Chair in
Lodging
Daniels College of Business, University of Denver**

“My Certification in Hotel Industry Analytic has helped me greatly in my current job and only better prepared me for my future career in the hotel industry. I had been working at a Hampton Inn for almost two years prior to receiving my CHIA; I so I was pretty familiar with many hotel functions and practices, but I still learned many new things from that class. It gave meaning and purpose to many terms I had heard while working, and helped me understand why many things are done the way they are. So, I definitely believe that receiving my CHIA helped me improve my knowledge and skills in the hospitality industry.”

**Cody Cuthbertson, Hospitality Management
Class of 2016, Southern Utah University**

“I am glad I got the CHIA certification because it made me more prepared for my future in the hotel industry. Not only did it help me to learn how useful STR reports are for properties, but it also taught me the details of these reports and how to understand them. After studying for and taking the CHIA exam, I feel that I have a better understanding of the hotel industry at large.”

**Jenna Kronenfeld
Cornell University, School of Hotel Administration**



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