

EuroCHRIE News

The European Federation of International CHRIE
The Hospitality and Tourism Educators

Summer 2017



A Message from the EuroCHRIE President

EuroCHRIE, Africa, ApacCHRIE & Beyond....

Firstly, I would like to thank the voting members of EuroCHRIE who have the confidence in me as Federation President. It is a huge responsibility to lead a Federation that spans over Europe, The Middle East and Africa. Furthermore, I am taking over the leadership of a CHRIE federation which will be seeing a lot of changes over the next couple of years. A new course that I have been a part of when I was federation secretary and later vice president. Now the time has come to initiate the implementation of our strategy for EuroCHRIE.

As most of you already know this year our Federation conference will be in Nairobi, Kenya (October 23-25). This will be the very first CHRIE conference on the African continent. Personally, I am happy that we can welcome both our vice president, Chris Roberts and president Amit Sharma to this year's conference. It is important for an organisation like ICHRIE to be present in Africa, a continent that currently sees a significant growth in the tourism and hospitality industry. With this growth comes a higher demand in qualified labour to make sure that this positive development sustains. This is one of the reasons why EuroCHRIE decided to host a hospitality research/education conference in Kenya. I will assure you that there will be opportunity to meet our new African EuroCHRIE members and many new potential members from all over the continent. Make sure that you have plenty of business cards for this conference.

Africa is not the only adventure that we have in the pipeline when it comes EuroCHRIE projects. I am personally heading the task force group that coordinates the planning for the 2019 conference. A conference that EuroCHRIE will host together with APacCHRIE - the conference will take place in Hong Kong. At this time, I would like to extend my

appreciation to Hong Kong Poly U and Professor Dr. Kaye Chon and his team for taking on the responsibility to host the very first joint conference between two CHRIE federations. It is a challenging task and there are many areas to be discussed before we can welcome you in Hong Kong. I am confident in this collaboration and consider it to be a very important project in relation to enhancing the international activities within CHRIE. I am sure that this project will also strengthen the relationship between EuroCHRIE and APacCHRIE and I am looking forward to working closely with the APacCHRIE president, Samir Thapa on this conference in our presidential year and beyond.

I have already been asked several times why EuroCHRIE and APacCHRIE decided to host a joint conference. The answer is straight forward. The market for conferences has changed over the past few years and we are seeing more specialised conferences. This will challenge the conventional generic hospitality and tourism conferences where we have seen attendance dropping because of limited resources. We need to reinvent the conference concept and get out of the mind set of "business as usual". Making a joint conference forces us to think in new ways which are aligned with new demands.

New adventures in fresh geographical areas with creative concepts is a necessity so that we can be innovative in our thinking within different organisations. I am ready to put in a lot of hard work to make sure that our network, which has given me so many fantastic experiences and to make so many close friends, will be there in the future!

If you have any questions or concerns that you wish to discuss then please feel free to contact me.

See many of you in Nairobi

Best Wishes

Anders

[Anders Justenlund](#)

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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 can now 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 bookmarked the EuroCHRIE webpage otherwise you will not be viewing the latest updates.

Finally, we have a new logo. If you are a premium or institutional member of EuroCHRIE you will be able to use the logo for your advertising materials or address line. I will send you a high resolution attachment if you contact me at admin@eurochrie.org

Rai Shacklock - EuroCHRIE Federation Administrator

EuroCHRIE Members: A Summary

To me the greatest strength of EuroCHRIE is its members. Our diversity across countries and continents gives us potential to develop international networks and to learn best practice across cultures and customs. Therefore, I wanted to share a graphic that shows the EuroCHRIE geography.

The figure depicts home countries of EuroCHRIE members at the end of 2016. A deeper shade of blue indicates a higher number of members in the country. Switzerland, the UK and the Netherlands are the top 3 countries in terms of member count. In each country, there are 20+ named members. While this group of three has formed the core of EuroCHRIE for years, the country to gain most new members in absolute terms during 2016 was France. Maybe in 2017 France will also join the 20+ group?



However, there are still blank areas on the map, particularly in Africa and Eastern Europe. The 2017 conference in Nairobi will raise awareness of EuroCHRIE among hospitality schools on the African continent, and I count on more educators and schools joining us as a result. As mentioned earlier, we have also strengthened our Eastern European visibility by nominating a new area consultant in the region. With these actions I look forward to the membership map demonstrating deeper shades of blue with significantly fewer blank areas by the end of 2017.

All the best, and see you in Nairobi!

Henri Kuokkanen
henri.kuokkanen@gmail.com
Past Director of Membership



From the Editor – Rai Shacklock admin@eurochrie.org

At the recent Board meeting in Nairobi, the Board agreed that it would start to accept a limited number of advertisements for new programmes and events from **EuroCHRIE Premium and Institutional** members as an added membership benefit. If you would like to post something then please send me:

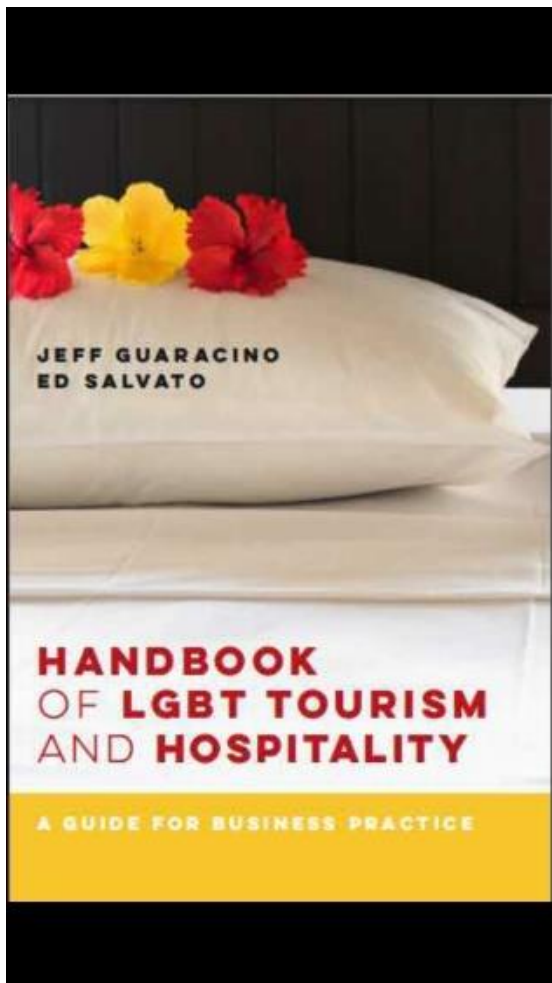
- Institutional logo in Jpg format;
- Title of the programme or event;
- The link to the programme or event on your website.

I cannot adapt any material that you send through - so it must come camera ready please.

I am also publishing in the newsletter any new books that EuroCHRIE members have written or edited. If you would like to promote then please send me the following details.

- Book cover in JPG format;
- Title of book and author;
- 50-100 word description;
- Link to publishers website

The Handbook of LGBT Tourism and Hospitality: A Guide for Business Practice



JEFF GUARACINO | ED SALVATO

The Handbook of LGBT Tourism and Hospitality: A Guide for Business Practice includes interviews with nearly a hundred industry experts and analyzes multiple emerging trends among LGBT travelers. It offers an easy-to-read, practical, and relevant guidebook with a simple goal: to help marketing professionals, business owners, tourism and hospitality professionals, students, and trainees compete in the increasingly competitive global LGBT travel and hospitality industry

Advance Reviews

"Impressively establishes itself as an essential and informative guide for those in the hospitality, marketing, and advertising

industries. The book expertly proves the LGBT sector to be an economic, political, and societal force that cannot be ignored. The authors have compiled thought-provoking data and smartly executed interviews with leaders in hospitality.

This guide successfully serves as a concise and thorough guide to understanding the LGBT consumer/tourist, and offers advice flexible enough to be pertinent to all aspects of hospitality. The subject is handled with a brevity and perspicacity that makes it easy to navigate and utilize. Through compelling research and testimony, this handbook is a useful and effective guide for existing and newly established hospitality professionals to tap into LGBT tourism and hospitality."

Contents

1. The Foundations of LGBT Tourism and Hospitality
2. Business Essentials: Understanding the LGBT Travel Market
3. Business Opportunities
4. Marketing Your Business
5. The Global View: Opportunities and Challenges
6. Trends and Industry Resources

- Spring 2017
- 195 pages
- 22 color illustrations

Use code HPP for 30% discount

- Hardcover \$90.00 / £75.00 ISBN: 978-1-939594-18-1
- Paperback \$45.00 / £38.00 ISBN: 978-1-939594-17-4
- E-book \$39.99 / £30.00 ISBN: 978-1-939594-19-8

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NEW YORK CITY

Order from: [Harrington Park Press](#) [use code HPP for 30% discount], Amazon, or your local bookseller. For full details [go to](#)



CALL FOR PAPERS AND POSTERS

27th Council for Hospitality Management Education (CHME) Annual Research Conference

***Innovation in Hospitality: Connecting
stakeholders to deliver memorable
experiences***

***22th-25th May 2018 Bournemouth
University, UK***

Bournemouth University is proud to host the 27th Council for Hospitality Management Education's Annual Research Conference in May 2018.

The hospitality industry strives to cope with the changing forces in the environments in which it operates. Such changes are multifaceted and driven by dynamic economic, political, social and technological forces. Innovation in hospitality is crucial so that all stakeholders can offer improved and memorable customer experiences in a situation of flux. The Council for Hospitality Management Education conference is the best avenue to drive our agenda for research and learning in hospitality with regards to products and services, process, marketing, people and institutional innovation. The conference theme relates to innovative practices in all aspects of the hospitality experience including in hospitality education.

There is also growing academic interest in issues related to the hospitality experience such as the sharing economy, talent management, technology and distribution, food innovation and design, crisis and risk management and gender and religion. The CHME18 conference invites contributions within the following main themes:

- Hospitality Management
- Learning, Teaching, and Assessment in Hospitality

- Critical and Cultural Studies in Hospitality
- Today's and Tomorrow's Consumer
- Technology and Innovation in Hospitality.

Other relevant thematic areas include:

- Experiences and consumers of the future
- The sharing economy and challenges to commercial hospitality
- Collaborative consumption and co creation
- Management of talent in the hospitality industry
- Human Resource Management and Leadership in hospitality
- Technology and distribution
- Food innovation and design
- Luxury vs functionality
- Gender and religion
- Female leadership in hospitality
- Crisis management, risk management, safety and security
- The future of hospitality.

We also invite workshop contributions from industry stakeholders and practitioners under the theme: 'Innovation in hospitality and tomorrow's consumers'. We would like to engage industry professionals and government officials in a dialogue on how to best utilise our education and research outputs for the benefits of the industry and to share best practice.

The deadline for submissions is Friday 26th January 2018. Papers and posters should be submitted to:

papers@chme18.org
posters@chme18.org

Industry workshop proposals should be submitted to: hosman@bournemouth.ac.uk

For more information please contact CHME2018 Chair, Dr Hanaa Osman

hosman@bournemouth.ac.uk

For full details of the conference and paper, poster and workshop guidelines, please visit the conference web site:

<http://www.chme.org.uk/news/2017/06/01/2018-CHME-Annual-Research-Conference/>



EuroCHRIE Adventure to Africa

***By Peter Russell, EuroCHRIE Director of Industry Relations
Russell Partnerships***

t: [+44 \(0\)20 7665 1888](tel:+442076651888)

e: peter.russell@russellpartnership.com

When I first heard that EuroCHRIE would be going to Africa in 2017, I was very excited that I would have the opportunity to travel to a country and continent which I have never been to before. Over the years I have known a few people who have travelled to Africa either for tourism, business or as part of charity work and the overwhelming response has always been positive. With this in mind, my excitement about the chance to visit twice in 2017 (once for the board meeting and again for the conference) started to grow.

With this excitement, also came some apprehension about going to both a new place and a place where there would be lots of supplementary things to arrange, such as immunisations and visas. I speak as someone who spends the majority of his time on the road travelling the world – last year I spent 175 days away from home visiting 18 different countries. So I am well versed with travel and going to new places. Even with this, Africa and Kenya felt like it would be a step into the unknown. I think in part this comes from some of the misconceptions about safety and security with regard to terrorism, personal attacks and the threat of malaria.



Having now been to Kenya for the Spring Board Meeting in March, I can report that none of these issues should cause you any concern. I asked if I could write this piece for the newsletter, as I would really hate for anyone to not attend the conference because of these concerns. So long as you are aware of what needs to be done ahead of your travel to Kenya, there should be no issues whatsoever.

Kenya is such a beautiful country, with friendly and welcoming people – this is a great opportunity to experience this amazing place with the EuroCHRIE family. I would strongly encourage you all to attend the conference for both the content of the event and

to experience African hospitality at its finest. As part of the conference you will have the opportunity to visit some great places, including the elephant sanctuary, giraffe center and the Karen Blixon Garden. Then there is the small matter of the safari after the conference. The safari experience is one of the only truly breath-taking travel experiences I have ever had. Believe me when I say that you will not regret taking this trip.

All of the operational elements required for the trip are very easy to do. Make sure you go and see your doctor 5-6 weeks before the conference, they will then guide you through the injections you require and ensure you are fit for travel to Kenya. They will also prescribe your malaria pills and advise on the best type to take. The travel visa is very easy to apply for and can be completed online within 30 minutes, you will then receive your visa within a couple of days. On arrival in Nairobi everything will be taken care of for you regarding transfers etc, so there really is nothing to worry about.

I encourage you to book your place now and start making plans for October – See you there - Peter

EuroCHRIE Research Forum

Dear Potential Research Partner

At the end of 2016, the EuroCHRIE Research Forum was launched in order to enable interested members to be matched with potential research partners - a bit like a confidential research dating site!!

I attach some information about the EuroCHRIE research partner proposal. If you are interested, please complete the attached pro-forma and return it to me at your convenience. I will respond to let you know whether or not I can find a suitable partner for you in the current database.

This very simple form is being used to develop a data base of researchers who wish to collaborate for publication purposes. Potential research partners might range from new researchers who need help to publish their own, or their students', work to very experienced researchers. If you are interested in finding a publication partner, please complete this pro-forma and email it to me, Xander Lub at lub.x@nhtv.nl. Returning this pro-forma, you agree to allow me to hold your details on a spread-sheet to which only I will have access. During the initial phase, all partners will be put in touch with possible partners directly through me and the information you provide on this form will be treated in strictest confidence. The only exception will be your name/email which will be sent to possible matches.

1. Name:
2. Email:
3. Affiliation:
4. Subject(s)/field(s) of interest (Please list):
5. Expertise/Proposed contribution (Please delete if inapplicable or list):
e.g. research setup/study design; literature searching; literature review; data collection (quantitative or qualitative); specific methodology; data analysis (quantitative or qualitative); discussion; reviewing and editing draft papers with a view to publication; et al.
6. Are you a (Please delete as appropriate): Mentor? Mentee?
7. Have you any draft paper(s), perhaps submitted to a conference or for review, that need further work prior to publication? If so, please list title(s)/topics and say/explain what help you need.
8. Brief description of proposed role(s) the research partner(s) you are seeking:



Please send to Xander Lub, EuroCHRIE Director of Research lub.x@nhtv.nl



Event Sponsorship

Be the first to receive the findings of our latest research. Almost 500 professionals gave a terrific insight into what the future of sponsorship looks like.

The result is a free report you can download here
> <http://eventmb.com/FutureEventSponsorship>

53% of event professionals are currently struggling with event sponsorship. We are confident that this report will help to bring clarity to a very confused and fast paced environment.

The difference between event professionals that thrive in difficult times and those that struggle, is the willingness to be informed. We thank contributors for advancing our industry.

“Reach the unreached – touch the untouched”



<http://eurochrie17.org/sign-up/> and <http://eurochrie17.org/workshops/>



"Using New Generation Simulations for New Generation Students in a New Generation Marketplace"

Facilitators: Heidi Anaya

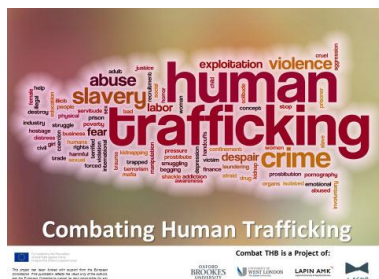


SHARE

c e n t e r

STR Certification

Facilitator: Steve Hood



Combat Human Trafficking in the Hotel Industry Workshop

Facilitator: Professor Maureen Brookes



PhD/Early Career Workshop

[PhD/Early Career Workshop](#)

When: Monday 23, Tuesday 24 and Wednesday 25 October

Where: Strathmore University (Tuesday or Wednesday)

Facilitators: Professor Maureen Brookes, Professor Rob Blomme and Professor Jean-Pierre van der Rest



RP Technology Announces 2017 Workshops

2017 will be a very active year for RP Technology with new products and services on the horizon and a series of worldwide workshops to be delivered. These workshops will be focused on Hotel Industry Insights and Revenue Management Outlook, with all sessions also featuring Interactive Simulation elements. Workshops are currently confirmed for the following locations. For further information and to book your place, please email Peter Russell (peter.russell@russellpartnership.com)

CHME Conference – Aalborg, Denmark – Now complete

Apac CHRIE Conference, Bali, Indonesia - Now complete

ICHRIE Conference – Baltimore, USA- Now complete

EuroCHRIE Conference – Nairobi, Kenya – date and time to be confirmed

Advertise your job postings through EuroCHRIE

From as little as 100 euros (depending on your membership status) you can advertise a job posting for 4 weeks. This entitles you to an advert on the EuroCHRIE website, with your logo and 2 emails to over 1000 academics in mostly Europe. For another 50 euros, we can boost your post through Facebook and Twitter.



'I recently advertised two Lecturer posts through EuroCHRIE jobs adverts. The response was great. I received approximately double the number of applications than usual for both posts. The applicants came from across the world and included some very well qualified candidates. I'd recommend EuroCHRIE job adverts to anyone wanting to quickly and simply extend the reach and visibility of their staff recruitment'



Dr Steven Rhoden, Head of Department, Marketing, Retail & Tourism, Manchester Metropolitan University, UK.

'We are very pleased to place vacancy advises on the EuroCHRIE website. You are definitely targeting the audience we like to reach. So from that perspective it is worth the expense.'

However, thus far we have had poor feedback on the vacancies we have placed.

We are currently looking at re-phrasing our adverts. This might, in future, enhance the response hopefully'



Harpert van Seggelen General Manager ZUYD Teaching Hotel Château Bethlehem

For more information contact Rai Shacklock at admin@eurochrie.org



STR SHARE Center Announces Forthcoming CHIA Train-the-Trainer Workshops

You are cordially invited to attend one of several upcoming CHIA Workshops planned around the world. The sessions are **free** 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.

-
- **Honolulu, USA** – Thursday and Friday September 21-22, following the 2017 Global Tourism Summit. This will be a two-half day (one full day total) CHIA training session. The location will be the Hawaii Convention Center.
 - **Medellin, Colombia** – Friday October 20, prior to the CONPEHT conference. This will be a one-day CHIA training session. The location will be the Institucion Universitaria, Colegio Mayor de Antioquia.
 - **Nairobi, Kenya** – Sunday and Monday October 22-23, prior to the EuroCHRIE Conference. This will be a two-day CHIA training session. More details about registration later in this article.
 - **Capetown, South Africa** – Tuesday October 31. This will be a one-day CHIA training session. The location will be the International Hotel School Cape Town Campus.
 - **New York, USA** – Saturday November 11 prior to the HX: The Hotel Experience. This will be a one-day CHIA training session. The location will be the New York University Midtown Center, NYC.
 - **Orlando, USA** – Tuesday December 12, prior to the World Research Summit conference. This will be a one-day CHIA training session. The location will be the Rosen College of Hospitality Management, University of Central Florida.
 - **Fort Worth, USA** – Wednesday January 3, prior to the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. This will be a one-day CHIA training session. The location will be the Hilton Fort Worth.
-

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

Certification in Hotel Industry Analytics (CHIA) - The "Certification in Hotel Industry Analytics" is being offered globally to undergraduate and graduate students, as well as professors through a joint effort between AH&LEI, ICHRIE and STR. Nearly 10,000 CHIA certifications have been granted and 100 train-the-trainer 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.

Best regards,
The SHARE Center Team



SHARE
c e n t e r

Register here for free if you are a EuroCHRIE member going to EuroCHRIE Nairobi 2017

STR Certification in Hotel Industry Analytics (CHIA) Training Session and Train the Trainer Workshop

When: Sunday and Monday, October 22nd and 23rd, 2017, 09:00 am – 5:00 pm

Where: Strathmore University, Nairobi

Facilitator: Steve Hood

Tel: +1 (615) 824 8664

Email: sharecenter@str.com

Steve: shood@str.com ext. 3315

Duane: dvinson@str.com ext. 3329

Melanie: mrueff@str.com ext. 3322

Fax: +1 (615) 824 3848



**International Centre
of Excellence in
Tourism and Hospitality
Education (THE-ICE)**

THE-ICE is proud to announce the appointment of Jane Gentle to the role of General Manager. Jane joined THE-ICE in December 2015 as Project Manager where she has embraced THE-ICE's collegial and customer-service focus corporate culture with ease.

Jane will continue to work closely with THE-ICE CEO, Pauline, to provide operational support over a diverse range of areas. Her appointment as General Manager will see

Jane step up as a key liaison for new incoming institutions and current members through the accreditation/re-accreditation process and

prepare THE-ICE ISBSB™ survey raw data into institution-specific Director's Cut reports.

Jane has a strong interest in marketing, business strategies and stakeholder relations and is looking forward to continuing to build strong long-lasting relationships with THE-ICE member network and business alliance partners.



Notes from the discussions between EuroCHRIE and APacCHRIE with regard a joint conference in 2019 – John Lohr



John Lohr, Peter Russell, Birgitte Jørgensen and Richard Ginioux attended the APacCHRIE conference in Bali and acted as representatives of EuroCHRIE.

Morning board meeting

Richard, attended - general issues were discussed with regards ICHRIE in collecting, data, payments and membership information. (Repeat of what was discussed in Bangkok one year earlier) China particularly expressed concern that their members could not access the ICHRIE while in China, necessary as they are hosting the 2019 conference and new Chinese school members would need to register and become ICHRIE members before attending to get the members rate.

Afternoon board meeting

John, Peter and Birgitte attended - presentation of two bids for 2019 joint conference, NKUHT Taiwan and KH Poly U, were made.

Joint conference meeting

John and Peter attended a post board meeting strategy meeting to discuss more details about the joint conference in 2019:

Key points:

- **Title**

"East meets West" plus additional tagline

- **Attendance Numbers attendees**

Qu needs projections so he can start the planning process. Agreed that benchmark should be set at 600 total attendees, 200 minimum from EuroCHRIE, 400 minimum from APacCHRIE + ICHRIE. EuroCHRIE attendees are more research and publication focused, APacCHRIE are less research oriented and attend for networking opportunities. Both organizations also feel it is possible to use the conference to generate new membership.

- **Fees**

Key issue to resolve, whereas EuroCHRIE sees conferences as a revenue generating activity, APacCHRIE tries to break even.

- **Sponsorship**

We will need to approach our organization a sponsor and work out a plan on their contributions as most support both organizations then decide how much will go to the conference organizers and how much will go to each of our organizations

- **Awards**

Will need to review and combine the awards from each organization and decide which ones will be shared, individual cut or added.

- **Dates**

Consensus was that late mid/late May dates are best for the conference, should collect general feedback from our contacts with short focus group of EU, USA, Africa and Asia schools providing knowledge on their curriculum timelines to ensure maximum attendance.

- **Travel and Tours**

A "concierge service" should be arranged to assist with accommodation and activities before and after the conference

- **Contacts and Communication**

Best to have one main point of contact at each organization and better to have it be incoming VPs rather than Directors of Networking as the VPs have more vested interests. In EC's case will be Ralf or Steven.

- **ICHRIE**

The joint conference has been discussed and recognized by ICHRIE, no need to ask for a formal approval letter or MOU as it will just complicate the process. Good however to inform ICHRIE that both organizations see the conference as a good way to increase - ICHRIE membership. Also important to solve website access issues, currently members from China cannot access the ICHRIE website or services.

- **MOU**

All of these and other points are to be discussed by EuroCHRIE at ICHRIE and a MOU outlining general understandings should be circulated and signed before Sept 1st 2017.



EuroCHRIE Premium members and partners

- ACCOR
- César Ritz Colleges Switzerland
- Cphbusiness
- Cyprus University of Technology
- Dublin Institute of Technology
- Ecole Supérieure Internationale de Savignac, France
- Endicott College
- Free University of Balzano
- Glion Institute of Higher Education
- HAAGA-HELIA University of Applied Sciences
- Hotel Management School - Stenden University
- Hotelschool The Hague
- Institut Paul Bocuse
- International University of Applied Sciences Bad Honnef * Bonn
- Jordan Applied University College of Hospitality and Tourism
- Lillabaelt Academy of Professional and Higher Learning
- Manchester Metropolitan University
- National University of Ireland, Galway
- NHTV Breda University of Applied Sciences
- Oxford Brookes University
- REDGlobal
- Rochester Institute of Technology, Croatia
- Saxion University of Applied Sciences
- Strathmore University
- STR
- The Total Simulator Company Ltd.
- University College of Northern Denmark
- University of Surrey
- Zeeland Institute of Business and Technology
- ZUYD Hogeschool

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



The September issue of Communique is now [available!](#)

- Teaching and Learning... and Croissants?
Amit Sharma, President, ICHRIE
- The Times They Are a Changing
Kathy McCarty, CEO, ICHRIE
- CHRIE FutureFund Sailed Out of Baltimore
Bob Bosselman, Chair, CHRIE FutureFund
- Career Development Academies – Highlights from 2017
Catherine Curtis, Director of Education, ICHRIE
- "Winter is Coming" and the NENA Federation is Ready
Erinn Tucker, President, NENA Federation
- SECSA Member Highlight
Melvin Weber, President, SECSA Federation
- Wisdom from Trail
Scott Smith, President, West Federation
- EuroCHRIE, Africa, ApacCHRIE & Beyond....
Anders Justenlund, President, EuroCHRIE Federation
- The Need for Big Data Analysts in Hospitality and Tourism Education
Godwin-Charles Ogbeide, President, Central Federation



EuroCHRIE 2017 – Nairobi, Kenya 23rd-26th October 2017



“Reach the unreachable – touch the untouched”

On behalf of Strathmore University, Saxion University of Applied Sciences and University College of Northern Denmark we are delighted to welcome you to the African continent for the 35th EuroCHRIE 2017 conference in Nairobi, Kenya.

We are all looking forward to welcoming you in Nairobi, and we promise that we will do our very best to give you a genuine and memorable experience. You will meet ambitious, opportunistic, and passionate people and companies, that all wish to present the various opportunities that Kenya has to offer you.

We will guide you through the streets of Nairobi on a storytelling trip that will give you a new perspective on hospitality and tourism. We will do this by letting you experience some of the challenges and achievements of present day and the history of Kenya.

In order to “Reach the unreachable – touch the untouched” you will experience that not only do we change the context but also the way of approaching the hospitality and tourism industry. This to make sure that students get the right competences to fulfil the challenges that you meet in Kenya in relation to business culture, business challenges and business opportunities within the hospitality and tourism industry. *Jambo* and welcome to our Nairobi “*The green city in the sun*” – Welcome to the EuroCHRIE conference 2017.

To register for the conference and for free workshops go to

<http://eurochrie17.org/sign-up/> and <http://eurochrie17.org/workshops/>

Going to the conference in Nairobi, Kenya – full details <http://eurochrie17.org/going-to-nairobi/>

VISA

Before you arrive in “The green city in the sun” you need a VISA. **The price of the VISA is approximately 51 US dollars.** Below you have two options to acquire the VISA.

The **first option** to acquire a VISA is through the website www.ecitizen.go.ke which takes Visa card, Mastercard and other debit cards. Please follow the instruction below:

- Choose to EVISA at the top of the webpage
- Create an EVISA account.
- Fill out all the information and agree to [terms and conditions](#)
- Verify your account through email
- Upload a photo of yourself and complete the application.
- Wait for approval by email (approximately 2 days).
- Download and print the e-Visa from your e-Citizen account. To be able to enter the country you must present the printed eVisa to the immigration officer at the port of entry.

The **other option** is to fill out the paper at the time of entry, at the airport. The visa costs the same amount of money at the Kenyatta International Airport and travellers are able to receive the chosen type of VISA immediately.

VACCINATIONS

If you are travelling to Kenya, it is important for you to be prepared. For your convenience, we have collected the most common vaccines necessary before traveling to Kenya. There are both mandatory vaccinations for entry and strongly recommendable vaccinations for Kenya. All of our dear delegates are required to have a Yellow Fever vaccination certificate in order to gain entry to Kenya.

Yellow fever (Mandatory) - This vaccine is a requirement to be allowed into Kenya and just as important as your passport. Notice you have to get the vaccine 10 days prior to the start date of your journey.

Diphtheria, tetanus (Lockjaw), and pertussis (Whooping Cough) = These are basic vaccines which is recommendable before traveling abroad.

Hepatitis A - Centers for Disease Control and Prevention highly recommend this vaccine because you can get hepatitis A through contaminated food or water in Kenya, regardless of where you are eating or staying.

Malaria - Malaria is a risk all year around in Kenya, even though the risk is low in the capital Nairobi, we recommend that you get malaria pills prescribed. You should always protect yourself against mosquitoes e.g. by sleeping under a mosquito net and using insect repellent spray. Mosquitos are most active during the sunrise and sunset which is why you should be extra attentive at these times.

Please note that the information mentioned above was taken from the official website of Centers for Disease Control and Prevention.

The website is available on the following link

<http://wwwnc.cdc.gov/travel/destinations/traveler/none/kenya>



Changes to the EuroCHRIE Board with photos

In Baltimore, the new EuroCHRIE Board was sworn in. Their profiles can be found at <http://www.eurochrie.org/management/>

Congratulations to:-

- Vice President; **Ralf Burbach**
- Director of Networking (Conference); **Patricia Cuevas**
- Director of Research; **Xander Lub**
- Director of Member Services and Development; **John Lohr**
- Secretary; **Chrystel Masdupuy**
- Treasurer; **Risto Karmavuo**

Our thanks go to outgoing officers for their dedication to moving the Federation forward:

- Director of Research; **Elizabeth Ineson**
- Director of Member Services and Development; **Henri Kuokkanen**

We would also like to thank all those nominees who stood in the elections.

John Fong
Chair of the Nominating Committee



L-R **Ralf Burbach** VP; **Anders Justenlund** President; **John Fong** Immediate Past President



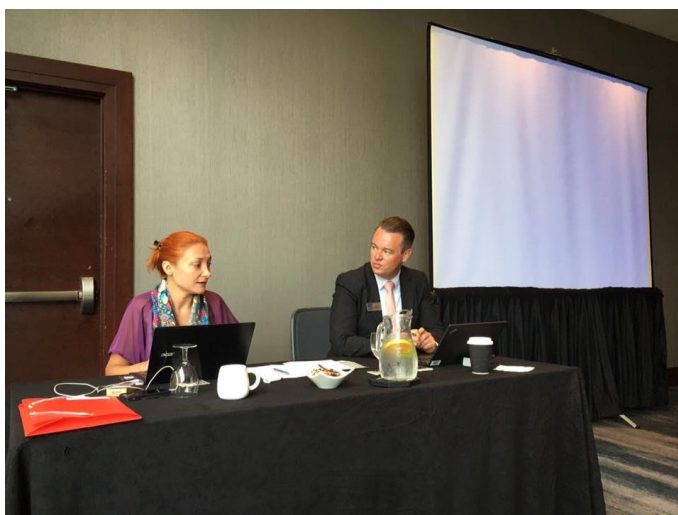
EuroCHRIE Family and Friends in Baltimore



Bill Samenfink (EuroCHRIE Director at Large) receiving a special award at ICHRIE for his work with Eta Sigma Delta.



Left and below - Ralf 'manning' the EuroCHRIE Booth and promoting Nairobi in Baltimore



Left - Chrystel taking the Board Minutes for our new President - Anders

The 2017 EuroCHRIE Conference Team



Birgitte Jørgensen – Conference Chair

Mail: bihj@ucn.dk
Phone no.: +45 72691415
LinkedIn: Birgitte Jorgensen

Birgitte is a lecturer and coordinator for the African programme at University College of Northern Denmark. She has many years of experience within the marketing sector and holds a Master's degree in International Business Economics from Aalborg University.



Joy Goopio – Conference Manager

Mail: jgoopio@strathmore.edu
Phone no.: +254 710757837
LinkedIn: joy-g

Joy is one of the key persons who started the hospitality school at Strathmore University in Nairobi, Kenya in 2008. Her area of expertise is in hospitality facilities management. She has obtained the international Certification in Hotel Industry Analytics (CHIA) and is an accredited CHIA trainer who has continuously trained her hospitality and tourism students for the CHIA exam. She plays a key role in the formation of the Tourism Professional Association in Kenya where she currently sits as the interim Vice-Chair. She is a member of the EuroCHRIE board as Area Consultant for East Africa.

Jan Willem Meijerhof – Conference Manager



Mail: j.w.meijerhof@saxion.nl
Phone no.: +31 645594017
LinkedIn: jan-willem-meijerhof

Jan is Head of Internationalisation at Saxion University of Applied Sciences' Hospitality Business School. He is also responsible for the School's external relations, which involves industry, partner universities and network collaborations. He co-organised the EuroCHRIE 2010 conference in Amsterdam and is a Past President of EuroCHRIE. He holds a Master in Economics from the University of Groningen.



Brenda Groen – Academic Chair

Mail: b.h.groen@saxion.nl
Phone no.: +31 645594501
LinkedIn: Brenda-groen

Brenda Groen is associate professor Experience & Service Design at the Research Centre Hospitality of Saxion University of Applied Sciences. She has been course director for the Master Facility and Real Estate Management, and the MBA programme, and has over 20 years

experience in education at bachelor and master level. She has presented her research at several international conferences and published in international journals.



Lars Falk – Marketing Manager

Mail: lafa@ucn.dk

Phone no. +45 72691409

LinkedIn: falklars

Lars Falk is a lecturer at the Service, Hospitality and Tourism programme at University College of Northern Denmark. Besides lecturing, Lars is involved in various boards within the Danish tourism industry, e.g. treasurer at a national organisation for stakeholders working on local tourism development. Lars holds a Master's degree in International Tourism Management from Aalborg University.



RP Technology Announces 2017 Workshops

2017 will be a very active year for RP Technology with new products and services on the horizon and a series of worldwide workshops to be delivered.

These workshops will be focused on Hotel Industry Insights and Revenue Management Outlook, with all sessions also featuring Interactive Simulation elements. Workshops are currently confirmed for the following locations. For further information and to book your place, please email Peter Russell (peter.russell@russellpartnership.com)

CHME Conference – Aalborg, Denmark – Now complete

Apac CHRIE Conference, Bali, Indonesia - Now complete

ICHRIE Conference – Baltimore, USA- Now complete

EuroCHRIE Conference – Nairobi, Kenya – date and time to be confirmed

Photos from the ICHRIE Conference in Baltimore 2017 from EuroCHRIE



Handover of Presidency



New Presidential Board



Summer Board Meeting



APacCHRIE-EuroCHRIE members



The 2017 EuroCHRIE Awards

Your colleagues will receive special recognition at this year's EuroCHRIE Nairobi Conference?



John Fong
Chair of the Awards Committee

Dear EuroCHRIE Members

We have received your nominations for the 2017 EuroCHRIE awards which are being presented at the October conference in Nairobi during the Gala Dinner.

Winners have been selected by the nominating committee, chaired by John Fong as Immediate Past President. **Our thanks to our generous award sponsors and those Awards to be presented in Nairobi will be:**



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



powered by STR and STR Global

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
- Plaque



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



Institute of Hospitality 'in Practice' Award

The award is given to a superior industry focused research publication that has been submitted to the 2017 EuroCHRIE conference

Prize

- A cash prize of 250 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
-



Institut Paul Bocuse 'Research' Award

The award will commend an individual piece of research, submitted to the 2017 EuroCHRIE conference, that has made a significant contribution to our industry and to education.

Prize

- A cash prize of 300 Euros
 - Free participation in a symposium organised by the Institut Paul Bocuse research center (transport & accommodation not included)
 - Plaque
-



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.



The EuroCHRIE Best Conference Poster award 2017

The award is given to a superior research poster presented at the EuroCHRIE 2017 conference.



The 2017 EuroCHRIE University Challenge Award - sponsored by RedGlobal

The award goes to the winner of the 2017 EuroCHRIE University Challenge, an international lodging competition run by RedGlobal



Emerald Best PhD Student Paper Award

The award is given to a superior research paper submitted by a PhD student



3rd Annual EuroCHRIE University Challenge Comes to a Terrific Conclusion! by Heidi Anaya

The 3rd Annual EuroCHRIE University Challenge, which began in late February, came to an exciting finish on March 31st. We were delighted to welcome teams from three schools who participated last year: The Budapest Business School (Hungary), The University of South Carolina (USA), and Stenden University (South Africa) and teams from three new schools: Stenden University (The

Netherlands), The University of Houston (USA), and The Dublin Institute of Technology (Ireland).

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. This was a very dynamic competition with each team using slightly different strategies to move their hotel forward in the competitive set. In the end, it was the team from ***The Budapest Business School who were declared the winners while the second position went to Stenden University (South Africa).***

Sincere congratulations to all involved! REDGlobal will be delighted to honor the top two teams at EuroCHRIE 2017 in Nairobi. Now - **what the teams gained from the competition...**



Hotel Paprika, The Hungarian Team

★★ WINNERS ★★



Photo: (in no order) Krisztina Menyhárt, Barbara Kovács, Réka Hajdú, Márton Szegezdi & Instructor: Klára Karakasné Morvay

"It is too hard to say anything simple about the competition, because it is too complex for just saying 'nice' and that's all. During this six weeks. we have gained both professional and personal development.

We got an insight how a real hotel management team works and how the decisions are made. Our analytical ability has improved considerably, just like the skill to work in group. We learned how to express our opinions and how to persuade the others about it, how to consider new ideas and how to give honest feedback without hurting each other. We also got a huge advantage in our professional life since we are studying hotel management and planning to work in the same area later on. With this certificate, experience and knowledge we can have a greater chance at working in a responsible position in one of the desired hotels of ours. We realized that using our theoretical knowledge in practice is the greatest thing that ever happened to us during our university career. We could be grateful for the international competitors and also for our teacher, because she was there if needed. All of us are very thankful for the possibility of being a participant in this wonderful challenge!"



Stenden South Africa

★★ SECOND PLACE ★★



Photo: (in no order) Tavimbanashe Zisengwe, Shannon Stap, Natasha Calvert, Siviwe de Beer & Instructor: Clare du Plessis

"The EuroCHRIE Challenge 2017 was a wonderful experience for us at Stenden South Africa. As a team, we were very excited to hear that we would be taking part in the competition this year, it was an honour.

The Challenge taught all of us many lessons that will be valuable for the rest of our career in the hospitality industry. We learned that time management and the timely making of decisions is a very important part of running a hotel, or any establishment for that matter. We also found that doing the course in hotel business acumen was very valuable to us, for the game as well as in the long run.

As a team, we learned a great deal about each other as individuals, as well as how differently people can think about one situation. In the beginning, we were in very unknown waters, having never played the game and having to get used to working as a team.

However, all this provided us with a wonderful learning opportunity for which we are very grateful."



University of South Carolina



Photo: (in no order) Shuai Xu, Antonia Fay, Yuxi Chen, Jizhen Ma & Instructor: Marketa Kubickova

"We were very excited acting as managers to operate "Palmetto Hotel and Resort" in EuroCHRIE Challenge by REDGlobal. The simulation provides us a platform to utilize academic knowledge in a practical way. We tried our best to apply what we learned from revenue management to forecast demand and expenses as accurately as possible throughout the short 4 weeks. Although the result didn't turn out as our expectation, we believe if the simulation continues we could catch up and grab the first place eventually. All in all we found this competition very exciting and we learned many valuable lesson. We are very grateful that we were able to participate in the EuroCHRIE Challenge with these 5 other amazing schools and we definitely recommend it to other schools in the future."



University of Houston



Photo: (in no order) Macey Keller, Hayley Landry, Jennifer Trussell, Tien Au Phan & Instructor: Elizabeth Whalen

"We really appreciated the opportunity to be part of the 2017 EuroCHRIE competition. We had a great experience learning through the simulation and web conferences. Through the EuroCHRIE competition, we learned about planning and adjusting to real life situations, and how to see the big picture of how decisions can affect a hotel. We worked with a timeline and a budget to accomplish our goals. We also learned about teamwork, and how to make managerial decisions as a team. Overall, we learned a lot of valuable information about revenue management, and enjoyed the competition immensely."



Stenden

Stenden University Netherlands



Photo: (in no order) Lloyd H. B. Tan, Michael W. Kerr, Vlad Stefan Dochia, Jochem Bierema & Instructor: Joke Tasma

First of all we would like to thank EuroCHRIE, REDGlobal and our school Stenden Hotel Management for engaging in this event as well as for extending an invitation for this career fulfilling experience. We enjoyed the practical experience very much in an international setting.

The EuroCHRIE challenge was a great learning experience because:

Vlad: "During the few weeks that we played the simulation game I gained a lot of new knowledge in different segments such as revenue management, financial but as well different KPI's which are really important in the industry. The team work had a nice outcome after all the discussions and different opinions that we shared. Competitions like this makes my university life more interesting."

Michael: "My experience with this event has been truly amazing; I had the opportunity to work with three other colleagues all with a unique style of thinking and talent. I was extremely grateful for the experience as this is very much in line with my career ambitions for a career in Revenue Management. This not only gave me the practical insight base on the simulation but also the classes and the HBA certificate is surely a trophy worth having on CV to boost job marketability in RM."

Jochem: "By playing the simulation game and the online E-courses I learned a lot more about the different revenue techniques, with the help of understanding the financial

statements, the different communication approaches and the pricing strategies. Overall it was just a really nice simulation game to play, easy to understand and a great experience for my future."

Lloyd: "From the start on the challenge was exciting. From creating a team up until the last outcome of the simulation. A very diverse team, this was. From outspoken people to more introvert people, hands on mind sets to analytical thinking. One of the challenges was to get in one line. This we did manage, however, not always easily. Even though this wasn't easy, it did bring up many strategies and ways of looking at the challenge. This resulted in a balanced way of decision making."



Dublin Institute of Technology



Photo: (in no order) Nadia Verschoyle, Yvonne Fay, Aoife Fahy, Owee Srakhunthod, Catherine Cha Ai Cheng & Instructor: John Ryan

"We really enjoyed taking part in the EuroCHRIE Challenge 2017. It was an incredible opportunity to learn and develop existing skills and knowledge by putting these to use on the simulation challenges. We found ourselves understanding modules from college, such as the business and accounting aspects as they felt real compared to class experiences. From learning how putting money into training achieved longer benefits in terms of service, to trying to obtain a good market share while maintaining costs, and finally ending with an exam to test our knowledge showed in the end that the competition was worth the effort and in return valuable knowledge for the future was gained. Competing against other International colleges was also exciting as it felt like we were competing with International hotels.

We would recommend the EuroCHRIE challenge to other business or hospitality students as we felt the business acumen we gained will be very beneficial and informative for 'real-world industry'."

Heidi Anaya

Director of Education - REDGlobal Group

heidi@redglobalgroup.com

The July 2017 Top 5

Year-over-year RevPAR change in local currency

July 2017 vs July 2016

Countries	Occ (%)		ADR		RevPAR		Percent Change from 2016			July
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	RevPAR
Turkey	69.2	42.0	330.83	303.92	229.04	127.61	64.9	8.9	79.5	
Hungary	83.5	85.4	32586.03	23820.19	27225.37	20343.36	-2.2	36.8	33.8	
Latvia	84.7	78.1	79.51	66.26	67.34	51.77	8.4	20.0	30.1	
Estonia	89.0	86.9	90.77	76.00	80.79	66.00	2.5	19.4	22.4	
Romania	77.5	71.2	318.86	289.01	247.05	205.74	8.8	10.3	20.1	

July 2017 vs July 2016

Markets	Occ (%)		ADR		RevPAR		Percent Change from 2016			July
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	RevPAR
Istanbul	72.4	36.8	345.54	292.90	250.30	107.67	97.0	18.0	132.5	
Baku	70.2	57.5	175.16	138.99	123.03	79.98	22.1	26.0	53.8	
Budapest	84.4	86.0	33966.92	24400.40	28664.67	20974.20	-1.8	39.2	36.7	
Brussels	68.5	52.3	86.88	85.41	59.51	44.68	30.9	1.7	33.2	
Belgrade	63.3	46.3	8243.84	8584.08	5215.24	3978.24	36.5	-4.0	31.1	

The June 2017 Top 5

Year-over-year RevPAR change in local currency

June 2017 vs June 2016

Countries	Occ (%)		ADR		RevPAR		Percent Change from June 2016			
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	
Croatia	86.7	77.0	1117.56	990.76	969.35	762.47	12.7	12.8	27.1	
Estonia	84.7	80.9	87.15	73.39	73.78	59.35	4.7	18.8	24.3	
Hungary	86.7	80.5	28376.99	24881.40	24591.28	20024.72	7.7	14.0	22.8	
Finland	73.0	70.9	118.70	102.04	86.69	72.31	3.1	16.3	19.9	
Portugal	81.8	82.1	119.40	100.27	97.61	82.34	-0.4	19.1	18.5	

June 2017 vs June 2016

Markets	Occ (%)		ADR		RevPAR		Percent Change from June 2016			
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	
Madrid	80.6	79.5	135.07	97.06	108.87	77.18	1.4	39.2	41.1	
Belgrade	78.5	60.2	9398.07	9757.39	7377.15	5871.99	30.4	-3.7	25.6	
Helsinki	80.3	79.2	135.43	110.34	108.72	87.34	1.4	22.7	24.5	
Baku	51.6	49.7	266.94	222.99	137.85	110.86	3.9	19.7	24.3	
Tallinn	84.7	80.9	87.15	73.39	73.78	59.35	4.7	18.8	24.3	

Source



Special Issue: Contemporary issues in Events, Festivals and Destination Management

Colleagues I am happy to announce that IJCHM 29 (3) 2017 the special issue on Contemporary issues in events, festivals and destination management is now published at <http://www.emeraldinsight.com/toc/ijchm/29/3>.

It has been guest edited by Dr. Mathilda van Niekerk from the Rosen College of Hospitality Management. The articles included in this issue are listed below. Regards Fevzi

[<http://www.emeraldinsight.com/na101/home/literatum/publisher/emerald/journals/covergifs/ijchm/largecover.gif>] <<http://www.emeraldinsight.com/toc/ijchm/29/3>>

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(1) PolyU Study Finds Chinese Hotels Must Act on OTAs

Hotels in China have “little negotiating power” with online travel agents (OTAs) and could do more to resist their increasingly dominant role, suggest MSc student Lorraine Zhang, Associate Professor Basak Denizci Guillet and Assistant Professor Deniz Kukukusta of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University in a recently published research paper. Yet this should not suggest that hotels can do away with “maintaining a healthy relationship with this important distribution channel”, the researchers warn. In a wide-ranging study the researchers also find that the competition between OTAs is even more intense than it is between OTAs and hotels, and is likely to intensify further with the entry of new companies into the market. To read the full article go to: <https://goo.gl/IgNVLq>

(2) PolyU Study Finds Social Media Critical for Overseas DMOs in China

Overseas destination marketing organisations (DMOs) wanting to improve their marketing strategies in China should consider expanding their social media presence, according to Assistant Professor Dan Wang of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and a co-author. In a recently published study, the researchers highlight the variability in overseas DMOs’ use of social media for marketing in what they describe as “China’s unique social media landscape”. The DMOs need to better understand that landscape, they argue, to gain access to its large audiences and the opportunity to build relationships with very many potential consumers. To read the full article go to: <https://goo.gl/AP4aSt>

(3) HNA Hospitality Group Gives Boost for SHTM to Advance Hospitality Education

The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) is pleased to have received a RMB300,000 donation from the HNA Hospitality Group (HNA) for the establishment of the “HNA Hospitality Group/Tangla Hotels & Resorts Students Internship Scholarship” at the SHTM. To read the full article go to: <https://goo.gl/lu0hFT>

(4) PolyU Study Finds Package Tours Limit Tourist Satisfaction

Package tours can result in low tourist satisfaction even though they are economically advantageous, according to Assistant Professor Markus Schuckert, Professor Haiyan Song and Dean Kaye Chon of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and a co-researcher in a recently published study. The researchers explain that dissatisfaction with package tours arises from the information asymmetry between tour operators and customers in emerging markets. Focusing on mainland Chinese outbound tours to Hong Kong, they show that this asymmetry is reduced once customers become more experienced, at which point they turn to independent travel and other types of tours. To read the full article go to: <https://goo.gl/B3eAxx>

(5) PolyU Study Finds More Knowledge Needed of Muslim Tourists’ Requirements

Although Muslim tourists constitute a large and growing sector of the travel market, greater awareness is needed of their specific requirements according to Ph.D. student Ms Hera Oktadiana and Dean Kaye Chon of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and a co-researcher. In a recently published review paper, the researchers highlight that some aspects of compliance with Islamic teaching are well known, such as the need for Halal food and the non-consumption of alcohol. Yet, they argue, more attention must be paid to other areas such as the role of travel for well-being in Islamic life and supporting Islamic religious and cultural events, among others. To read the full article go to: <https://goo.gl/7cGt6H>

(6) PolyU to host HONG KONG 2017: 3rd Global Tourism & Hospitality Conference

The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) will host the HONG KONG 2017: 3rd Global Tourism & Hospitality Conference scheduled for 5-7 June 2017. Forty-eight undergraduate students from the Special Event Class of the SHTM formed an Organising Committee to plan and manage the conference. To read the full article go to: <https://goo.gl/v6lBRn>

(7) 3rd Global Tourism & Hospitality Conference hosted by School of Hotel and Tourism Management to celebrate PolyU's 80th Anniversary

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) organised the 3rd Global Tourism & Hospitality Conference (HONG KONG 2017) on 5-7 June 2017 at Hotel ICON in celebration of the University's 80th anniversary. To read the full article go to: <https://goo.gl/OQjrjW>

(8) PolyU Study Finds Review Features Influence Hotel Booking Intentions

Potential guests reading online hotel reviews are influenced by a range of underlying features when forming their booking intentions, according to Ph.D. graduate Dr Liang Wang, Professor Rob Law of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and their co-researchers. In a recently published article, the researchers identify the six features that have the greatest influence on the booking intentions of business travellers in mainland China. They suggest that hoteliers could use those features – ranging from usefulness to comprehensiveness – to enhance their consumer review management and determine ways of more effectively influencing consumers' booking intentions. To read the full article go to: <https://goo.gl/NA7m81>

(9) PolyU School of Hotel and Tourism Management Ranked World No. 1

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) is ranked No. 1 in the world, according to ShanghaiRanking's Global Ranking of Academic Subjects (GRAS) 2017. This is further proof of the SHTM's commitment to achieving global excellence in hospitality and tourism education and research. To read the full article go to: <https://goo.gl/PWY4WX>

(10) PolyU Study Finds Profound Changes in Chinese Visitor Profiles and Behaviour after Visa Liberalisation

The relaxation of visa regulations for mainland Chinese tourists visiting Hong Kong has dramatically increased the number of arrivals, almost completely changed the tourists' profiles and altered what they do once in the city, according to Ph.D. graduate Dr Anyu Liu and Professor Bob McKercher of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University. In a recently published article the researchers

highlight the extent of changes to visitor behaviour and satisfaction, and note that other countries wanting to adjust their visa regulations to exploit the huge potential of the Chinese tourism market should consider the Hong Kong example and plan ahead. To read the full article go to: <https://goo.gl/ZFxqYW>

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The Board of Trustees of Hotelschool would like to inform you that, during this summer, Susanne

Stolte has decided to resign from the position as President of Hotelschool The Hague as of the beginning of the new academic year.

The Hotelschool has benefited from a significant growth as well as further internationalisation. For the last 4 years Hotelschool The Hague has been voted Best Public Hotelschool of The Netherlands.

Susanne Stolte: "It is with utmost pleasure and dedication that I completed the tasks I had set out for myself when I joined the school. I am honored to have been able to lead one of the most prestigious Hotelschools of the world and have, during this time, worked with great colleagues and students. Hotelschool The Hague will always have a special place in my heart."

Susanne will be present at the school till September 15 2017 to complete her handover. In October there will be an appropriate opportunity to say goodbye to Susanne.

Guido van Woerkom,
Chairman Board of Trustees
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