

# EuroCHRIE News

The European Federation of International CHRIE  
The Hospitality and Tourism Educators

Spring 2018



## A Message from the EuroCHRIE President

### EuroCHRIE as a Change Agent in ICHRIE!

The first three months of the year has passed, by now we might have forgotten all about our New Year's resolutions and most of us are yet again taken longer breaks between our visits to the gym... For me the first two months of the year tends to be quieter. Less travel activities, more time spend on preparation for classes with teaching activities starting in February. However, 2018 have started differently!

In January I was in Palm Spring together with the rest of the ICHRIE board, participating in the pre-conference board meeting and inspection of the hotel- and conference facilities. I will let you know that we are in for a treat this year. The Renaissance in Indian Wells is a lovely resort that promises well for this year's conference. Not to forget that Palm Springs International Airport is one of the most relaxed airports I have ever flown to and from.... Yes, you read correctly! Relaxed! Most of the gates in the airport is outside and they even have a lawn where you can sit and relax, while waiting for your flight to depart. This made me think! When you can design an airport that makes people relax, there are endless opportunities to how we create new initiatives in our organisation...EuroCHRIE and ICHRIE.

There is no doubt that our federation have been in front when it has come to making changes and taking new initiatives for our conferences. Especially keeping in mind our latest adventure in Nairobi, Kenya.

Delegates who attended our 2017 conference will remember our new setup in poster presentations, longer presentation time in paper session, dedicated keynote speakers, and finally breathtaking social events, that took us close to the heartbeat of the destination we were at. The most important thing is the new reality for EuroCHRIE. We have now engaged with our members on the African continent and it is very important for me personally and for our organisation that we continue our activities there. That is also the reason why I appointed **Dr. Hema Kesa from University of Johannesburg** as our new Area Consultant for Southern Africa, during our recent Spring board meeting in Dublin, Ireland. I am sure that Hema will be the right person to take EuroCHRIE to the next level in this region.

We will continue our path of innovation in Dublin when we present brand new conference initiatives. In collaboration with Journal of Hospitality and Tourism Management (JHTM) we are presenting a **PAPER HACKATHON!** The purpose of this initiative is to support tourism and hospitality researchers to form partnerships with the aim to develop and pitch for a paper publication in JHTM.

The format is an intense two-day paper hackathon where teams of researchers will be formed and work towards the development of a study/paper proposal (paper-a-thon), which they will then present to an evaluation panel. During the hackathon, teams will work under the mentorship of prominent tourism scholars and they will receive constructive and valuable feedback for their research proposals. Teams with highly evaluated papers-a-thon will be invited to submit their completed manuscripts for a fast-tracked review process and a possible publication at the JHTM (within 2019).

This new setup is the essences of networking and co-creation with a very tangible output and will for sure be great a take away from our conference in Dublin! Remember this is for all,

and you are all invited to come and participate in this event. The more people who participates the better results of the 2-day session. In relation to this I would like to extend a great thanks to the Journal of Hospitality & Tourism Management for partnering with EuroCHRIE and use our conference as a platform to test this innovative setup. Furthermore, it is worth mentioning that the 2018 EuroCHRIE conference also will host a **LEGOPLAY WORKSHOP**, so there are plenty of opportunities for professional development even though you haven't submitted a paper or a poster for this event.

Just within the past couple of years our federation have managed to become the most innovative federation in ICHRIE. Already now we can see the direct effects of this. ICHRIE have started the process of changing the concept for the ICHRIE Summer Conference & Market Place making room for new conference activities that not only focus on the classic conference events (keynotes, paper presentation and SIG-meetings). This year there will also be room for an enhance focus on professional development for educators, trainers and instructors and a CSR project initiated by HYATT (A great thanks to our Director of Industry Services Brook Luedke for coming up with this great idea). ICHRIE delegates will be able to give back to the local community in Palm Springs and show the true meaning of hospitality and to extend our thanks to Palm Springs for their hospitality during our conference - More on that later but look forward to learning more about this.

Another indication of the positive image of our federation is next year's joint conference together with our international sister federation ApacCHRIE in May in Hong Kong. This conference will be hosted by **Hong Kong Poly U**, and I can personally assure you that this will be a united conference between our federations.

### Upcoming elections ICHRIE and EuroCHRIE.

Spring is also election time, both in our federation and in ICHRIE. Soon the ballot will be out for the 2018 EuroCHRIE elections and I am excited to see who is going to make sure that EuroCHRIE will progress in the future. Remember EuroCHRIE is only as strong as it's members engagement and it is important to support and vote for the candidates who stands for board positions. Also, it is important to mention that you as a member always can

bring issues that you would like the board to discuss and act on!

While the EuroCHRIE elections will open soon, the ICHRIE election is already open. If you haven't already voted for this, there is still time – **The ICHRIE election closes April 30.**

I have personally been asked to stand for the ICHRIE VP position and I hope that you will support me in my effort get elected and start making changes and implement new initiatives to ICHRIE! You will be able to read my statement on the ICHRIE election page online (remember log-in is your email and password is your membership number).

For the election site please use this link:

<https://eballot.vote/euro2015/login.cfm?fb=1>

I hope that you all will enjoy the Spring and I hope to see all of you at future CHRIE conferences or other events. If you meet me somewhere please feel free to ask me questions about the EuroCHRIE board or let me know about initiatives, you would like us to focus on.

Best Wishes

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University College Northern Denmark

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**EuroCHRIE  
Premium  
members and  
partners**

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

Thank you for your continued support. If we have missed you then please contact us. Your logos will be on the EuroCHRIE website with links to your homepages. We would be pleased if you display the EuroCHRIE logo on your website. Please contact [admin@eurochrie.org](mailto:admin@eurochrie.org) for the jpg.



**SCHOOL OF EVENTS, TOURISM  
& HOSPITALITY MANAGEMENT**

**LEEDS BECKETT UNIVERSITY**

**School of Events, Tourism and Hospitality Management, Leeds Beckett University, UK  
- Head of Subject, Dr Peter Robinson**

*Our mission is to inspire and educate the events, tourism and hospitality leaders of tomorrow so that they can make a positive difference in the world.*

The School of Events, Tourism and Hospitality Management at Leeds Beckett University has a long history and is a major international provider of events, tourism and hospitality management education. We have in excess of 1000 students spread across a portfolio of undergraduate and postgraduate courses. All academic staff are affiliated to one of two subject groups - the UK Centre for Events Management and The Centre for Tourism and Hospitality Management.



Both the Institute of Travel and Tourism (ITT) and the Association of British Professional Conference Organisers (ABPCO) have awarded us Centre of Excellence status. We have also secured UNWTO TEDQual accreditation for our MSc Responsible Tourism Management and, in 2017, we were awarded five stars (the highest available) by QS the global university ranking agency for our Hospitality and Leisure Management provision. In the 2014 Research Excellence Framework the School was part of a larger institutional submission which resulted in us being ranked 2<sup>nd</sup> in the UK for research power (a measure of quality and volume).

Colleagues within the Centre for Tourism and Hospitality Management work closely with industry and academia, are actively involved as executive committee members for the Tourism Management Institute, the Association for Tourism in Higher Education, The Institute of Travel and Tourism and the Council for Hospitality Management Education. Recent external projects include an annual Economic Impact Assessment and Social Impact Assessment for the Tour de Yorkshire, responsible tourism projects in Mauritius and The Gambia and social policy research for Leeds City Council following the opening of one of the 4 super casinos in Leeds.



**Dr John Fong  
Immediate Past President  
EuroCHRIE**

Dear Friends, as my tenure of Immediate Past President with EuroCHRIE comes to an end, I was asked by our very capable Administrator, Rai Shacklock to update you on my professional journey as I have had quite a few whirlwind years moving from the Middle East to the US and now Asia.

I'm currently based in sunny Singapore where I have taken on the position of CEO at S P Jain School of Global Management. Some of you may have heard of S P Jain as it is a business management school that has been ranked by Forbes to have one of the Top 20 MBA programs in the world. Our students embark on a Tri-City model in which they have to undertake courses in Singapore, Dubai and Sydney.

Since taking on the position, we have made a number of advancements to extend our global reach by formulating strategic partnerships with various Universities and Industry partners.

For those following me on LinkedIn (<http://linkedin.com/in/john-fong>) you would know that we have recently signed an MOU with University College of Northern Denmark where students can come and undertake a semester or even a Study Tour with us in Singapore.

In addition, I'm also proud to announce that we have partnered with Flywire ([www.flywire.com](http://www.flywire.com)), a leading provider of international payment solutions to establish a Startup Incubator focusing on FinTech, EduTech, TravelTech and HealthTech. We will be offering seed-funding, free rental and a whole host of other benefits so please help spread the word if you know of anyone who would be interested to relocate to Singapore for this exciting venture.

It's interesting to note as well that my involvement with Europe has not come to an end even though I'm based in Asia as I have been elected to the Executive Board of the Finnish Business Council in Singapore (attached picture).

Friends, it has been a wonderful journey with EuroCHRIE and I hope to continue meeting up with you during our legendary conferences. Do know as well that you have a friend here in Asia and if you are ever traveling through Singapore, please let me know - it would be my pleasure to host you!

Best Wishes

John  
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**From the Editor**

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

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



Dr. Ralf Burbach  
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## A Message from your Vice President and Euro CHRIE 2018 Conference Chair!

As Anders, our President, already outlined, we have been pretty busy at the EuroCHRIE board. So, in addition to working on new initiatives and the joint conference, I have been spending most of my time working with a group of very dedicated colleagues on organising the next EuroCHRIE conference in Dublin, from 7-9<sup>th</sup> November 2018 (with a range of pre-conference workshops taking place on Tuesday, 6<sup>th</sup> November).



On behalf of the Dublin Institute of Technology, which by the way is the largest higher education institution in Ireland, and the organising committee, it is my great honour and pleasure to invite you to participate in the 2018 EuroCHRIE conference in Dublin. The 36<sup>th</sup> EuroCHRIE conference in Dublin has the potential to be one of the largest and most successful conference for our federation yet. Dublin provides an ideal setting for the conference on so many

levels. Tourism is one of the mainstays of the Irish economy. The attractiveness of this location almost speaks for itself. Ireland is famous for its hospitality and the warmth of its welcome and it is that feeling that we want each and every attendee and supporter of the event to experience.



We are very busy working on finalising the schedule and you can sign up for the newsletter (and connect with us on social media) on our conference website <https://www.eurochrie18.org/programme> It is perhaps beyond the scope of this newsletter if I outlined all of the fantastic speakers and events we have lined up already for you! Here is a brief synopsis.



In addition to the Hackathon and the collaboration with the Journal of Hospitality and Tourism Management (JHTM), we are also happy to announce that the editors of the Journal of Hospitality Tourism Insight have agreed to have a special issue based on some of the best papers of this conference. Moreover, Emerald is sponsoring the best PhD paper award, while the National Kaohsiung University of Hospitality and Tourism, Taiwan will be sponsoring a new award at the conference. On the website, you can also check out our exceptional keynote speakers. Another novelty at the conference will be our industry day – a day packed full of keynotes, roundtable discussions, and symposia as well as the paper presentations –



which takes very much an applied approach and which is very much part and parcel of our industry. We are also very happy to announce that STR is offering one of the first Advanced Hotel Industry Analytics courses prior to the conference. Our PhD / early career researcher workshop assembles some of the most experienced publishers, editors, and researchers and we would encourage you to send your PhD students to this exciting workshop.



If all of the above sound too academic, we will make sure that you will enjoy your time in Dublin thoroughly and on the three nights of the conference, we have three big events organised (a Pub night, a Hooley – I guess you may have to Google this, and the Gala Dinner in the Guinness Storehouse)! So, you will have no excuse not to network.

If you intend to come please book your hotel soon (<https://www.eurochrie18.org/accommodation>) and you can register here <https://www.eurochrie18.org/register> . The call for papers is now closed and we have received a large number of very interesting papers/posters. The review process will conclude by the end of May and if you have submitted a



paper/poster you should receive your feedback in the coming week or two.



I have no doubt in my mind that this conference will be truly memorable, insightful and exciting and we relish the prospect of extending a hundred thousand Irish welcomes to the International CHRIE community. We look forward to seeing you on our Emerald Isle and in our beautiful city of Dublin. Be Inspired by what we have to offer!

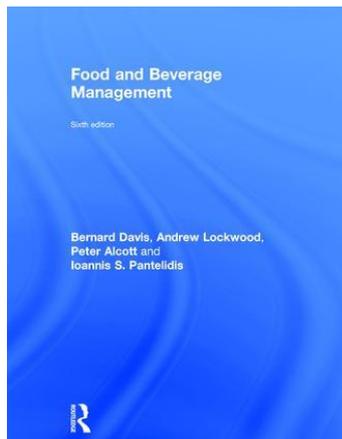
***PS: as part of the conference, we also offer an ideal and new opportunity to showcase the Schools of our EuroCHRIE members. We will have a dedicated space to exhibit your school brochures etc. The administration fee for Premium Members is €75 and for non-Premium Members it is €150 (one staff member per School must be registered for the conference).***



If you are interested, you can contact me directly [ralf.burbach@dit.ie](mailto:ralf.burbach@dit.ie)



[www.eurochrie18.org](http://www.eurochrie18.org) and follow us on Facebook and Twitter



## Food and Beverage Management

6th Edition

Bernard Davis, Andrew Lockwood, Peter Alcott, Ioannis S. Pantelidis

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### Description

This introductory textbook provides a thorough guide to the management of food and beverage outlets, from their day-to-day running through to the wider concerns of the hospitality industry. It explores the broad range of subject areas that encompass the food and beverage market and its main sectors – fast food and casual dining, hotels and quality restaurants and event, industrial and welfare catering. It also looks at some of the important trends affecting the food and beverage industry, covering consumers, the environment and ethical concerns as well as developments in technology. More at [www.routledge.com/9781138679306](http://www.routledge.com/9781138679306)

New to this edition:

- New chapter: Classifying food and drink service operations.
- New international case studies throughout covering the latest industry developments within a wide range of businesses.
- Enhanced coverage of financial aspects, including forecasting and menu pricing with respective examples of costings.
- New coverage of contemporary trends, including events management, use of technology, use of social media in marketing, customer management and environmental concerns, such as sourcing, sustainability and waste management.
- Updated companion website, including new case studies, PowerPoint slides, multiple choice questions, revision notes, true or false questions, short answer questions and new video and web links per chapter.

It is illustrated in full colour and contains in-chapter activities as well as end-of-chapter summaries and revision questions to test the readers' knowledge as they progress. Written by a team of authors with many years of industry practice and teaching experience, this book is the ideal guide to the subject for hospitality students and industry practitioners alike.



### A new museum – for menus

A new website to help researchers and students analyse trends in menu design has been developed at the University of Brighton. [menumuseum.eu](http://menumuseum.eu) has been created by academics from the University's School of Sport and Service Management and the project was led by Principal Lecturer Dr Ioannis Pantelidis, a hospitality industry expert.

Dr Pantelidis said: "The website is an archive of more than 500 menus and an interactive teaching tool that can be used to review and analyse trends in menu design, pricing, and food and beverage trends. "The website can be used by academics and students both inside and outside the University of Brighton – it is free and available to all educators and researchers provided any use of its content is for educational purposes. "Users can upload menus so the archive is growing all the time."The website recently helped the University team win an award for "innovation and excellence in hospitality management" from the [Council of Hospitality Management Education](#). For more information on Dr Pantelidis click [here](#) and for information in hospitality courses click [here](#) Contact Ioannis Pantelidis Principal Lecturer - University of Brighton [Send Email](#) [Food and beverage](#)

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EuroCHRIE is proud to announce that the **National Kaohsiung University of Hospitality and Tourism, Taiwan** will be sponsoring a new award at the EuroCHRIE Dublin 2018 Conference and also 'Meet the Dean's Reception'. We will soon be looking for nominees for this award from EuroCHRIE members and Institutional and Premium Member Schools.

### **The NKUHT Excellence in Education and Training Award 2018**

The Award recognises and honours an educator or trainer for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality, tourism and events education or training. Award recipient must demonstrate exceptional professional ability and commitment through service to the industry or education. *The prize includes; Conference Registration to 2018 conference in Dublin and 300 Euros cash.*

For further details about NKUHT go to <http://www.nkuht.edu.tw>



**Dublin Institute of Technology (DIT)** is a third level institution with over 20,000 students which is consistently ranked in Ireland's top ten list of universities and colleges. It combines the academic excellence of a traditional university environment with professional, career-oriented learning, preparing graduates for productive leadership roles. It has been an integral part of the Irish Higher Education system for more than half a century and continues to occupy a unique position in the landscape. Its core values emphasize student-centred learning, useful knowledge, rigorous processes of discovery and critical enquiry, and support for entrepreneurship and diversity.

DIT's School of Hospitality Management is the oldest and largest of its kind in Ireland. It is an accredited member of the Hotel Schools of Distinction, a global professional development network, which bridges the gap between the real world and the classroom by drawing on the insights of its industry partners to prepare students with the skills they'll need to be leaders in the future of hospitality. A community of over 800 student and staff researchers are engaged in addressing 21st century challenges, ensuring that DIT plays a vital role in Ireland's transition to a smart society. Academics and students are committed to making a significant contribution to international knowledge and enhancing Dublin's role as Ireland's global gate-way.

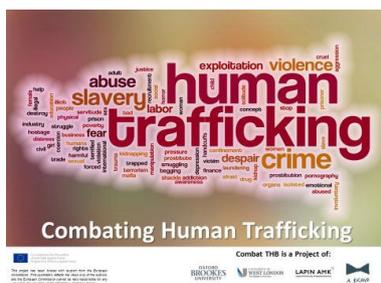
Five BSc International Hospitality Management students from DIT have won the prestigious European Miseen Place Cup (EMCup) in Amsterdam 2018 after beating 32 hotel management schools from 16 countries across Europe. Around a fifth of undergraduate students in DIT come from outside Ireland, creating a stimulating and culturally diverse learning and research environment.

Our School was recently awarded the inaugural DELTA award for its Students in Action initiative, run by seven academics working in the School, which is a student-focused tourist destination project which seeks to establish deep and meaningful engagement between destinations, industry, community, DIT staff and students. The principal objective is to offer support to an Irish tourist destination over the course of an academic year in the form of focused assessment work, thereby providing students with real-life learning experiences.

The J. Willard and Alice S. Marriott Foundation are generously supporting five scholarships for DIT students to study at The School of Hospitality and Tourism Management at Purdue University, USA. The second cohort of students will start in Purdue in the fall of 2018.

Dublin Institute of Technology (DIT) is delighted to host the 2018 EuroCHRIE Conference in the School of Hospitality Management and Tourism at DIT. For more information [www.eurochrie18.org](http://www.eurochrie18.org)

**Dr. Ralf Burbach**  
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## We are very pleased to share our 'Combat Human Trafficking' Toolkit with members of EuroCHRIE

Human trafficking is one of the most profitable crimes today. It involves the movement of victims, through force, coercion and abuse for the purpose of exploitation through forced prostitution, forced or bonded labour, forced criminality, domestic servitude, forced organ removal or the exploitation of children through the sex trade, begging or warfare.

The nature and necessities of human trafficking- the requirement for continuous movement, temporary accommodation, supply of low cost products and services and the privacy offered to guests-means that the hotel industry is exposed and vulnerable to being used as a vehicle by traffickers.

The Combat training toolkit is designed to help hotels proactively fight human trafficking by helping them to identify potential signals of trafficking throughout the 'victim's journey' and erect barriers to combat trafficking. Hospitality and tourism educators can also use the material within the toolkit in their teaching to educate future industry managers. It comprises three reference guides for corporate, managerial and operational level staff which provide the background to human trafficking. The guides offer practical advice on the development of policies and procedures to counteract and disrupt trafficking and support trafficking victims and information on how to assess their vulnerability to trafficking and mitigate the risks associated with it. These reference guides offer trainers a 'pick and mix' approach so that they can tailor the contents to meet the needs of their training audience. It also includes case studies of human trafficking presented from the victim's perspective with accompanying power point slides for 30-minute training sessions, 10-minute training materials, an aide-memoire pocket card, awareness posters and a train-the-trainer manual.

[Download Complete COMBAT Toolkit](#) (File details: 103mb / \*.zip) and individual files as linked below:

- [10-minute Trainers](#)
- [Aide Memoires](#)
- [Case Studies](#)
- [Example Posters](#)
- [Human Trafficking Routes](#)
- [Reference Guides & Slides](#)
- [The Project Team](#)
- [Trainer's Manual](#)

The Combat toolkit is a key output from a 2-year research project funded with the support of the European Commission. The research was conducted by a multi-disciplinary team of researchers from Oxford Brookes University, and the University of West London in the UK, the Lapland University of Applied Sciences in Finland, and the Ratiu Foundation for Democracy in Romania. You can also access the toolkit via the following link:

<https://www.brookes.ac.uk/microsites/combat-human-trafficking/the-toolkit/>

We hope you will use this toolkit and help to eradicate human trafficking. We would also welcome any feedback on the toolkit; how it is being used and how helpful it is. Send your comments to

Dr Maureen Brookes at [meabrookes@brookes.ac.uk](mailto:meabrookes@brookes.ac.uk) or

Professor Alexandros Paraskevas at [alexandros.paraskevas@uwl.ac.uk](mailto:alexandros.paraskevas@uwl.ac.uk)

*With kind regards,*

**Maureen Brookes**  
**Reader in Marketing & Teaching Fellow, Oxford Brookes University**  
**Immediate Past President ICHRE**  
**Past President EuroCHRIE**  
**CHME Honorary Fellow**



*This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the European Commission cannot be held responsible for any use which may be made of the information contained therein*

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Register at [Combat Human Trafficking in the Hotel Industry Workshop](#)

**When: To be confirmed**

**Facilitator: Professor Maureen Brookes**

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## Welcome to our new EuroCHRIE Area Consultants



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Hjalte holds a position as assistant professor and multi-project manager at University of Applied Sciences Lillebaelt in the south-central region of Denmark, teaching the Hospitality management programs at the university and working with international co-operation and student possibilities, through company co-operation agreements, international network development, local alumni & business relations through network and development.

Hjalte has a Bachelor degree from University of Applied Sciences Lillebaelt in International Hospitality Management. During his years of studies, he worked intensively with event and tourism development through gastronomy event development based on the regions strengths and furtherly helped develop and manage a tourism development project, as part of the national tourism development strategy. Currently he is studying an MSc. In International Hospitality Management through the University of Derby, England.

Hjaltes interests covers a wide range, from hotel property and organizational development to regional area tourism development by local strength utilization, co-operation and synergy creation. He joined EUROCHRIE in 2017 and was directly appointed to the board as Area Consultant for Denmark, taking over the position from Anders Justenlund, at the point of time, President of EuroCHRIE



## Germany

### Florian Hummel

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Florian Hummel looks back at industry experience in airport marketing and the international car rental business. He studied at The University of Brighton (BA Travel Management), Cranfield University (MSc Air Transport Management) as well as The University of Sheffield (Doctor of Education). After leaving the industry Florian was involved in setting up a business school in Germany which he directed for nine years before he took on academic roles as Professor and Dean at Cologne Business School which he subsequently led as Managing Director. Florian currently holds a Professorship at IUBH. He is based in Berlin and is the academic director of four IUBH campus locations in Germany.



## South Africa

Hema Kesa

[hemak@uj.ac.za](mailto:hemak@uj.ac.za)

Dr Hema Kesa holds a Doctorate in Food Service Management, specialising in Community Nutrition. She will participate in the 2018, African Nutrition Leadership Programme (ANLP) at North-West University (a local South African organising partner) and Wageningen University, The Netherlands (the responsible agent for the NFP-fellowships).

She is the HoD of Hospitality Management at the School of Tourism and Hospitality (STH), in the College of Business and Economics at the University of Johannesburg, where she supervises postgraduate research projects and lectures on Research Methodologies, Culinary Studies and Nutrition.

Dr Kesa is an Advisory Board Member at the Food Decisions Research Laboratory at Penn State University, where she spent a term in 2015 as a visiting scholar. She is a key contributor in the Research Collaboration between Penn State University and the City of Johannesburg (CoJ) in food service and nutrition. She was instrumental in the team commission by South Africa national Department of Higher Education and Training (DHET), to develop the Diploma in Hospitality Management at the University of Mpumalanga.

Dr Kesa has recently been appointed as an area consultant representing the Southern African regions of EuroCHRIE, the official federation for Europe, the Mediterranean basin and Africa of the International Council for Hotel, Restaurant and Institutional Education.

Hema is a proud mother of 2 beautiful children. She's a mum, home maker, teacher and explorer. Her adventurous spirit thrust her to successfully summit Africa's mighty mountain, Mount Kilimanjaro in 2014.



**Andy  
Heyes**

## How Millennials perceive leisure luxury hotels in sharing economy?

By Andy Heyes<sup>a</sup> and Ajay Aluri<sup>b</sup>\*

<sup>a</sup> *Stenden Hotel Management School, Leeuwarden, Netherlands*

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The introduction of both the experience and sharing economies can potentially be seen to be the start of a new type of luxury accommodation, but is that really true? The generation best adapted to such changes, who are also the generation to shape the future is the Millennials. However, the research literature out there seems to least understand Millennials' expectations of what tangible and intangible variables are to be found in luxury accommodation. This conceptual paper will attempt to fill this gap, taking a critical look at the future of the leisure luxury accommodation industry.

**Keywords:** experience economy, leisure travel, luxury hotels, Millennials, sharing economy

### Introduction

According to a recent study conducted by Adkins (2016), Millennials have the lowest level of customer engagement, over Gen Xers, Baby boomers, and Traditionalists. Only 14% of Millennials in the U.S. are part of a hotel loyalty program, underscoring the reality that as this generation becomes mainstream travelers, the industry will have to find new ways to build relationships with these customers and later offer the customized and

personalized products and services they seek (Ezra, 2016).

According to the U.S. Travel Association (2016), almost 4 out of 5 (79%) domestic trips are for leisure purposes, and the total direct spending in 2015 on leisure travel totaled \$650.8 billion, compared to \$296.3 billion in business travel. Throughout the world, leisure travelers are important to the hospitality and tourism industry. A special report on big brands by Mayock (2015) in Hotels News Now of Smith Travel Research (STR), reported that 5% rooms globally are luxury class, out of which 44% are branded and 56% are non-branded. Additionally, 13% of global rooms are upper-upscale class, a luxury brand category based on Average Daily Rate (ADR), according to STR Global Chain Scales (Digital Luxury Group, 2014; Mayock, 2015).

As we are now considered to be living within the sharing and experiential economies, product alone is not enough for luxury hospitality companies. In the commercial hospitality industry, there is so much diversity and competition that customers are experiencing an overload of information and price inconsistency, which has made many of them seek hospitality products and services that offer simple options (Oates, 2017). According to Smith (2016) of Pew Research Center, home-sharing services such as AirBnB, VRBO, and HomeAway are popular among college grads, especially ages 18-29 (11%) and 30-49 (15%), a market share that includes both younger and older Millennials. Furthermore, Beckwith (2016) of Slice Intelligence states that the sharing economy concept, especially the AirBnB brand, resonates with and is driven by Millennials, and is showing a revenue increase of 89% as of July 2016. Even Price Water Coopers (2015) corroborated this demographic preference, showing this new sharing economy appeals to both older and younger Millennials, reaching ages 18 to 24 (14%) and ages 25 to 34 (24%). Because the sharing economy is exposing Millennials to unique luxury places, it will likely impact their future use of leisure luxury hotels, although just how much is still a question for further study.

But why Millennials? According to Fry (2016) of Pew Research Center, Millennials (ages 18-34 in 2015), are the largest generation in the U.S., with a 75.4 million population that surpassed the 74.9 million Baby Boomer population (ages 51-69 in 2015), and Generation X (ages 35-50 in 2015). Millennials are also the largest generation in the U.S. labor force, with 53.5 million

Millennials in the work force in 2015, compared to Gen Xers (52.7 million) and Baby Boomers (44.6 million) (Fry, 2015). A study conducted by The Nielsen Company (2014) on the Millennial generation found the following characteristics that differentiate them from other generations: Millennials are (a) diverse, expressive, and optimistic; (b) driving a social movement back to the cities; (c) struggling, but expressing an entrepreneurial spirit; (d) deal shoppers who desire authenticity; and (e) connected and seeking a personal touch. Furthermore, Millennials are divided into two groups: younger Millennials (18-27) and older Millennials (28-36) (The Nielsen Company, 2014). The seemingly contradictory finding that Millennials are deal shoppers and at the same time looking for authenticity, connected but seeking the personal touch is threatening traditional luxury branding practices and how they cater to the millennial leisure customers who are their future.

Millennials describing ideal luxury experiences seem to focus on the character and personality of these properties, including the architecture, design, and artwork. How do we appeal to the preferences and current trends among Millennials in ways that resonate with them in terms of uniqueness, style, and innovative personal experiences? This current study will focus on answering these questions by analyzing luxury experience preferences among Millennials, specifically describing the characteristics of leisure luxury as described by this segment of travelers in light of the emergence of the sharing and experiential economies.

### To read the full article go to

<https://www.tandfonline.com/doi/abs/10.1080/22243534.2017.1444709>

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Our Spring Board Meeting in Dublin, that took place on March 5<sup>th</sup>, has been intense and full of new initiatives. The main two items that need to be highlighted are the following:

- We have set up two new formats throughout the year: online meetings and small group meetings. Our intent is to provide better quality services all year round and increase our offer to our members.
- Make sure that our members from emerging markets, CEE and African members can attend our conferences. In order to help the process, we have decided to grant a fee waiver for these members with an accepted paper.

***Our next Board Meeting will take place in Palm Springs, on July 25<sup>th</sup>. EuroCHRIE will also have a booth at the marketplace during the ICHRIE conference.***



**Call for Resources**

**Director of Industry Relations**

Russell Partnerships

[peter.russell@russellpartnership.com](mailto:peter.russell@russellpartnership.com)

We will soon be entering the process of creating and launching a new and improved website for EuroCHRIE. One of the new areas we plan to launch is a section of the website where we will share industry and educational resources with the EuroCHRIE membership (this will be a restricted area). We would therefore like to ask for anyone with any resources which would be appropriate to be shared in this area to get in touch. Please contact me at the address below about this. I will look forward to hearing from you.



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

[r.thomas@leedsbeckett.ac.uk](mailto:r.thomas@leedsbeckett.ac.uk)

Colleagues may be interested to know that this special issue Equality and Diversity in the Professional Planned Events Industry has just been published.

Special issue: Equality and Diversity in the Professional Planned Events Industry  
Guest editors: Louise Platt and Rebecca Finkel

Editorial

<https://www.tandfonline.com/doi/full/10.1080/19407963.2018.1418707>

Article

Gender equality in academic tourism, hospitality, leisure and events conferences

TrudieWalters<<http://www.tandfonline.com/author/>



**The EuroCHRIE Board meets in Dublin**

[Walters%2C+Trudie>  
http://www.tandfonline.com/doi/full/10.1080/19407963.2018.1403165](http://www.tandfonline.com/doi/full/10.1080/19407963.2018.1403165)

Social network analysis and the hunt for homophily: diversity and equality within festival communities<<http://www.tandfonline.com/doi/full/10.1080/19407963.2018.1414987>>  
David Jarman<<http://www.tandfonline.com/author/Jarman%2C+David>>  
<http://www.tandfonline.com/action/showAxaArticles?journalCode=rprt20>

Confident, focused and connected: the importance of mentoring for women's career development in the events industry<<http://www.tandfonline.com/doi/full/10.1080/19407963.2018.1403162>>  
Katherine Dashper<<http://www.tandfonline.com/author/Dashper%2C+Katherine>>  
<http://www.tandfonline.com/action/showAxaArticles?journalCode=rprt20>

The other side of the net': (re)presentations of (emphasised) femininity during Wimbledon 2016  
Roger Domeneghetti<<http://www.tandfonline.com/author/Domeneghetti%2C+Roger>>  
<http://www.tandfonline.com/doi/full/10.1080/19407963.2018.1403164>

'Race', ethnicity and whiteness in the governance of the events industry<<http://www.tandfonline.com/doi/full/10.1080/19407963.2017.1406676>>  
Thomas Fletcher<<http://www.tandfonline.com/author/Fletcher%2C+Thomas>> & Kevin Hylton<<http://www.tandfonline.com/author/Hylton%2C+Kevin>>  
<http://www.tandfonline.com/action/showAxaArticles?journalCode=rprt20>



## Publications from Hong Kong Poly University

### PolyU Scholar Honoured with McCool Breakthrough Award for Advancing Hospitality and Tourism Education

Professor Kaye Chon, Dean, Chair Professor of the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) and Walter Kwok Foundation Professor in International Hospitality Management, was bestowed the 2017 McCool Breakthrough Award by the International Council of Hotel, Restaurant, and Institutional Education (I-CHRIE), the world's largest organisation of hospitality and tourism educators, for founding the Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. To read the full article go to: <https://goo.gl/LkCeJY>

### PolyU Study Finds Understanding Travel Needs Can Help Improve Elderly Quality of Life

Identifying the travel needs of different groups of elderly people in Hong Kong is the first step in providing appropriate services that can improve their quality of life and well-being, argue Dr Kam Hung of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and two co-researchers. In a recent study, the researchers examine the differences in the travel behaviour of elderly Hong Kongers, finding that residents of public housing face more travel constraints than those living in private housing. They suggest that tourism industry stakeholders such as exhibition organisers and travel agents could do more for these residents to promote the quality-of-life benefits that come with travel. To read the full article go to: <https://goo.gl/ZU3BSz>

### PolyU releases Report on 2016 Tourist Satisfaction and Tourism Service Quality Indices

The 2016 PolyU Tourist Satisfaction Index (PolyU TSI) and Tourism Service Quality Index (PolyU TSQI) show general increases compared with the 2015 results, according to the report released by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University. The 2016 PolyU TSI and PolyU TSQI stood at 75.02 and 75.87 respectively. To read the full article go to: <https://goo.gl/uSfPxz>

### PolyU Study Finds Room Attribute Preferences Vital to Hotel Profit Maximisation

Hotel managers need to understand the value that customers place on particular room features and charge for them accordingly, argue Dr Lorenzo Masiero of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and his co-researchers in a recently published study. Having conducted a stated-choice experiment in a Hong Kong hotel, the researchers find that customers are willing to pay much more than currently charged for features such as a harbour view, but place relatively little value on other features such as free cancellation. Hotels would benefit from segmenting their markets to reflect these discrepancies, the researchers suggest, with the ultimate aim of maximising profits. To read the full article go to: <https://goo.gl/cMqmkD>

### PolyU establishes Kwok Hospitality Awards at School of Hotel and Tourism Management

The Hong Kong Polytechnic University (PolyU) is pleased to have received support from the Kwok Scholars Association (KSA) for the establishment of Kwok Hospitality Awards at its School of Hotel and Tourism Management (SHTM). To read the full article go to: <https://goo.gl/nfo8eV>

### The Honourable Sir Michael Kadoorie Bestowed SHTM Lifetime Achievement Award

The Honourable Sir Michael Kadoorie, GBS, L.L.D.(Hon), DSc(Hon), Commandeur de la Légion

D'Honneur, Commandeur de L'Ordre des Arts et des Lettres, Commandeur de L'Ordre de la Couronne, Commandeur de L'Ordre de Léopold II, was this year's recipient of the **SHTM Lifetime Achievement Award** presented to him at a ceremony held in his honour at Hotel ICON on 22 September 2017. To read the full article go to: <https://goo.gl/vA3qc9>

### **PolyU receives donation from Zhejiang Drote Technology to advance hospitality and tourism education**

The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University received a donation of HK\$1.08 million from Zhejiang Drote Technology Co., Ltd. (Drote) for the establishment of the "Drote Scholarship" in support of the SHTM's efforts in advancing hospitality and tourism education. To read the full article go to: <https://goo.gl/uYhHMj>

### **PolyU Study Reveals Surprising Source of Unethical Tourist Behaviour**

Judgements about ethically unacceptable behaviour may vary amongst cultures, and Western tourists are more likely to engage in such behaviour when on holiday, find Dr Denis Tolkach, Dr Stephen Pratt of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and a co-researcher in a recently published study. Their investigation of international and mainland Chinese tourists and Hong Kong residents reveals some surprising findings that should prove useful for academics, policymakers and industry practitioners seeking to develop "mitigation strategies to reduce anti-tourism sentiment" in Hong Kong and other tourist destinations. To read the full article go to: <https://goo.gl/xnccpg>

### **PolyU Study Urges Hotels to Engage the Facebook Generation**

Hotels should make greater use of social media to evaluate their performance from the customer's perspective, according to Dr Bona Kim (Ph.D. graduate) and Dr Sam Kim of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and a co-researcher in a recently published study. Having analysed hundreds of online hotel reviews, the researchers identified the hotel features that customers find most satisfying and dissatisfying. Their results provide helpful suggestions for how hotel managers can make effective use of social media to monitor and respond to customers' positive and negative experiences. To read the full article go to: <https://goo.gl/R47TKr>

### **PolyU holds a naming ceremony for Mr and Mrs Chan Chak Fu Building**

The Hong Kong Polytechnic University (PolyU) has named the premises of the School of Hotel and Tourism Management after a pioneer Hong Kong hotelier, the late Mr Chan Chak-fu, and his wife Mrs Esther Chan Wong Chi-lan in appreciation of the family's significant contributions to PolyU's

hospitality and tourism management education. To read the full article go to: <https://goo.gl/7T6BfU>

### **PolyU Study Finds Focus on Accessibility Key to Exhibition Market Development**

When choosing whether to attend an exhibition, exhibitors will go almost anywhere there is potential for successful business but visitors prefer destinations with good accessibility and an attractive leisure environment, according to Dr Karin Weber of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and her co-researcher Dr Xin Jin. Their recently published research study explores the attractiveness of exhibition destinations from visitor and organiser perspectives, providing practical guidelines that destinations and organisers can use to evaluate and develop destination resources. To read the full article go to: <https://goo.gl/7b2z7q>

### **PolyU Study Finds Russian Tourist Satisfaction Hinges on Hotel Features**

The majority of Russian tourists are highly satisfied with Hong Kong's upmarket hotels, according to the findings of a recent study by Dr Denis Tolkach and Dr Tony Tse of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU). A consideration of more than a thousand online reviews written by Russian guests revealed a particular appreciation for Hong Kong's spectacular views and attentive and friendly hotel staff. While there are a few negative issues that hotels may wish to focus on improving, the findings present an overall positive picture. To read the full article go to: <https://goo.gl/Q8MEyR>

### **PolyU Study Finds How Hotel Loyalty Programmes Can Boost Brand Relationship Quality**

Well-designed hotel loyalty programmes can increase members' satisfaction and improve the quality of their relationships with the associated brands, according to Dr Ada Lo of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and her co-authors. In a recently published article the researchers highlight the loyalty programme features that are most effective for building brand relationship quality (BRQ), and how BRQ contributes to outcomes such as members' word of mouth recommendations and purchase intention. To read the full article go to: <https://goo.gl/sCYmtG>





## Announcing Forthcoming CHIA and HIFIA Train-the- Trainer Workshops

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

### Dubai: April 15-16

**Date & Time:** Sunday, April 15 | 9:00 a.m. - 5:00 p.m. and Monday, April 16 | 9:00 a.m. - 12:00 p.m. (classroom will open by 08:30 a.m. both days)

**Venue:** The Emirates Academy of Hospitality Management, Umm Suqeim 3, Al Saqool Street, Building 69 (Opposite Burj Al Arab), Dubai, United Arab Emirates

**Dress Code:** Business Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$400. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### Bournemouth, UK: May 22

**Date & Time:** Tuesday, May 22 | 9:00 a.m.- 5:00 p.m. (classroom will open by 08:30 a.m.).

**Venue:** Bournemouth University, Talbot Campus, Fern Barrow, Dorset, United Kingdom BH12 5BB

**Dress Code:** Business Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$595. AHLA members may receive a discounted fee of \$545. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to

complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### Guangzhou, China: May 30-31

**Date & Time:** Wednesday, May 30 | 9:00 a.m.- 4:00 p.m. and Thursday, May 31 | 9:00 a.m. - 12:00 p.m. (classroom will open by 08:30 a.m. both days)

**Venue:** Sun Yat-Sen University, No. 135, Xingang West Road, Guangzhou, China

**Dress Code:** Business Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$200. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$40 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### Miami, FL: June 29 (Special Certification in Hotel Industry Analytics for Tourism (CHIA-T))

**Date & Time:** Friday, June 29 | 8:30 a.m.- 5:00 p.m. (classroom will open by 08:00 a.m.).

**Venue:** Biltmore Hotel, 1200 Anastasia Avenue, Coral Gables, Florida 33134

**Dress Code:** Business Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$595. AHLA members may receive a discounted fee of \$545. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### Jakarta, Indonesia: July 7-8

**Date & Time:** Saturday July 7 | 9:00 a.m.- 4:00 p.m. and Sunday day, July 8 | 9:00 a.m. - 12:00 p.m. (classroom will open by 08:30 a.m. both days)

**Venue:** Podomor University, APL Towers #5 floor Podomoro City, Jakarta Barat, Inndonesia

**Dress Code:** Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$295. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$40 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **Palm Springs, CA: July 24-25**

**Date & Time:** Tuesday, July 24 | 9:00 a.m. - 5:00 p.m. and Wednesday, July 25 | 9:00 a.m. - 12:00 p.m. (classroom will open by 08:30 a.m. both days)

**Venue:** Renaissance Esmeralda Indian Wells Resort & Spa, 44400 Indian Wells Lane, Indian Wells, California 92210

**Dress Code:** Business Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$595. AHLA members may receive a discounted fee of \$545. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **Nashville, TN: August 14-15**

**Date & Time:** Tuesday, August 14 | 9:00 a.m. - 5:00 p.m. and Wednesday, August 15 | 9:00 a.m. - 12:00 p.m. (classroom will open by 08:30 a.m. both days)

**Venue:** STR Corporate Office, 735 East Main Street, Hendersonville, Tennessee 37075

**Dress Code:** Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$595. AHLA members may receive a discounted fee of \$545. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **Venice, Italy: August 30**

**Date & Time:** Thursday, August 30 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).

**Venue:** TBD

**Dress Code:** Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$300. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **Niagara Falls, NY: October 16**

**Date & Time:** Tuesday, October 16 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).

**Venue:** Niagara Falls Culinary Institute, 28 Old Falls St., Niagara Falls, NY 14303

**Dress Code:** Business Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$595. AHLA members may receive a discounted fee of \$545. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **La Paz, Bolivia: October**

**Date & Time:** TBD

**Venue:** TBD

**Dress Code:** Casual

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **Dublin, Ireland: November 6**

**Date & Time:** Tuesday, November 6 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).

**Venue:** Dublin Institute of Technology, Kevin Street, Dublin 2, d08 X622, Ireland

**Dress Code:** Business Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$595. AHLA members may receive a discounted fee of \$545. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **New York, NY: November 9-10**

**Date & Time:** Friday and Saturday, November 9-10 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).

**Venue:** New York University's Midtown Center, 11 W 42<sup>nd</sup> Street, New York, New York, 10036

**Dress Code:** Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$595. AHLA members may receive a discounted fee of \$545. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

### **Bangkok, Thailand: November 12**

**Date & Time:** Monday, November 12 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).

**Venue:** Dusit Thani College, 1 Soi Kaenthong, Nongbon, Pravat, Bangkok, Thailand 10250

**Dress Code:** Casual

**Industry Professional Registration & Fees:** The workshop and certification fee is \$295. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the certification. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

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

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

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

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

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

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

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

Best regards,  
Steve and Duane

**Tel:** +1 (615) 824 8664

**Email:** [sharecenter@str.com](mailto:sharecenter@str.com)

Steve: [shood@str.com](mailto:shood@str.com) ext.3315

Duane: [dvinson@str.com](mailto:dvinson@str.com) ext. 3329

**Fax:** +1 (615) 824 3848

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## The Europe Winter Top 5

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

### December 2017 vs December 2016

Countries	Occ (%)		ADR		RevPAR		Percent Change from prior year		
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR
Turkey	58.9	49.5	274.54	229.32	161.83	113.45	19.2	19.7	42.6
Croatia	37.8	29.9	567.86	550.19	214.68	164.74	26.3	3.2	30.3
Portugal	47.5	42.8	94.21	83.52	44.79	35.75	11.1	12.8	25.3
Finland	56.4	51.6	103.86	96.65	58.54	49.87	9.2	7.5	17.4
Belgium	67.3	63.3	104.31	94.73	70.16	59.97	6.2	10.1	17.0
<b>Markets</b>	<b>2017</b>	<b>2016</b>	<b>2017</b>	<b>2016</b>	<b>2017</b>	<b>2016</b>	<b>Occ</b>	<b>ADR</b>	<b>RevPAR</b>
Istanbul	62.9	48.9	338.59	279.51	212.88	136.78	28.5	21.1	55.6
Baku	49.6	45.1	182.48	154.89	90.45	69.91	9.8	17.8	29.4
Lisbon	57.2	51.8	104.09	91.33	59.54	47.33	10.4	14.0	25.8
Brussels	65.1	58.5	110.38	99.11	71.89	57.93	11.4	11.4	24.1
Madrid	63.7	59.6	100.42	90.81	64.01	54.12	6.9	10.6	18.3

### January 2018 vs January 2017

Countries	Occ (%)		ADR		RevPAR		Percent Change from prior year		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Turkey	60.6	47.1	282.20	223.42	171.15	105.33	28.6	26.3	62.5
Croatia	29.7	23.1	632.97	525.78	187.77	121.67	28.2	20.4	54.3
Latvia	50.4	44.6	67.87	62.44	34.20	27.82	13.1	8.7	22.9
Portugal	47.4	43.5	85.98	77.19	40.74	33.56	9.0	11.4	21.4
Bulgaria	51.2	50.3	177.58	148.72	90.84	74.86	1.6	19.4	21.3
<b>Markets</b>	<b>2018</b>	<b>2017</b>	<b>2018</b>	<b>2017</b>	<b>2018</b>	<b>2017</b>	<b>Occ</b>	<b>ADR</b>	<b>RevPAR</b>
Istanbul	65.2	45.4	340.21	266.89	221.71	121.24	43.5	27.5	82.9
Sofia	50.6	49.2	164.36	134.65	83.19	66.23	2.9	22.1	25.6
Baku	46.3	42.5	179.89	161.60	83.21	68.71	8.8	11.3	21.1
Riga	51.4	46.0	66.86	61.67	34.34	28.38	11.6	8.4	21.0
Tallinn	55.7	48.6	75.48	72.58	42.04	35.30	14.5	4.0	19.1

### February 2018 vs February 2017

Countries	Occ (%)		ADR		RevPAR		Percent Change from prior year		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR
Turkey	62.5	50.6	267.99	214.52	167.61	108.61	23.5	24.9	54.3
Estonia	61.3	53.0	71.15	66.93	43.60	35.49	15.6	6.3	22.9
France	59.6	56.1	105.08	96.74	62.62	54.26	6.2	8.6	15.4
Austria	60.5	56.7	106.05	98.98	64.15	56.16	6.6	7.1	14.2
Bulgaria	59.4	62.7	178.55	149.52	105.99	93.72	-5.3	19.4	13.1
<b>Markets</b>	<b>2018</b>	<b>2017</b>	<b>2018</b>	<b>2017</b>	<b>2018</b>	<b>2017</b>	<b>Occ</b>	<b>ADR</b>	<b>RevPAR</b>
Istanbul	65.1	48.2	320.82	253.33	208.91	122.13	35.1	26.6	71.1
Vienna	57.8	52.8	93.79	83.55	54.19	44.08	9.5	12.3	22.9
Tallinn	61.3	53.0	71.15	66.93	43.60	35.49	15.6	6.3	22.9
Sofia	60.0	63.2	175.63	140.47	105.36	88.72	-5.0	25.0	18.8
Rome	60.1	56.0	122.22	112.08	73.49	62.78	7.4	9.0	17.1

Source





## Do you know of a colleague deserving of special recognition?

Dear EuroCHRIE Members

We will soon be seeking nominations for the 2018 EuroCHRIE awards which will be presented at the November conference in Dublin during the Gala Dinner and other events. 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 brief background information on the nominee (e.g. resume or bio) to **John Fong** at [jfong.global@gmail.com](mailto:jfong.global@gmail.com)

We are more than happy to receive nominations up until the **11th of August 2018**. Once the nominations are all in, the final decisions will be made by the nominating committee. In addition, there will be a Regional industry award, sponsored by EuroCHRIE but selected by our hosts DIT. The Awards Ceremony will be hosted by Anders Justenlund.



### The EuroCHRIE President's Award

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



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

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



### The NKUHT Excellence in Education and Training Award

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

***This is a new award***



### The EuroCHRIE International Industry Award

The award recognises an outstanding international industry or organisation for demonstrated commitment and service 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 2018 EuroCHRIE conference.



## Institut Paul Bocuse Research Award

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



## The EuroCHRIE Best Poster Award

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



## Best PhD Student Paper Award 2018



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



## The 2018 EuroCHRIE University Challenge Award - sponsored by RedGlobal

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

**New publication – Event Evaluation: Theory and methods for event management and tourism**

<http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=402>  
by Donald Getz.

*There is a 15% discount for direct (personal) orders - simply enter the code Eurochrie15 at checkout (valid until 01.06.18)*





**Bilkent University Tourism and Hotel Management Graduates Travel the World – Assistant Professor- Eda Gurel, Acting Chair**

[eda@tourism.bilkent.edu.tr](mailto:eda@tourism.bilkent.edu.tr)



Established in 1988, in accordance with the vision of university founder Prof. İhsan Doğramacı regarding the importance of tourism for Turkey, Bilkent University is the oldest private institution of higher education in the country to provide instruction in this field through its Department of Tourism and Hotel Management. In the years since its founding, the department has graduated over 3,900 students. Its graduates are some of the most sought-after in the world, valued particularly for their knowledge in foreign languages, the quality of their education, and their positive attitudes and ethical values. With



English as its language of instruction, the department offers a B.Sc. degree in Tourism and Hotel Management designed to prepare its graduates for managerial positions in the industry by combining management courses with tourism and hospitality-related subjects such as hotel operations and food and beverage services. Students graduate from the program with extensive knowledge of the industry and strong management skills, which serve them well in their future careers.

Here are just a few comments from our graduates about the ways in which their education at Bilkent THM has helped them.

***Ms. Funda Eratici, 1994 Graduate  
Regional Director of Sales Operations, Turkey, Hilton Worldwide***

I truly believe that the education I received at Bilkent University played a crucial role in my career. The greatest impact came via expert instructors who had actual experience in the hotel business, class projects that impelled me to investigate and learn on my own with appropriate guidance, and mandatory internships in the industry that gave a me chance to apply what I had learned in real-life settings.

The internships also gave me visibility with potential employers; I was offered a job right after finishing school, since I was already considered by my employer to have had some experience. They viewed me as a Bilkent graduate who had received a good education and was now eager to learn more.

I am a proud graduate of Bilkent University.

***Mr. Osman Keskin, 1998 Graduate  
Area Director of Sales  
OTO Development; Management Portfolio of Hotels including Marriott, Hilton and Hyatt in the USA***

I graduated from Bilkent University in 1998 with a hotel management degree. From the beginning up through today, Bilkent University has provided me with an excellent education, a strong network, and great job opportunities, including internships that helped me land the perfect management opportunity right after graduation. Our professors and the administrative staff at the university are always ready to help and support us in the best way they can, and they know what it takes to be successful in the hospitality industry. I have been living in the US since 2002 and have met many international hospitality executives who graduated from Bilkent University; I am always very proud to be a graduate of such a prestigious and highly respected school.

***Mr. Devrim Kahramanoğlu, 2000 Graduate  
Director of Operations  
Grosvenor House Suites by the Jumeriah Group / Jumeriah Hotels and Resorts, London, UK***

When I look back on my years at Bilkent, I always feel that it was a real privilege to be part of the academic environment where I gained my B.Sc. degree in Tourism and Hotel Management. Bilkent University was particularly exemplary in terms of the academic methods used in the teaching and development of students through the use of state-of-the-art technologies, as well as in its efforts

to encourage and inspire its student community to actively network and share best practices, which created a strong foundation for building long-term success in a professional career. Following my graduation in 2000, I was immediately able to reap the benefits of my education at Bilkent by securing a job at the highly regarded Swissôtel Hotels and Resorts. Shortly after, in 2002, I was transferred to the iconic Browns Hotel in London, managed by Raffles Hotels and Resorts. Without a shadow of doubt, my career success, particularly that move from Turkey to England, was a result of my education at Bilkent, which gave me the necessary skill sets: from excellent command of the English language to an ability to complete projects using various data in order to articulate a compelling business case. For the same reason, after only eight months in London and after having already been selected employee of the month, I was promoted to the position of reception manager. Since those early days at Browns Hotel, I have always been able to benefit from my academic background at every important moment, whether it was while presenting in front of the Board members of the Hotel Group or putting together a multimillion-pound budget analysis. To sum up, I can say in all sincerity that without my years at Bilkent, I could not be where I am now, for which I am eternally grateful to Bilkent Tourism and Hotel Management.

**Ms. Başak Denizci, 2000 Graduate**  
**Associate Professor**  
**School of Tourism and Hotel Management, The Hong Kong Polytechnic University, Hong Kong**

I was fortunate enough to be among the first five students to receive a full scholarship to study tourism and hotel management at Bilkent University in 1996. After graduating with an M.Sc. from the University of Massachusetts, Amherst, I completed my Ph.D. at Pennsylvania State University, and began my career in academia as an assistant professor at the University of South Carolina in the US. I had the best time of my life studying at Bilkent THM. From academics to social life, Bilkent University and the Department of Tourism and Hotel Management have a lot to offer. The several highlights during my time at Bilkent included serving as the president of the Tourism Club, a reporter for Bilkent News, and an organizer of the university's spring festival. I am grateful to all of my teachers, who inspired me to become who I am today.

**Mr. Mehmet Ergül, 1995 Graduate**  
**Associate Professor of Hospitality and Tourism Management, San Francisco University, USA**

The education we received in the Department of Tourism and Hotel Management at Bilkent was phenomenal. All of our instructors were content experts in their fields and brought real-life experience to our classrooms. The facilities at our school encouraged experiential learning; the "Practice Restaurant" and "Back of the House" experiences were priceless and provided me with a solid background from which I still benefit in my professional life. I'm proud to be a Bilkent THM graduate!



**Mr. Cihan Kıpçak, 2008 Graduate**  
**Executive Chef, Spago Istanbul**

I am a 2008 graduate and current advisory board member of the Department of Tourism and Hotel Management. After completing my education at Bilkent, I was steered by our Food and Beverage Management course instructor, Mr. Oğuz Benice, in the direction of Switzerland, where I gained experience in the kitchens of Stephane Montmayeur and Laval Alain. This experience was the turning point of my career. In returning to Turkey, I worked in executive positions and eventually opened my own restaurant, Gile, in Istanbul in 2012.

In 2013, I won the "Man of the Year" award in GQ magazine's best chef category, and in 2014, Gecce.com's "Chef of the Year" award. Since last year, I have held the position of executive chef at Spago Istanbul, one of the restaurants in the global chain established by the famous two-star Michelin chef Wolfgang Puck. I recently represented my country at the 2018 Oscar celebrations as the first Turkish chef to be invited to the Oscar ceremonies to introduce Turkish cuisine. I am also in charge of the weekly "Istanbul Pop-Up" at Spago Beverly Hills, which offers Americans greater familiarity with Turkish cuisine.

I started my career with great equipment and motivation, including the "Most Promising Young Performer Award" I received on graduation from Bilkent THM. "Success is unavoidable if you nurture your talent and career goals by means of the education and advantages available at Bilkent THM."

**For more information about our graduates and department, please visit our website,**  
<http://thm.bilkent.edu.tr/>



EuroCHRIE 2018

## DUBLIN UPDATES

**Keynote Announcement;** We are delighted to announce that Des O'Mahony - CEO & Founder of @ Book assist has agreed to be a Keynote on the Industry Day (8th Nov) at EuroCHRIE18 (<http://www.eurochrie18.org>). Des joins a growing list of speakers already confirmed for the Industry day that includes Mark Henry @ TourismIreland , Bobby Kerr @ bobbykerr , Alex Gibson @ thepersuaders and Adrian Cummins @ RAI\_ie @ ditoffici...Apr 9, 2018 10:49 AM

**Keynote Announcement:** We are delighted to announce that Prof. Marianna Sigala Director of the Centre of Tourism & Leisure Management (CTLM) at the University of South Australia has agreed to be a Keynote at EuroCHRIE18 in Dublin from the 6th-9th of November (<http://www.eurochrie18.org>). @UniversitySA @EuroCHRIE2018 @eurochrie @ditofficialMar 31, 2018 8:47 AM

**Journal of Hospitality and Tourism Management:** Don't miss out on your chance to participate in the first JHMT paper Hackathon @EuroCHRIE @ICHRIE @MariannaSigala and make sure you also submit a paper/poster for this year's @eurochrie2018 #conference in #Dublin by April 9th! Mar 30, 2018 3:39 PM

**The Fields of Atherny (lyrics) :**  
**ciara96x :** This is my Favorite Irish song. Give a Listen #Irish #music #thebest #fields HURRY! The final deadline to submit papers/posters for @eurochrie2018 ends April 9th, 2018. Simply go to <http://EuroCHRIE18.org> - and practice singing 'The Fields of Atherny'!Mar 30, 2018 3:32 PM

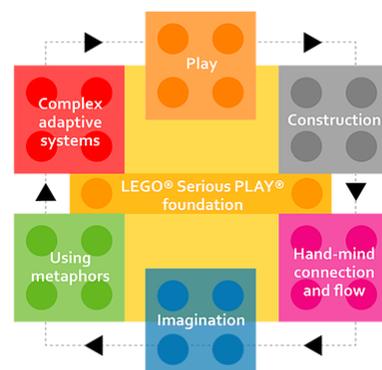
**EuroCHRIE18 Keynote Speaker:** We are excited to announce that Mark Henry Director of Central Marketing at Tourism Ireland has agreed to be a Keynote on the Industry Day at EuroCHRIE18 in Dublin on the 8th of November ([www.eurochrie18.org](http://www.eurochrie18.org)).Mar 14, 2018 4:25 PM

**EuroCHRIE18 Excellence in Education and Training Award:** We are delighted to announce that the EuroCHRIE18 Excellence in Education and Training Award 2018 will be sponsored by the National Kaohsiung University of Hospitality and Tourism. The Award recognises and honours an educator or trainer for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teac...Mar 12, 2018 11:00 PM

**EuroCHRIE18 Best PhD Paper Award:** We are delighted to announce that the School of Hospitality Management and Tourism, Dublin Institute of Technology, have generously agreed to sponsor the Best PhD Paper at the EuroCHRIE18 Conference taking place in Dublin from the 7th-9th of November 2018. There is still time to submit a paper for the conference at <https://www.eurochrie18.org/call-for-papers>. Mar 7, 2018 5:02 PM

**EuroCHRIE 2018 Dublin have a wide variety of workshops & symposiums guaranteed to engage, enthral and entertain. These sessions include:**

- [PhD & Early Careers Research Symposium](#)
- [An Introduction to PLS-SEM \(Using Smart-PLS\)](#)
- [Russell Partnership Technology Workshop](#)
- [Lego Serious Play Workshop](#)
- [Red Global Simulation](#)
- [AR / VR Symposium](#)
- [Human Trafficking Workshop](#)
- [STR Certification in Hotel Industry Analytics \(CHIA\)](#)
- [Hackathon](#)
- [A Case Study Approach to Research](#)



## **4th Annual EuroCHRIE University Challenge 2018 Comes to an exciting Conclusion!**

The 4th Annual EuroCHRIE University Challenge, which began in late February, came to an exciting finish on March 23rd. The eight schools competing were The Budapest Business School (Hungary) - 2017 Winner, Stenden University (South Africa), Stenden University (The Netherlands), NHTV Breda University (The Netherlands) - 2016 Winner, The University College of Northern Denmark - 2015 Winner, The Dublin Institute of Technology, Strathmore University (Kenya) and The Emirates Academy of Hospitality Management (United Arab Emirates).

The teams, comprised of four senior students and one instructor, competed in the Simulation Challenge in a competitive set of eight (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 teams using different strategies to move their hotel forward in the competitive set. The Results and the presentation will be announced in Dublin in November 2018

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### **Stenden South Africa**

- Lea Struder
- Ruvimbo Matanhire
- Jesse Stanley
- Christabel Sibanda



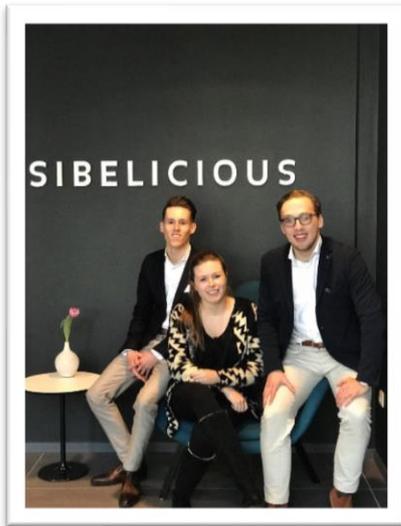
### **Stenden Netherlands**

- Thom Hollenberg
- Tereza Krajcerova
- Laila Besser
- Rixt van der Meulen



### **Strathmore University - Kenya**

- Brenda Monica Wairimu
  - Kirsten Erica Dass
  - Anneirene Kerubo Muma
  - Vivian Muthoni Wachira
- And, of course, Joy Goopio!



### NHTV Breda - Netherlands

- Kevin van Grondelle
  - Huib de Borst
  - Robin Slegers
  - Nikki Jansen
- 



### Budapest Business School.

Vivien, Zsófia, Anita and András

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### Emirates Academy of Hospitality Management (EAHM) - Dubai

- LeVu Minh
- Zixuan Huang
- Jophie Shu
- Maria Helmy Naguib



### University College of Northern Denmark (UCN)

- Adrienn Judit Kisvari
  - Kasper Bager Mortensen
  - Enikő Wölfinger
  - Mette Kimie Vaarning
- 



### Dublin Institute of Technology (DIT)

- Chloe Keating,
  - Isabella Terrinoni,
  - Alexander Bubnov
  - Andrew Nolan
- 



Sincere congratulations to all involved! REDGlobal will be delighted to honor the top two teams at EuroCHRIE 2018 in Dublin.

*Heidi Anaya*  
*Director of Education - REDGlobal Group*  
[heidi@redglobalgroup.com](mailto:heidi@redglobalgroup.com)

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## EuroCHRIE 2018-19 Slate of Office



It is that time of year again when we will soon be asking you to vote for:

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

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 10<sup>th</sup> June at 23.59 GMT [please go to cast your vote](#)

With Best Wishes

John Fong  
Chair of the Nominating Committee [jfong.global@gmail.com](mailto:jfong.global@gmail.com)

<b>Vice President - Chrystel Masdupuy</b>	<b>Biography</b>	<b>Platform Statement</b>
	<p>I currently hold the position of International Projects Coordinator at Ecole Supérieure Internationale de Savignac, France. I develop new partnerships and do pastoral care for students who look for internships abroad. I have also been the MBA Programme Leader at Savignac for 7 years.</p> <p>I have been an active member of EuroCHRIE since 2014, when I was appointed Area Consultant for France. In 2016, I held the position of interim Secretary and have been elected as Honorary Secretary in 2017</p>	<p>EuroCHRIE has quickly become my extended family, and I firmly believe that all together we can expand our network and increase opportunities. Since we are all from different countries, our take on research, events, industry-related issues and organisation varies slightly, and I think this is our main strength.</p> <p>We have recently initiated new ways of keeping in touch with our members, while making sure we provide better quality services all year round. Our annual conferences have always been the main event for our members, and while we need to make sure that we keep improving what we offer during our conferences, we also need to strengthen our communication on social media and work thoroughly on providing added value to existing and potential members, industry professionals and educators, researchers and instructors. I strongly believe this is our duty to facilitate interaction between all our members but also to facilitate access to our services to emerging markets and students.</p> <p>If I am elected as Vice President, then President and Immediate Past President, I will proactively work on the following:</p> <ul style="list-style-type: none"> <li>• Innovative development of EuroCHRIE conferences, webinars and online seminars.</li> <li>• Expand all possible ways to strengthen the links between all of our members.</li> <li>• Facilitate access to students and emerging markets.</li> </ul>

<p><b>Vice President – Eda Gural</b></p>		
	<p>Eda Gürel is the Acting Chair of the Department of Tourism and Hotel Management in Bilkent University. She completed her master’s degree at the University of Surrey. Having been successful in the exam held by the Inter-University Council in Turkey, she received her Associate Professorship in 2017.</p> <p>Eda has publications in the <i>Annals of Tourism Research</i>, the <i>Journal of Business Ethics</i>, and the <i>European Journal of Marketing</i>. An active external consultant for the Scientific and Technological Research Council of Turkey (TÜBİTAK), Eda is a member of EuroCHRIE for more than 12 years and a part of it as Area Consultant for Turkey since 2007</p>	<p>It is an honor for me to be a candidate for the office of Vice President. I am very happy to be part of this inclusive tourism network involving members from Europe, the Mediterranean Basin and Africa. Embracing academics, prospective educators, industry and community members of the world’s largest industry, it contributes to research, international exchange and understanding and prosperity without distinction as to sex, race, language or religion.</p> <p>With a closer cooperation and coordination, we can close the gap between the needs of the industry, education and research. By keeping its members at the forefront of trends, EuroCHRIE can provide a win-win platform through education and research for a sustainable and just tourism planning and development for the future. We should also establish more collaboration with leading hospitality journals and publish special issues around conferences to disseminate knowledge.</p> <p>In these ways, EuroCHRIE can mark its distinction as the leading organization for the advancement of the tourism industry, research and education.</p>
<p><b>Director of Education - Henri Kuokkanen</b></p>		
	<p>Henri Kuokkanen is a senior lecturer and researcher in the fields of revenue management and corporate social responsibility (CSR) at Institut Paul Bocuse. He is also taking the final steps of his PhD at Leeds Beckett University. His industry experience includes treasury and business control management in the global telecoms industry; he has also been a partner in a consulting company focusing on transforming CSR into a competitive advantage. His main field of research and PhD candidacy focuses on the business potential that responsibility offers from a consumer perspective. He has also published articles in the area of revenue management with a focus on tourism destinations. Additionally, Henri is a co-founder of an NGO that supports rural livelihood development in Mali.</p>	<p>As the Director of Membership from 2015 to 2017 I had an excellent opportunity to get insights into our members’ needs and expectations toward EuroCHRIE. Nominated as the Interim Director of Education last October, I have started to employ this understanding in practice to develop our offering to educators. First, together with our partners, I aim to create a library of educational content for members to use in their daily work. Next, together with the Director of Research, I am working to ensure that education-focused content and research complement each other at the annual conference, and further to localise EuroCHRIE to members who cannot attend the annual conference. A third initiative includes integrating students better to our organization, in addition to the PhD workshop already planned for the Dublin conference. I sincerely hope to get the opportunity to work on and conclude these projects; I believe they would add significant value to our members!</p>

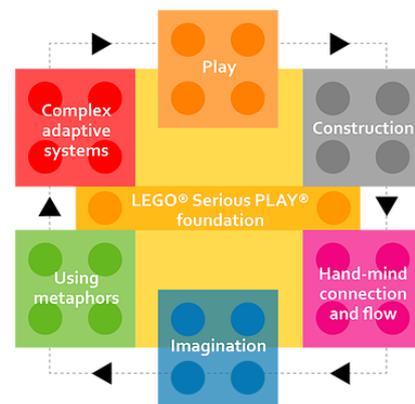
<p><b>Director of Education - Dorthe Simonsen</b></p>		
	<p>Associate Professor Dorthe Simonsen has been undertaking different roles as both lecturer, project manager, researcher, supervisor and coordinator in her past 6 years at Lillebaelt Academy of Applied Sciences, Denmark, on top of 15 years of experience in the professional hospitality industry in Denmark. Her area of expertise is hostmanship, which is founded on a deep interest in human interactions and the importance of creating lasting and memorable experiences for guests. Besides lecturing, Dorthe is developing hostmanship training for companies in the Danish tourist industry.</p> <p>Dorthe has an MA in Business, Language and Culture from the University of Southern Denmark.</p>	<p>For four years, I have had the opportunity to attend the annual EuroCHRIE conference, and after each conference I have returned home feeling inspired and fully updated on the latest development in the hospitality industry for the benefit of my students, colleagues and business partners.</p> <p>Both as a lecturer in international hospitality management, but also in my previous and present efforts to educate the industry, I aim to pass on highly valuable knowledge and am therefore constantly seeking to educate myself to educate others.</p> <p>If elected as Director of Education, I would be honoured to contribute to the continued education of EuroCHRIE members by ensuring that conferences are always relevant and bring inspiration and new knowledge to members. It would also be a great honour for me to be given the opportunity to assist in further developing the educational profile of a highly renowned organisation.</p>
<p><b>Director of Marketing – Florian Hummel</b></p>		
	<p>Florian Hummel looks back at industry experience in airport marketing and the international car rental business. He studied at The University of Brighton (BA Travel Management), Cranfield University (MSc Air Transport Management) as well as The University of Sheffield (Doctor of Education). After leaving the industry Florian was involved in setting up a business school in Germany which he directed for nine years before he took on academic roles as Professor and Dean at Cologne Business School which he subsequently led as Managing Director. Florian currently holds a Professorship at IUBH. He is based in Berlin and is the academic director of four IUBH campus locations in Germany.</p>	<p>I am very pleased to have the opportunity to offer my services to EuroCHRIE.</p> <p>As with any academic organisation, it lives and strives through its members as well as officers and it will not only be a privilege to support the EuroCHRIE family and with this our network and the development of knowledge in hotel and restaurant education, but it will also be a valuable experience to help expanding and to help growing EuroCHRIE as the board member responsible for marketing. These are exciting times for any marketer and it will be one of my main aims to develop our organisation and community by enhancing our digital marketing initiatives across various platforms to remain and enhance our presence and communication with current members, academia, industry as well as prospective future members</p>
<p><b>Director of Marketing – Standing unopposed</b></p>		



## EuroCHRIE 2018

EuroCHRIE 2018 Dublin have a wide variety of workshops & symposiums guaranteed to engage, enthrall and entertain. These sessions include:

- [PhD & Early Careers Research Symposium](#)
- [An Introduction to PLS-SEM \(Using Smart-PLS\)](#)
- [Russell Partnership Technology Workshop](#)
- [Lego Serious Play Workshop](#)
- [Red Global Simulation](#)
- [AR / VR Symposium](#)
- [Human Trafficking Workshop](#)
- [STR Certification in Hotel Industry Analytics \(CHIA\)](#)
- [Hackathon](#)
- [A Case Study Approach to Research](#)





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



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