

EuroCHRIE News

The European Federation of International CHRIE
The Hospitality and Tourism Educators

Winter 2016/17



A Message from the EuroCHRIE President.

John Fong

Dear Friends,

The 34th annual EuroCHRIE conference was held in the fascinating and beautiful city of Budapest from 26 - 28 October 2016 and we welcomed almost 300 delegates from over 40 different countries! It was a record for us to witness the diversity and that really made the conference a very special one indeed!

Our host, Budapest Metropolitan University, led by the very capable Dr Laszlo Puczko and Dr Melanie Smith pulled out all the stops by bringing alive the conference theme of "Wellness" within the Hospitality, Tourism and Events industry.

From the fantastic keynote speakers, to the engaging workshops, interactive symposiums, cutting edge research papers and friendly social events, the three days were packed with numerous activities that refreshed our body, mind, soul and spirit!

I reflected on the conference and personally took away the most from keynote speakers Franz Linser and Jeremy McCarthy. There was a common message between both speakers encouraging us to slow down, disconnect and take time to enjoy the "now". Having been travelling for almost 200 days this year, I identified with that timely message.

Looking at what we have "now", EuroCHRIE as an organization has come a long way. Our reputation is strong, we are financially sound and our members are well regarded in the international community - an example of this is Dr Maureen Brooke's "Combat Human Trafficking" toolkit that is available on the EuroCHRIE website www.eurochrie.org

Our efforts to reach out and keep pushing boundaries have yielded positive results but we must not rest on our laurels. Hence, it is with great pride that I announce that we have recently signed a Memorandum of Understanding with the prestigious "Hospitality Asset Managers Association, Middle East & Africa (HAMA - MEA)". This partnership with HAMA - MEA is a win-win and will provide our members with unprecedented access to key individuals within the Asset Management world and also enable our students to have a deeper understanding of Asset Management as a career path.

Looking ahead to 2017, we will again be breaking new grounds by "Reaching the Unreached and Touching the Untouched". The EuroCHRIE Conference will be making its debut in the African continent in Nairobi, Kenya from 23 - 25 October 2017. Preparations are well on the way and if there's only one conference that you're attending in 2017, I would recommend that you visit www.eurochrie17.org to find out more and to register.

Friends, we wish you the very best in the coming year and if there's anything that we can do better, please let us know - feel free to contact us on admin@eurochrie.org

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Don't forget that all of the photos, some of the proceedings, keynote speaker presentations and links from Budapest 2016 are available to view at <http://www.eurochrie.org/budapest-2016/>



STR SHARE Center Announces 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.

Houston, USA - January 4-5 (two half days), prior to the 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism

Bangkok, Thailand - January 24-25, following the Thailand Tourism Forum

Phuket, Thailand - January 26-27

Milan, Italy - January 30-31, following the ENTER Conference

India - January/February, Date/Location TBD

Sri Lanka - February, Date/Location TBD

Chicago, USA - May 19, prior to the NRA Show

Bali, Indonesia - May 30-31, prior to the 15th APacCHRIE Conference

Quebec, Canada - June 23, following the Annual TTRA Conference (CHIA with Tourism Analytics)

Baltimore, USA - July 24-25, prior to the ICHRIE Conference.

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

Certification in Hotel Industry Analytics (CHIA) - The "Certification in Hotel Industry Analytics" is being offered globally to undergraduate and graduate students, as well as professors through a joint effort between AH&LEI, ICHRIE and STR 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

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From the Editor

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

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

Rai Shacklock - EuroCHRIE Federation Administrator



2nd Annual EuroCHRIE 2016 University Challenge comes to a Spectacular Finish! - Heidi Anaya

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

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

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

This was an incredibly close competition as every team was so focused and so engaged. It quite literally came down to a photo finish with NHTV Breda University being crowned the winning team. In a very close second position was The University of South Carolina. Sincere congratulations to all involved! REDGlobal will be delighted to honor the top two teams at EuroCHRIE 2016 in Budapest. We look forward to more entries in 2017.

Heidi Anaya – Director of Education

heidi@redglobalgroup.com

WINNING TEAM

NHTV Breda University



The team:

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

Leader: Rob van Ginneken with Heidi Anaya in Budapest



"A very exciting 4 week learning curve". That would sum up the EuroCHRIE University Challenge for us. We were determined to get the most out of our run-down hotel, in all four areas of the Balanced Score Card! Conscious of the need to invest in the product, we were determined to fully spend that half a million in the FF&E reserve. Of course we tried to apply

everything we learned about revenue management to forecast demand and expenses as precisely as possible. After we did not manage to get either of the three RFPs, and with the U.S. team solidly in the lead since Q2, you can imagine our surprise and joy when we learned, the morning after the last cycle, we had actually won the competition by a very narrow margin!

RUNNERS UP - The University of South Carolina



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



Leader: Marketa Kubickova with Heidi Anaya in Budapest

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

OTHER TEAMS PARTICIPATING - Stenden - South Africa



The team:
Palesa Riba
Dylan White
Travis Gibson
San-Mari Breytenbach

Leader: Clare du Plessis



"The team from Stenden South Africa were excited to enter the EuroCHRIE challenge is an understatement. The six weeks of participating in the competition was amazing – we learnt so much! Not only did we gain academic knowledge in terms of revenue and strategic management, but we also gained some personal skills such as time management (juggling 5 different people's schedules to make time for the competition). However, the best part of the experience was getting to know 4 wonderful people. We are all so different and even though we knew each other before the competition, we bonded on a deeper level. Each member had their own area of expertise and we had to learn to respect and trust each other's opinion. In the end we learnt that it's not always about winning. It is about all the lessons learnt in the process, the memories made and last but not least, that it's about doing the best that you can do."

The team:

Madalin Stefan Buca
Vendula Brydlová
Kristyna Berankova
Richard Kratochvil



Leader: Louise Ærthøj Velling

"Now that the EuroCHRIE challenge has ended, we can safely say that being part of the team which represented UCN has been one of the highlights during our study program so far. Dealing with numbers, reports and so many challenging decisions in such a short period of time has been instrumental in our personal development as a future professional in the hospitality industry. We strongly recommend the EuroCHRIE challenge to every student who has the opportunity to take part in it." Quote from Stefan: "I had been passionate about revenue management before, but this competition made it clear for me that there is no other career path I want to pursue more than trying to become Revenue Manager."



Budapest Business School

The team:

Fülöp Krisztina
Rácz Katalin
Szemző Rebeka
Horváth Zoltán



Leader: Karakasné Morvay Klára

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



EuroCHRIE Nominations – Kevin Nield - Chair of the Nominating Committee

It will soon be that time of year again when we ask you to think about nominating somebody or yourselves for the EuroCHRIE Board. Vacant positions will be:

- **Vice President of EuroCHRIE (3 years)**
- **Director Research (2 years)**
- **Director Networking (2 Years)**
- **Secretary (2 years)**
- **Treasurer (2 years)**
- **Director of Member Services and Development (2 Years)**



Email nieldkevin@gmail.com if you are interested in any of these positions. Closing date is April 2017

2016 Award Winners



The 2016 EuroCHRIE Regional Industry Award is sponsored by EuroCHRIE and recognises an outstanding regional organisation for demonstrated commitment and service to the hospitality and tourism industry.



This year the EuroCHRIE Regional Industry Award went to Budapest SPA in recognition of the excellent work the team

does to champion the hospitality and tourism industries in the region.



Budapest is one of the biggest and most exciting cities in Central and Eastern Europe and amongst its most popular attractions are undoubtedly its thermal baths, now renowned throughout the world. Budapest, the capital city of Hungary, officially carries the title as a Spa City for 80 years, although its unique facilities were fully recognized by Roman legionaries over 2000 years ago! The water of Budapest is effective mainly in healing locomotor and circulatory diseases.

Budapest Spas cPlc. operates 11 thermal and open-air baths, among them world famous baths, such as the 100-year-old Széchenyi or the Art-Nouveau Gellért Baths or the Turkish baths, Rudas and Király. Almost 4 million visitors a year can enjoy their medical or wellness services. Budapest Spas are working on the continuous improvement of their services and the level of services.

We were especially thankful to Budapest Spas for their invaluable support given to the conference organising committee at Budapest Metropolitan University in securing this wonderful venue tonight.

Ms Szilvia Czinege, was there on behalf of Budapest SPA to accept **The 2016 EuroCHRIE Regional Industry Award** from László Puczkó and Kevin Nield from EuroCHRIE



The 2016 EuroCHRIE International Industry Award is sponsored by EuroCHRIE and recognises an outstanding international industry or organisation for demonstrated commitment and service to the hospitality and tourism industry and this year went to:



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

THE-ICE was created and funded by the Australian federal government from 2008 to 2014 as one of five international centres of excellence to promote the prowess of Australian's tourism, hospitality, leisure, culinary arts and events (TH&E) education, training and research.

Thereafter, THE-ICE became a not-for-profit international accreditation agency. Today it is a network of some 33 member institutions delivering quality Tourism Hospitality & Education programmes from 15 countries and continues to initiate and implement strategic activities underpinned by THE-ICE Four Pillars of education excellence. In summary these are Accreditation, Development, Benchmarking and Promotion.



To receive the 2016 EuroCHRIE International Industry Award was Pauline Tang – CEO THE-ICE and Jane Gentle presented by Kevin Nield and John Fong from EuroCHRIE



The Institute of Hospitality Best Paper Award 2016

This award is sponsored by the Institute of Hospitality and is given to a superior research publication submitted for the EuroCHRIE annual conference on a topic relevant to the field of hospitality or tourism management.

The Scientific Committee in Budapest and Elizabeth Ineson as the EuroCHRIE Director of Research selected 3 papers to be considered by the Institute of Hospitality for this award – they were:

1. The Tablet Wine Experience: An Exploration of Restaurant Wine Presentation Techniques

Carlos da Silva and Henri Kuokkanen Glion Institute of Higher Education, Switzerland

2. Wellness Tourism and Service Perception: Finding Space for Indian Spa Resorts

Parikshat Singh Manhas and Nikhil Singh Charak - University of Jammu, India

3. Investigating the Impact of Workplace Bullying on Employees' Morale, Performance and Turnover Intentions in Five-star Egyptian Hotel Operations

Ashraf A. Tag-Eldeen – SHR – International Management University Berlin and Alexandria University Hotel Studies Department, Egypt.

Mona Baraka and Hesham Dar Alexandria University Hotel Studies Department, Egypt

Elizabeth Ineson and Peter Russell on behalf of the Institute of Hospitality announced the winner of this year's best paper that went to **Carlos da Silva and Henri Kuokkanen - Glion Institute of Higher Education, Switzerland** for their paper titled:

The Tablet Wine Experience: An Exploration of Restaurant Wine Presentation Techniques

Both Carlos and Henri were there to accept their awards from the Institute of Hospitality.



SHARE

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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 and is sponsored by STR.



This year - the 2016 STR 'Bridging the Gap' Award goes to Alain Müller.

Alain is a professional chef, Swiss-born and raised in Montreal, Canada and is now based at Cesar Ritz Colleges at Le Bouveret, in Switzerland. He has over 30 years experience in the culinary industry and culinary education environment.



Chef Alain Müller has worked, as a chef both in Canada and Switzerland where he has gained valuable industry experience in the culinary field.

Through the 23 years with Cesar Ritz Colleges Chef Müller has participated in the elaboration of many culinary events and academic activities throughout the world such as the House of Switzerland in 2004 for the Summer Olympic in Athens and the 2006 Winter Olympics in Torino – Italy.

He has also actively participated in 2006, in the creation and development of the Culinary Arts Academy Switzerland where he holds a key role in the relations between the industry and the education sectors. This program is aimed at training and educating student in becoming future chefs in today's culinary industry and started with only 6 students and currently counts over 160 students on campus.

Some other of his achievements are the development of a culinary program and design of training kitchens for the Collegi Diocesà Sagrada Família in Tortosa Spain from 2008 to 2010, partnership and overview of assessments for the ongoing Swiss culinary and pastry program at the Superior de Gastronomia in Mexico and the partnership for culinary training with the Ritz Escoffier school and the Ritz Hotel in Paris.

Alain truly believes that the success to employability for future students within the Culinary Arts industry will come to those who managed to acquire a proper education with the right balance between the vocational and academic education.



Steve Hood, Senior Vice President at STR and Founding Director of the STR SHARE Center and Kevin Nield presented the 2016 STR “Bridging the Gap” Award to Alain Muller, Cesar Ritz Colleges.



The President's 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. This award is sponsored by REDGlobal.



SIMULATIONS • CERTIFICATIONS



This year we are pleased to announce that the 2016 EuroCHRIE Presidents Award goes to Marianna Sigala

Marianna Sigala is Professor in Tourism at the University of South Australia Business School. Prior to her current position she was a member of academic staff at the Universities of Strathclyde and Westminster in the UK, and the University of the Aegean (Greece) and a visiting professor in many universities worldwide including Italy, Spain, Spain, France, Russia,

Australia, She also has professional hospitality industry experience.



Marianna has a PhD from the University of Surrey as well as a Certificate of Advanced Academic Studies from the University of Strathclyde and an MSc in Tourism Management from the University of Surrey. She is a widely published authority in the area of Service Operations Management and Information & Communication Technology applications in Tourism and Hospitality.



Professor Sigala's research is multi-award winning featuring several best paper awards at international conferences and in academic journals. *She has also published 5 books in the area of Information Technologies and tourism and she has been an invited keynote speakers of more than 30 international conferences.*

Marianna was the EuroCHRIE Secretary, Vice President, President and a Past President from 2002 -2006

Marianna is the current Chair of the ICHRIE Johnson & Wales Case Study Competition & Publication Series. She is also currently the co-editor of the international journal (Journal of Service Theory & Practice (formerly published as *Managing Service Quality*), the editor of the *International Journal of*

Hospitality and Tourism Cases, and the co-editor of the *Journal of Hospitality & Tourism Management* and was Director of Information and Publications and member of the Board of Directors of I-CHRIE (2008 – 2010) She is a now a member of the editorial boards of JHTE, JHTR and the Research Committee.

Marianna's contribution to ICHRIE, EuroCHRIE and to hospitality and tourism education makes her a very worthy recipient of the 2016 EuroCHRIE President's Award.



Peter Stark, President of REDGlobal and Kevin Nield presented the 2016 EuroCHRIE Presidents Award to Professor Marianna Sigala



Emerald Publishing and the Emirates Academy of Hospitality Management sponsor the **2016 Best PhD Student Paper Award**. This award is given to a superior research paper submitted by a PhD student.



The 2016 Award went to Sarah Price associate nutritionist from the School of Tourism Bournemouth University, UK. Sarah originally from Germany but has been studying in the UK for the last 5 years.



The paper is entitled: FoodSMART – a tool for wellbeing?



The aim of FoodSMART was to develop an innovative technical (ICT) menu solution that enables informed consumer choice when eating out that takes into account individual characteristics (such as culture, dietary requirements and age group) as well as product (specification) and provides optimal recommendations to improve consumer health and wellbeing. A mixed methods approach was chosen for this study in order to gain a more complete understanding of the values consumers attach to trust within public sector food-service.

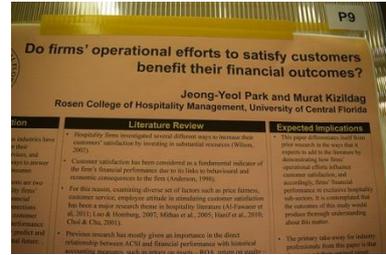
Her advisor was Heather Hartwell also from Bournemouth University in the UK. **Sarah Price was there to collect her award from Elizabeth Ineson.**





The 2016 EuroCHRIE Best Poster Award.

This Award is given to a superior research poster presented at the EuroCHRIE annual conference and is sponsored by EuroCHRIE.



Elizabeth Ineson EuroCHRIE Director of Research and Xander Lub from Saxion - University of Applied Sciences in the Netherlands judged the posters and then announced the winning poster. This went to:

Jeong-Yeol Park & Murat Kizildag (Rosen College, University of Central Florida)

Do Firms' Operational efforts to satisfy customers benefit their financial outcomes?



The EuroCHRIE University Challenge Award 2016 – sponsored by REDGlobal and presented by Heidi Anaya - See separate article and pictures on pages 4-6

Winning Team- NHTV Breda University



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

Leader: Rob van Ginneken was there to receive the award from Heidi.



Runners up - The University of South Carolina

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

Leader: Marketa Kubickova was there to receive the award from Heidi.



Thanks to our generous sponsors and congratulations to all award winners.



SIMULATIONS • CERTIFICATIONS



EuroCHRIE University Challenge 2017

The annual EuroCHRIE University Challenge is offered to teams of students from member colleges and universities.

Benefits

1. Students experience the same professional level management training used to build business acumen skills among lodging professionals around the globe. In doing so they consolidate the various elements of their academics; blend them with e-learning lessons, and apply them in a world class, real-time competition with other school teams. It is real-world learning.
2. Each participating student will receive a gold sealed certificate in Hotel Business Acumen, demonstrating the successful completion of an advanced application of their studies. These certificates are given very favorable recognition by recruiters.
3. In addition, each student member of the winning team will receive a cash award of €125 and their Instructor will receive €400 toward EuroCHRIE 2017 travel and accommodation expenses.

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

February 20, 27, March 6, 13, 20, 27

Format In each of the weeks, students will complete:

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

Each team of 4 senior students and 1 instructor will be supported by an online industry coach using e-learning, web conference, and email.

The simulation competition uses the world's leading lodging simulation, **REVsim**® heralded by thousands of hotel professionals around the globe.

Learning is as learning does. The simulation competition is an application of learning that takes business skills and mindset to a new level of understanding, strategic thinking, and tactical precision. Student teams operate their hotels in real-time and in direct competition with other teams. There is no artificial intelligence at work. All business outcomes are the result of the decisions made by all the hotels competing in a dynamic market.

There is a 50 short answer online quiz at the end of the Challenge to confirm certification level learning. It is designed to consolidate and confirm the learning.

Winning The "big win" is an opportunity for each participating student to add an extra level to their education, one that integrates course learning, and one that illuminates the business realities that lie ahead. And all of this... documented with a certification.

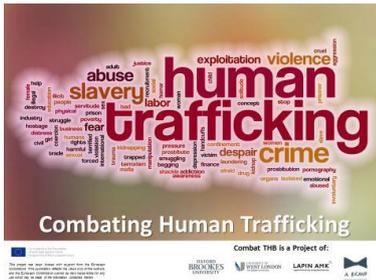
The team "win" goes to the hotel that produces the best Balanced Score Card, providing leading ratings in market performance, profit, return on equity, guest loyalty, and staff performance.

Registration Registration is easy and is offered on a first-come basis. It is completed by the teams' Instructor/Coach. Team member names can be added later. Simply email your name, telephone number, and school name and we will be in contact to answer your questions and complete the registration.

Please start the registration by contacting Heidi Anaya at: heidi@redglobalgroup.com and by watching the video on

<http://www.eurochrie.org/news/2016/october/10/eurochrie-university-challenge-2017/>





To All Our Friends in EuroCHRIE

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.

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.

We hope EuroCHRIE members, whether industrialists, educators or students, 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 meabrookes@brookes.ac.uk or Professor Alexandros Paraskevas alexandros.paraskevas@uwl.ac.uk

We are delighted to share our 'Combat Human Trafficking' Toolkit with you.

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.

[Download Complete COMBAT Toolkit](#) (File details: 103mb / *.zip)

[Download Complete COMBAT Toolkit](#) (File details: 103mb / *.zip)

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 within their programmes to educate future industry managers. It comprises three reference guides for corporate, managerial and operational level staff which, provide the background to human trafficking and offer practical advice on the development of policies and procedures to counteract and disrupt trafficking and support trafficking victims. 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

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



Co-funded by the Prevention of and Fight against Crime Programme of the European Union

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

Keynote Speaker Profiles – Presentations at Budapest 2016

Franz Linser - Entrepreneurship and Innovation in Wellness Hospitality



Franz Linser, born in 1961, is an ever dedicated and inspiring personality. He began by making his mark as a track and field athlete in hurdle races and combined events, becoming an Austrian national champion. Franz studied sports and English, spent two years in the US, and lectured at the University of Innsbruck. He received his doctorate with distinction and was a trainer of the Austrian national ski team and author from 1989-1992. Franz started working as a successful entrepreneur in the tourism industry where he has been excelling for twenty years. Today he is a passionate and renowned strategist, mastermind and engineer in pioneering modern day and innovative hotel concepts. He is the co-chair of the Global Wellness Summit in 2016.





Professor Sally Brown - Engaging Students, Engaging Staff

Sally is a Principal Fellow of the Higher Education Academy, is a Staff and Educational Development Association (SEDA) Senior Fellow and a UK National Teaching Fellow. She is widely published in the field of teaching, learning and particularly assessment. Her latest book (2015) is 'Learning, Teaching and Assessment: Global Perspectives (Palgrave).

Her areas of expertise and workshops as well as a full list of publications can be seen at the website at <http://sally-brown.net/> Contact s.brown@leedsmet.ac.uk or sally@sally-brown.net Twitter @ProfSallyBrown

*How can we foster high levels of staff and student motivation to produce excellence in learning and teaching Higher Education students are sometimes seen nowadays as being under-motivated and as failing to engage fully with learning? This in turn is demotivating for the people who teach them. In this session we will address some of the causes of disengagement and discuss a range of techniques and approaches to bring back the joy of learning to the classroom. **Website: Prof. Sally Brown - download educational material from this presentation.***





Phil Race - Making learning happen: inspiring students, in and beyond the lecture room.

Phil Race leads highly interactive workshops (and keynotes) on assessment, feedback, learning and teaching in higher education. He publishes widely on such things, and details of his work can be found on his website <http://phil-race.co.uk>. His passion is about 'making learning happen', in an approachable way, without recourse to jargon, acronyms or elitism. He is the author of the 'ripples on a pond' way of thinking about seven factors underpinning successful learning, based on asking over 200,000 people in many parts of the world six straightforward questions about how they learn, and most recently written up in:

Race, P (2014) Making Learning Happen: 3rd edition, London: Sage.
 Race, P (2015) The Lecturer's Toolkit: 4th edition, London, Routledge.

He started as a scientist, but gradually became an educational developer. His work was recognised in 2007 by the Higher Education Academy awarding him a National Teaching Fellowship, and the status of 'Principal Fellow' in 2012. In 2010 he was awarded the honour of 'European Educator of the Year' by EuroCHRIE, at a ceremony in Amsterdam. He is currently a Visiting Professor at the University of Plymouth, and was awarded an Honorary Doctorate of Education' at Plymouth in 2012. He is known for using lots of post-its in various colours for brainstorming and prioritisation group exercises at his keynotes and workshops, and for bringing humour into presentations and keynotes – but always with the purpose of highlighting important points here and there. He can be emailed on phil@phil-race.co.uk and Twitter address is @RacePhil (He doesn't do Facebook or LinkedIn!)



Nowadays, with so much great material available to everyone online, there's little need to get students into lecture rooms just to give them yet more information. But there are other important things we can do when getting students together, not least inspiring them, helping them to learn from each other's expertise, and motivating them to make best use of everything that is available to them to help them learn successfully. This interactive keynote will explore how we can bring what happens in lecture contexts into the 21st century, and vanquish the enemy of boredom. (Reference materials: Making 'Learning Happen: 3rd edition' (2014) London, Sage. 'The Lecturer's Toolkit: 4th edition', (2015) Abingdon: Routledge.) [Website: Prof. Phil Race](#) - download educational material from this presentation.





Jeremy McCarthy- The Rise of Wellness in Hospitality

Jeremy McCarthy is the Group Director of Spa for Mandarin Oriental Hotel Group leading their internationally acclaimed luxury spa division featuring 44 world-class spa projects open or under development worldwide. He has over 20 years of experience operating luxury spas in resort and hotel properties worldwide. McCarthy teaches courses in the online certification program in Spa and Hospitality Management through the University of California, is the author of *The Psychology of Spas & Wellbeing* and hosts a blog about holistic wellbeing at <http://psychologyofwellbeing.com>

Consumers today are expecting wellness wherever they go: at home, at work, and when they travel. As a result, luxury hospitality operators are having to consider how to meet the wellness needs of their guests in a more comprehensive way. In this presentation, Jeremy McCarthy will present his vision for where this wellness trend is going, how it will integrate with hospitality, and why wellness concepts are important for how we educate the hospitality professionals of the future.





Round up of EuroCHRIE Budapest 2016

For full details and photos of the events visit our media wall available through www.eurochrie.org and at <http://www.eurochrie.org/budapest-2016/>

You can also download the conference APP and some of the conference refereed papers as indicated below:



Published Conference Proceedings for [Budapest 2016](#)

Table of Content

- Destination Spas: The profile of these establishments in South Brazil - Vanessa de Oliveira Menezes and Ana Paula Perardt Farias
- Suppliers' perspectives on the affordability of wellness services - Eleni Michopoulou, Veronika Kudrakova and Iride Azara
- Evaluation of the innovation influences and effects in hotel industry - Nataša Artič
- A review of innovative teaching in the context of Technology Enhanced Learning (TEL) - Zarina M. Charlesworth and Hilary C. Murphy
- Entrepreneurial intention, motivations and constraints in times of depression: The case of Egyptian Tourism and Hotel Management undergraduates - Lamiaa Moustafa and Amany Refaat Mohamed
- Crisis-Management Practices and Drawbacks in the Egyptian Hospitality Industry: The case of Sharm Elshiek Lamiaa Moustafa and Jailan M. EIDemerdash
- Structure and design of menus in a la carte restaurants - Bojana Kalenjuk, Dragan Tešanović, Biljana Cvetković and Snježana Gagić
- Learning from experience – by maximizing the hospitality management student work integrated learning experience: A case study Pieter van der Westhuizen and Hema Kesa
- Shift work in the hospitality industry: Does it have an effect on employee's lifestyle and wellbeing? - Hema Kesa and S. Bolus

For copies of the articles go to <http://eurochriebudapest2016.org/wp-content/uploads/2016/01/Proceedings-of-EuroCHRIE-2016-Conference.pdf>



There are also copies of the powerpoint presentations of some of the keynote speakers at <http://www.eurochrie.org/education/>

EuroCHRIE 2017 – Nairobi, Kenya

23rd-26th October 2017

“Reach the unreached – touch the untouched”

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



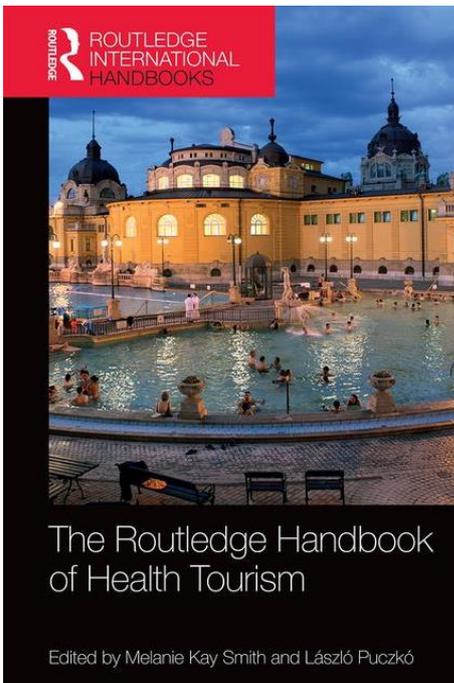
We are all looking forward to welcome you in Nairobi, and we promise that we will do our very best to give you a genuine and memorable experience. You will meet ambitious, opportunistic, and passionate people and companies, that all wish to present the various opportunities that Kenya has to offer you.

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

In order to “Reach the unreached – touch the untouched” you will experience that not only do we change the context but also the way of approaching the hospitality and tourism industry. This to make sure that students get the right competences to fulfil the challenges that you meet in Kenya in relation to business culture, business challenges and business opportunities within the hospitality and tourism industry.

Jambo and welcome to our Nairobi “*The green city in the sun*” – Welcome to the EuroCHRIE conference 2017.





The Routledge Handbook of Health Tourism

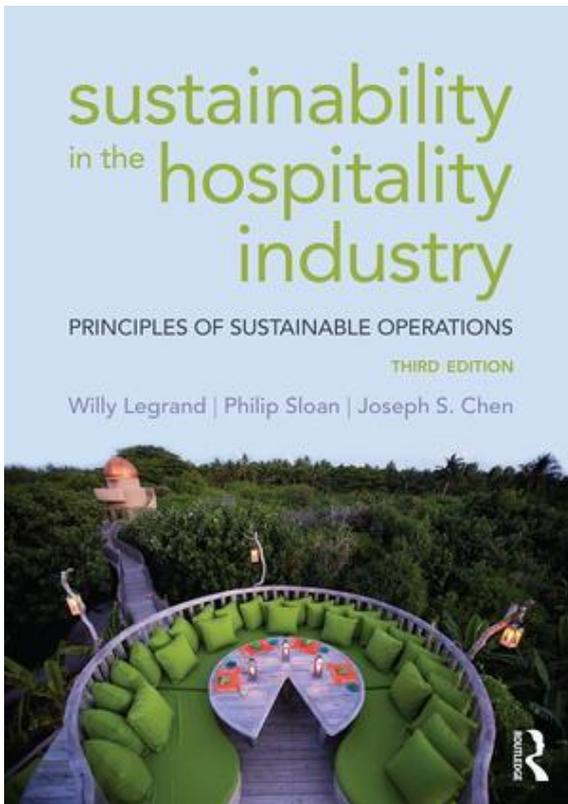
Edited by **Melanie Kay Smith**, Budapest Metropolitan University of Applied Sciences, Hungary and **László Puczkó**, Budapest Metropolitan University of Applied Sciences, Hungary
Series: Routledge International Handbooks

"The Routledge Handbook of Health Tourism provides a comprehensive and cutting-edge overview of the philosophical, conceptual and managerial issues in the field of health tourism with contributions from more than 30 expert academics and practitioners from around the world. Terms that are used frequently when defining health tourism, such as wellbeing, wellness, holistic, medical and spiritual, are analysed and explored, as is the role that health and health tourism play in quality-of-life enhancement, wellbeing, life satisfaction and happiness. An overview is provided of health tourism facilities such as thermal waters, spas, retreats and wellness hotels and the various challenges inherent in managing these profitably and sustainably. Typologies are given not only of subsectors of health tourism and related activities but also of destinations, such as natural landscapes, historic townscapes or individual resources or attractions around which whole infrastructures have been developed. Attention is paid to some of the lifestyle changes that are taking place in societies which influence consumer behaviour, motivations and demand for health tourism, including government policies, regulations and ethical considerations.

This significant volume offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text is international in focus, encouraging dialogue across disciplinary boundaries and areas of study and will be an invaluable resource for all those with an interest in health tourism".

<p>TABLE OF CONTENTS:</p> <ul style="list-style-type: none"> • List of figures • List of tables • Contributors • Foreword • Introduction • Section One: History and Trends • Section Two: Happiness, Wellbeing and Quality of Life • Section Three: Health, Tourism and Society • Section Four: Holistic Wellbeing 	<ul style="list-style-type: none"> • Section Five: Medical Tourism: Ethics, Regulation and Policy • Section Six: Medical Tourism: Products and Services • Section Seven: Health Destination Development and Management • Section Eight: Therapeutic and Healing Landscapes • Section Nine: Nature, Health and Tourism • Conclusion • Hospitality
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November 2016: 246x174: 520pp - 45 illustrations
Hb: 978-1-138-90983-0 | £150.00 - eBook: 978-1-315-69377-4
 For more information visit: www.routledge.com/9781138909830



Sustainability in the Hospitality Industry

Principles of sustainable operations, 3rd Edition

By Willy Legrand, Philip Sloan, Joseph S. Chen

© 2017 – Routledge

524 pages | 92 Color Illustrations.

Global release of 3rd edition **Sustainability in Hospitality: Principles of Sustainable Operations** textbook

This new edition builds on the previous and includes updated content on sustainable food systems, hotel energy solutions, impacts of technology, water and food waste management, green hotel design, certification and ecolabelling systems and the evolving nature of corporate social responsibility strategies. A series of new chapters have been added exploring environmental accounting and the internalization of externalities as well as the management of accessibility in hospitality. Supported with some 30 updated international industry case studies exploring key issues and show real-life operational responses to sustainability within the hospitality industry. Book details at: <https://www.routledge.com/Sustainability-in-the-Hospitality-Industry-Principles-of-sustainable-operations/Legrand-Sloan-Chen/p/book/9781138915367>)

“This is the reference book available that introduces economic, environmental and social sustainability issues. Highly recommendable for students and managers interested in exploring ideas, solutions and strategies about how to manage sustainable operations within the hospitality industry.” - Miguel Ángel Gardetti, Director Center for Studies on Sustainable Luxury and Advisory Board Member Center for Study on Sustainable Hotels.

“As a hospitality and tourism management educator and a program liaison of the Florida Green Lodging Program, I am confident this book will benefit undergraduate and graduate students alike who are interested in developing and applying environmentally sustainable management practices to hospitality and tourism.” - Po-Ju Chen, PhD. Associate Professor, Rosen College of Hospitality Management, University of Central Florida

CONTENTS

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| <ol style="list-style-type: none"> 1. The rationale for sustainable development 2. Sustainable development and the hospitality industry 3. Energy management 4. Waste management 5. Water management 6. Eco-design and facilities development 7. Food security 8. Agriculture and sourcing 9. Sustainable food and beverage management 10. Responsible consumer behaviour | <ol style="list-style-type: none"> 11. Accessibility in hospitality and tourism 12. Corporate social responsibility and social entrepreneurship 13. Responsible marketing and branding 14. Environmental management systems, sustainability performance and auditing 15. Certification processes and ecolabels 16. Investing, financing, performing and decision-making in sustainability 17. Internalising externalities and environmental accountability 18. Benchmarking, reporting and communicating sustainability |
|---|---|



The Learning Village in Tuscany by Dr. Fred DeMicco,

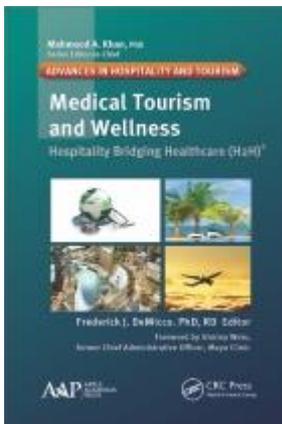
We want to let EuroCHRIE members know about our new campus facility in Tuscany. The SIAF Tuscany facility can be used for student and

faculty educational travel, semester abroad or for events and conferences. At our SIAF Campus Tuscany, you will have 93 single rooms with private baths and separate campus executive housing for your faculty. We have 7 high tech class rooms, all meals and much, much more. Volterra also offers faculty fellowships and support for your travel, room & food for you to bring students to the Tuscany Campus. Explore for yourself with the [links below](#). You can have a blank canvas there at our school to create your own programming or join our consortium and share classes with other universities. Whatever you decide the SIAF professional staff there and myself will make sure that it will be a “turnkey” offering for your academics so you can come to teach (and relax). I look forward to hearing from you so we can help you plan to go to Tuscany. Have a look. Volterra is scenic, historic, and safe - maintaining its strong Roman history. We are setting up a consortium of liked minded universities to come to Volterra to study.

Fred
FDeMicco@udel.edu

Tuscany Highlights of the SIAF Campus in Volterra

1. <http://www.siafvolterra.it/en/siaf.php>
2. <http://www1.udel.edu/udaily/2016/apr/volterra-italy-semester-042216.html>



Medical Tourism and Wellness Hospitality Bridging Healthcare (H2H)©

Editor: Frederick J. DeMicco, PhD, RD

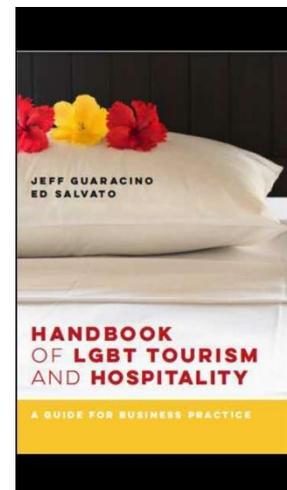
**Dear Friends: Thank you for all of your support getting the word out on our new upcoming book with Apple Press (URL below).
Frederick J. DeMicco, Ph.D., R.D., CGSP**

<http://www.appleacademicpress.com/medical-tourism-and-wellness-hospitality-bridging-healthcare-h2h-9781771885058>

HANDBOOK OF LGBT TOURISM AND HOSPITALITY A Guide for Business Practice JEFF GUARACINO & ED SALVATO

["Handbook of LGBT Tourism & Hospitality"?](#)

To research this book, the authors travelled to six continents, interviewed nearly a hundred industry experts, and analysed multiple emerging trends among LGBT travellers. The *Handbook of LGBT Tourism and Hospitality* is an easy-to-read, practical, and relevant guidebook with a simple goal: to help marketing professionals, business owners, and allied professionals compete in the increasingly competitive global LGBT travel and hospitality industry.



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



1st CALL FOR PAPERS.

“Reach the unreached – touch the untouched”

The theme for the 2017 European Council on Hotel, Restaurant & Institutional Education (EuroCHRIE) annual research conference is chosen to symbolise the unexploited potential that the hospitality and tourism industry contains. It invites delegates to explore our broadening base of member countries, to build bridges, and start developing, or strengthening international collaboration in the EuroCHRIE family. Furthermore, we aim to inspire delegates to explore a different take on hospitality, a new cultural context, new methodologies for doing research, and new research topics.

As the hospitality industry is increasingly rich in contexts and perspectives, we offer different tracks that touch on different research perspectives on the hospitality and tourism industry at all levels; Individual, Team, Organisational, Industry, National, and International. This includes generic areas, such as management/leadership, CSR/CSV, economy/finance and business model innovation. Furthermore, the theme relates to the core activities of academic institutions – education and learning – as well as innovative research methods.

To live up to the conference theme and intentions and to support the development of hospitality and tourism perspectives in new contexts in industry, academia and geographically, the EuroCHRIE 2017 conference will invite paper and poster contributions as well as symposia to the following tracks:

The first track is on the individual level; it considers service delivery, discussing new

approaches, and the effect of cross-cultural differences and various contexts on required services.

The second track focuses on teamwork. How do teams work together in the hospitality industry, how to bridge the gaps between departments? How to manage diversity and multicultural topics in teams?

The third track is aimed at organisations in the hospitality and tourism industry. Hospitality and tourism research enjoys an increasing awareness in generic areas, such as management/leadership, Corporate Social Responsibility and Corporate Social Values, economy/finance, business model innovation and vertical channel integration or diversification. Furthermore, this track includes context blurring concepts and game changers, and hospitality in non-traditional hospitality contexts, such as healthcare, retail, and even the finance and oil/chemical industries.

In the fourth track we welcome contributions at national and international level, the impacts of political, cultural and social context of hospitality and tourism, including the origin and effect of cultural differences, and issues in relation to legislation. Furthermore, presentations on bottom-up developmental approaches are welcomed.

Teaching, learning and assessment in hospitality and tourism education form **the fifth track**. This track offers you the opportunity to present new teaching contexts and methods. Topics may be e.g. design-driven education or blended learning, but also student mobility and global curricula.

The sixth track explores innovative research perspectives in hospitality and tourism education and research that go beyond interviews and surveys: this track may cover diverse techniques such as ethnography, design thinking, big data and any other technique that uncovers data regarding hospitality and tourism.

Review process

All contributions will be subject to a blind review by two peers.

Deadlines

– Send brief for symposium topic: 31st December

– Upload deadline submission (paper, poster presentation, symposium proposal) via Easychair: **Between 1st December 2016 and 17th March 2017**

– Review deadline: 8th May

– Upload deadline for final (edited) conference papers, posters (extended abstract), and symposium papers in EasyChair: **26th June 2017**. The early bird deadline for the conference is 30th June 2017

– For inquiries please contact the scientific committee (eurochrie17.hbs@saxion.nl)

Both EasyChair references need to become a hyperlink to the euroCHRIE17 website of easyChair: <https://easychair.org/conferences/?conf=eurochrie17>

Call for papers

Authors are invited to submit original, unpublished papers that have not been previously published, accepted to be published, or are being considered for publication in any other forum. Papers may be theoretical/academic (describe research within the theme of the conference) or applied/papers (industry papers or educational papers). Industry papers are encouraged to report accounts of innovative work or best practices with demonstrable value to an organisation. Educational papers may describe innovative teaching methods, modules and curricula, or other topics related to education within the field of hospitality and tourism.

All papers will go through double-blind peer review by two reviewers, to ensure good quality paper presentations. **Theoretical/academic contributions** will be reviewed (among others) on timeliness and appropriateness of literature used, appropriateness of research method, quality and relevance of discussion of data and data analysis, and contribution to knowledge and academic debate.

Practical/applied contributions will be reviewed (among others) on the identification of a specific education-based or industry-based topic or challenge, significance and relevance of the findings and outcomes in the paper for educators/education or practitioners/industry (proposed) actions to be taken, quality of the discussion, and recommendations for the academic community.

Accepted papers will be published in the conference proceedings of EuroCHRIE 2017. Authors of accepted papers are expected to make a 20 minutes presentation during the conference. Please note that the proceedings will not have an ISBN number, so you can send your paper to a journal of your choice after the conference.

All papers should meet the following guidelines:

– Maximum 3,000 words excluding the title, abstract and references

– Abstract maximum of 150 words

– Maximum of six keywords

– Identify whether the paper is Theoretical/Academic or Practical/Applied

– Indication of which of the six tracks the paper fits into

– Be prepared in MS Word

– Be written in English (UK spelling) and be free from grammatical and spelling errors

Authors of accepted conference papers are expected to make a 20 minutes presentation; at least one author of an accepted paper must register for the conference and be prepared to make a presentation.

To assist you in preparing your conference paper for submission, a [guideline](#) has been prepared in MS Word. Typing directly into the document is an easy and effective way to ensure your paper meets the style requirements.

Call for Posters

Posters offer you the opportunity to share your research, best practice, or experience, theoretical /academic and practical/applied, with the EuroCHRIE audience. Posters provide an excellent opportunity to interact with individual conference attendees, to seek inspiration amongst peers from academia, education, and industry. The topic for a Poster may be academic and present research ideas, research in early stages of development and work in progress, within the topicality of the Conference. Posters may also be Industry-based, and provide an opportunity of sharing experiences and deal with topics closer to market and particularly, but not limited to, Industry Best-Practices. Posters may describe interesting ongoing work, new discoveries and insights, or summaries of significant projects. Furthermore, Posters may be education-based, and discuss e.g. teaching methods, modules and curricula, with the prime target to share and discuss experiences with conference attendees.

Poster presentation submissions do not require you to write a 3000 word paper. Instead, for the review process you write a 500-1000 words extended abstract that describes the topic and content of the poster. Once accepted, you can

develop your poster and bring it to the conference. Posters will be presented in separate sessions, to allow enough time for you to discuss your poster with conference attendees.

Posters will be selected based on their originality, timeliness and relevance, and also for the clarity of the intended message. Abstracts of accepted posters will be published in the conference proceedings of EuroCHRIE 2017.

All Abstracts for Poster Presentations should meet the following guidelines:

- Extended abstract of 500-1,000 words excluding the title, abstract and references
- Maximum of six keywords
- Identify whether the poster is Theoretical/Academic or Practical/Applied
- Indication of which of the six tracks the poster presentation fits into
- Be prepared in MS Word
- Be written in English (UK spelling) and be free from grammatical and spelling errors

Authors of accepted posters are expected to prepare a A1 (portrait) poster for display at the conference, and set up their posters at a specific time according to the conference schedule. Poster need to be on A1. At least one author of an accepted poster must register for the conference.

To assist you in preparing your extended abstract for a poster presentation for submission, a [guideline](#) has been prepared in MS Word. Typing directly into the document is an easy and effective way to ensure your poster presentation meets the style requirements.

Call for Symposia

Symposia can be used to bring together expertise from across the EuroCHRIE community on specific topics and discuss current and future research in dedicated 2-hour slots at the conference. One person, preferably of some authority in the field of expertise, is responsible for bringing together 3-5 submissions and a general introduction together in a symposium paper of 6000 words, and for chairing the 2-hour session at the conference. The submitting author plus 1 author per individual submission needs to

register. The symposium maybe theoretical/academic or applied/practical. Accepted symposium papers will be published in the conference proceedings of EuroCHRIE 2017. Please note that the proceedings will not have a ISBN number, so you can send your paper a journal of your choice after the conference.

Please note that symposium hosts are kindly asked to put forward a brief (max 500 words) proposal to the academic board for their symposium latest by 31 December 2016 for planning purposes.

All Symposia should meet the following guidelines:

- Maximum 6000 words excluding the title, abstract and references
- 3-5 individual contributions within a symposium
- Overall abstract maximum of 500 words
- Maximum of six keywords
- Identify whether the symposium is Theoretical/Academic or Practical/Applied
- Indication of which of the six tracks the symposium fits into
- Be prepared in MS Word (using the EuroCHRIE Symposium Guidelines)

To assist you in preparing your symposium proposal for submission, a [guideline](#) has been prepared in MS Word. Typing directly into the document is an easy and effective way to ensure your paper meets the style requirements. Please download the EuroCHRIE Symposium Proposal Guidelines.

Symposium hosts are kindly asked to put forward a brief (max 500 words) proposal to the academic board for their symposium latest by 31 December 2016 for planning purposes. (eurochrie17.hbs@saxion.nl)



The 2017 EuroCHRIE Conference Team



Birgitte Jørgensen – Conference Chair

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

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



Joy Goopio – Conference Manager

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

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



Jan Willem Meijerhof – Conference Manager

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Phone no.: +31 645594017
LinkedIn: jan-willem-meijerhof

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



Brenda Groen – Academic Chair

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

Brenda Groen is associate professor Experience & Service Design at the Research Centre Hospitality of Saxion University of Applied Sciences. She has been course director for the Master Facility and Real Estate Management, and the MBA programme, and has over 20 years experience in education at bachelor and master level. She has presented her research at several international conferences and published in international journals.



Lars Falk – Marketing Manager

Mail: lafa@ucn.dk
Phone no. +45 72691409
LinkedIn: [falklars](#)

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



Jacob Leerbech – Graphic Designer

Mail: jacobleerbech@gmail.com
LinkedIn: [Jacob Leerbech Øhlenschlæger](#)
Portfolio: www.behance.net/leerbech

Jacob is an experienced photographer and graphic designer with his own company "Leerbech". Jacob is also a student at University College of Northern Denmark where he won the logo competition of the logo for EuroCHRIE 2017. He has since been in charge of all graphic design in relations to the conference in Nairobi.



Kim Andersen – Web Developer

Mail: ka@workbyandersen.dk
LinkedIn: [Kim Andersen](#)
Portfolio: www.workbyandersen

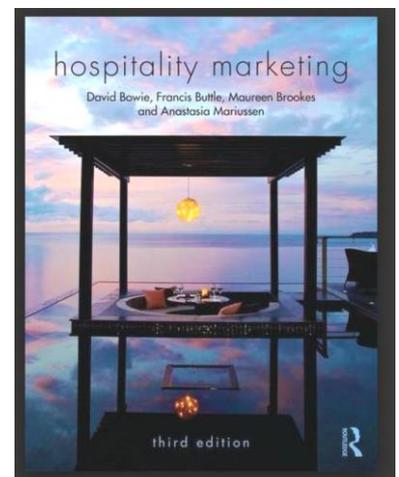
Kim is an educated Multimedia designer and currently studying Digital Concept Development at University College of Northern Denmark. Kim is responsible for the EuroChrie17 website.

Hospitality Marketing - [3rd Edition](#)

David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen

© 2017 – Routledge - 410 pages | 47 Color Illustrations.

The third edition of this introductory textbook is written explicitly for students taking marketing modules within a hospitality and/or tourism programme. It emphasises topical issues such as the use of technology and social media, the power of the consumer, ethical and sustainable marketing and corporate social responsibility. It contains examples and case studies that demonstrate how ideas and concepts can be successfully applied in a real-life business situation. It contains up-to-date online resources, power point slides, a test bank of questions and discussion questions to consolidate student learning at the end of each chapter.





EuroCHRIE Appointment of Director at Large

The Director at Large is there to promote ICHRIE and especially EuroCHRIE on their travels. The position facilitates communication with the Board. Typically this Director has a global network of travel and or contacts that they can work through to promote ICHRIE activities and membership. The Director will play a supporting role for the board through past experience and awareness of other organizations. Ed joins Bill Samenfink as Director at Large

Ed Kastli is the Vice President of international sales of the American Hotel & Lodging Educational Institute (AHLEI), the training and educational arm of the American Hotel & Lodging Association (AH&LA). He oversees and leads the company's international sales team and international sales structure which comprises regional managers/directors and 100+ Distributors, Affiliates and Licensees operating in 55+ countries in Latin/Central America, Europe, Asia, Africa and Middle East, to further company's non-profit mission and make available its hospitality programs to benefit a maximum of students and hotel professionals worldwide.

Ed Kastli, MBA, CMHS, CGSP | Vice President, International Sales | [American Hotel & Lodging Educational Institute](#) | 800 N. Magnolia Ave., Suite 300, Orlando FL 32803 | Office: [+1.407-999-8184](#) | Mobile: [+1.407-375-1651](#) | Fax: [+1.407-999-8146](#) | ekastli@ahla.com | Skype: [edkastli](#) | www.ahlei.org |

Welcome to our Area Consultant for the Baltics & CIS



[Linas Pucinskas](#)

t: [+370-698-35478](tel:+37069835478)

e: linas.pucinskas@gmail.com

Linas Pucinskas

Certified Hospitality Educator, Certified Guest Service Professional

Linas hospitality related background comes from his duties at the Lithuanian Embassy in Moscow, Russia where he was responsible for the tourism development in a diplomatic rank of Attaché for five years. In 1995 he entirely switched to the hospitality industry.

In order to improve his skills, in 1999 he graduated from The Swiss Hotel Management School (Honors) followed by the internship at MARRIOTT's flagship hotel - Orlando World Center MARRIOTT in Florida, USA.

Swiss investors called him to develop a concept of the mid-range hotel chain in the Baltic region and the first two BALTPARK hotels were launched within 7 months period. For this project Linas, acting as a COO was awarded as Runner up, Young Hotelier of the World 2001 by International Hotel & Restaurant Association and Hotels Magazine.

In 2001 he started lecturing at colleges and Universities and in 2008 he became the first CHE in his country, Lithuania. For the past ten years Linas manages his own fine dining restaurant, located in a historical Verkiiai Palace. He is also an expert at the Governmental State Centre for quality assessment in higher education. In May 2015 he volunteered as a hotel management lecturer at Pyongyang's Tourism College in North Korea. In July 2015 Linas as a co-teacher with Prof. Dr. Fred Mayo conducted a CHE seminar in Hong Kong Poly U, Hotel and tourism school.

Linas can be reached at: linas.pucinskas@gmail.com

Transition of Dr. Joseph Kibuye Wadawi – July 2016

The Strathmore University Community is deeply saddened by the demise of Dr. Joseph Kibuye Wadawi, who has been a senior lecturer in the institution for the last 9 years.



Dr. Wadawi was instrumental in setting up the Strathmore School of Tourism & Hospitality (SSTH), first as a consultant in 2007, and thereafter as a part-time lecturer in the same department. Dr. Wadawi was thereafter appointed Dean of

the School of Tourism & Hospitality for a period of three years, from 2008- 2010. When the School of Hospitality reverted to be a Centre for Tourism & Hospitality (CTH) under School of Management & Commerce, Dr. Wadawi was appointed to the position of Director- Research Services for a period of one year until October 2011.

Dr. Wadawi has since served as a senior lecturer in the Center for Hospitality & Tourism being a strong pillar and solid support for the department, as well as other university departments in his areas of specialization in Marketing, Strategy and Operations management.

Dr. Wadawi was taken ill this February and was diagnosed with a neuropathic condition. In the last 4 months he has been hospitalized in various hospitals among them Nairobi Hospital, Aga Khan Hospital, Nairobi Women's & M.P. Shah under the care of various medical specialists. Dr. Wadawi succumbed to his condition Tuesday night while undergoing treatment in M.P. Shah Hospital.

Dr. Wadawi will be remembered by his colleagues, students and the entire Strathmore family for his strong commitment to the institution, his sense of duty and cheerful disposition.

May God rest Dr. Wadawi's soul in eternal peace. To leave a [message go to](#)



News from School of Hotel and Tourism Management, The Hong Kong Polytechnic University.

School of Hotel and Tourism Management & Thailand Convention and Exhibition Bureau Signed MOU to Promote Educational and Research Collaborations in MICE Industry - To read the full article go to: <http://goo.gl/pC8yho>

PolyU Releases Report on 2015 Tourist Satisfaction and Tourism Service Quality Indices - To read the full article go to: <http://goo.gl/k4puQf>

PolyU Study Finds Effective Mentoring Programmes Critical to Hotel Employees - To read the full article go to: <http://goo.gl/1wFzSo>

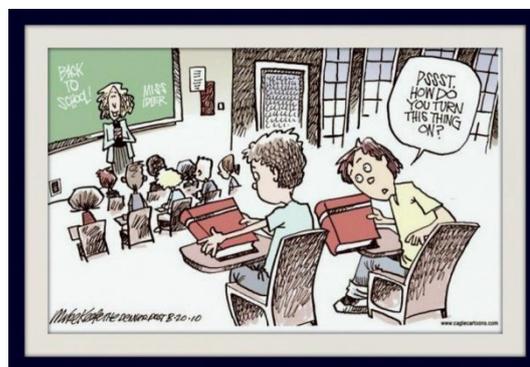
SHTM Study on Hotel Loyalty Programmes: What May and May Not Work - To read the full article go to: <http://goo.gl/XDkkBg>

PolyU Study Finds Internet Travel Planning at Saturation Point in US - To read the full article go to: <http://goo.gl/fVwS8P>



Call for papers for the CHME 2017

Research Conference has been published. Visit <http://www.chme17.org> for full details. Venue: UCN, Aalborg Denmark



Tweeted from Phil Race – At least it starts some dialogue!

STR SHARE Center - Europe Top 5 for EuroCHRIE

The October 2016 Top 5

Year-over-year RevPAR change in local currency

October 2016 vs October 2015

Countries	Occ (%)		ADR		RevPAR		Percent Change from October 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Croatia	62.7	43.8	673.75	605.76	422.34	265.13	43.2	11.2	59.3
Hungary	86.2	74.7	27039.79	24278.38	23310.66	18126.22	15.5	11.4	28.6
Slovakia	73.7	68.4	70.42	62.43	51.90	42.72	7.7	12.8	21.5
Bulgaria	72.5	67.8	140.48	127.37	101.90	86.39	7.0	10.3	18.0
Portugal	77.8	75.5	94.79	83.91	73.72	63.38	3.0	13.0	16.3

October 2016 vs October 2015

Markets	Occ (%)		ADR		RevPAR		Percent Change from October 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Baku	46.7	34.2	144.61	125.31	67.57	42.87	36.6	15.4	57.6
Bratislava	77.4	70.5	70.41	61.42	54.47	43.32	9.7	14.6	25.7
Budapest	87.7	76.0	27939.30	25684.94	24515.18	19516.45	15.5	8.8	25.6
Copenhagen	81.4	77.1	1135.14	995.54	924.16	767.71	5.6	14.0	20.4
Sofia	76.3	69.3	148.48	136.19	113.26	94.35	10.1	9.0	20.0

Source:



The September 2016 Top 5

Year-over-year RevPAR change in local currency

September 2016 vs September 2015

Countries	Occ (%)		ADR		RevPAR		Percent Change from September 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Croatia	84.2	75.2	1002.30	716.95	844.27	539.14	12.0	39.8	56.6
Slovakia	78.5	74.9	78.53	60.61	61.61	45.41	4.7	29.6	35.7
Bulgaria	68.4	67.9	131.97	106.60	90.32	72.36	0.8	23.8	24.8
Ireland	89.6	87.6	133.50	115.52	119.62	101.23	2.3	15.6	18.2
Russia	71.7	68.9	5281.72	4691.53	3787.91	3232.07	4.1	12.6	17.2

September 2016 vs September 2015

Markets	Occ (%)		ADR		RevPAR		Percent Change from September 2015		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR
Baku	79.4	33.4	146.06	131.13	115.92	43.83	137.5	11.4	164.5
Bratislava	82.6	76.2	80.84	60.01	66.76	45.75	8.3	34.7	45.9
Tel Aviv	80.2	57.1	877.74	904.93	703.67	516.39	40.5	-3.0	36.3
Copenhagen	88.5	87.0	1251.38	992.45	1107.32	863.91	1.7	26.1	28.2
Dublin	93.6	92.0	143.38	122.39	134.18	112.56	1.8	17.2	19.2

Source:



ICHRIE Past Presidents get together for a photo at EuroCHRIE 2016 Budapest



L-R + Presidential Year – Dennis Reynolds, 2012-13; Susan Founier, 2011-12; Rai Shacklock, 2003 – 4; Cynthia Deale, 2010-11; Maureen Brookes, 2015 -16; Bill Samenfink, 2009 - 10

Henri Kuokkanen
Director of Membership
Centre for Leadership, Governance and Global Responsibility
Leeds Beckett University
henri.kuokkanen@gmail.com



Dear EuroCHRIE Members,

We are now nearly ready to wrap up 2016 and get ready for the holiday season. Budapest was a fantastic opportunity to see old friends and meet new ones. The 2017 Nairobi conference will offer an exceptional chance to connect with new colleagues and I have received very excited feedback about the conference location already.

In Budapest we added a new Area Consultant to serve our members. Linas Pucinskas from Lithuania has joined the board as an AC to the Baltics and neighbouring areas. I would like to welcome Linas warmly on board - we look forward to an ever expanding EuroCHRIE network in the region!

The international CHRIE website www.chrie.org was upgraded in October 2016. The new website offers many improvements, and I will highlight two that are aimed to facilitate renewing memberships. First, your existing data will be filled in on the renewal form automatically when you login on the site. Second, emerging market members will be able to renew their memberships using credit card payment. The CHRIE membership office has already sent the 2017 membership invoices; we hope all of you will renew and stay with us also in the coming year!

If you have ideas about how we could serve our members (that's you!) better, please don't hesitate to contact me. I wish you a relaxing holiday season that prepares you for the opportunities and challenges of the New Year!

Best wishes for 2017

Henri



What's Going Well in Hospitality, Tourism and Events?

EuroCHRIE Budapest 2016 - 26th-28th October

Budapest Metropolitan University, its hosts Dr Melanie Smith and Dr László Puczkó and co-organisers WECO Travel were delighted to welcome more than 280 delegates from over 40 countries to Budapest from 25th-28th October. We would like to thank EuroCHRIE for choosing us to host its 34th Conference. It was a pleasure and an honour.

The Conference theme of Wellbeing was chosen for a number of reasons. Budapest is famous for being the 'City of Spas' and the thermal spa experience is considered to be extremely important in this region both for health and leisure reasons. For this reason, we held the Gala Dinner in the beautiful Gellért Spa, which is world famous for its thermal waters. Wellbeing and wellness have become a major focus of the hospitality and tourism industries in recent years and wellbeing is one of the most searched-for terms in academic literature.



Thank you to everyone who contributed to the rich academic programme, which included six Keynote Speakers, 120 paper and poster presentations, two research symposia, several professional and academic development workshops, a meet-the-journal-editors session, as well as a final panel debate. Our Keynote Speakers gave amazing talks on a range of subjects. Dr Sally Brown and Dr Phil Race delivered a lively, interactive and highly motivating speech about student engagement and excellence in teaching. Dr Franz Linser gave a thought-provoking talk on changing

lifestyle trends and their implications for industry. Dr Jeremy McCarthy reflected on the numerous innovative ways in which the hospitality sector is creating wellness experiences for guests. Dr László Puczkó and Dr Melanie Smith provided an introduction to and framework for the event by presenting some of the latest trends, key issues and main challenges in the field of wellness, spas and health tourism. They also launched their new *Handbook of Health Tourism* which was published with Routledge in November 2016.

Thank you finally to our exhibitors, publishers and sponsors for all of your support and involvement. We really appreciate your contributions.

Feedback from our post-Conference satisfaction survey showed that delegates were very happy with the organisation of the Conference, the parallel sessions, the Keynote Speakers and especially the Gala Dinner. Some felt that the days were rather long and busy, which was true. The parallel session rooms were unfortunately too small sometimes and it was true that we were occasionally spilling out of the doors. But we were delighted on the other hand that attendance was so good! We decided to provide healthy food in line with the wellbeing theme, including vegetarian, gluten-free and lactose-free. Many appreciated this, but some would have preferred traditional Hungarian food. This is a very good reason to come back to Budapest to sample more of the food and wines, and we hope to see you here again sometime soon!

Thank you again for the hosting opportunity and to all of you who attended and supported the event. We really hope that you enjoyed it as much as we did.

*Dr Melanie Smith and Dr László Puczkó (Co-Chairs and Organisers of the Conference)
Budapest Metropolitan University*

Budapest Metropolitan University (METU) is launching a new MA in Tourism Management programme combining a global understanding of tourism with local strengths.

Address:
H-1148 Budapest,
Nagy Lajos király útja 1-9.

Website:
www.metropolitank.hu

Online application site:
apply.metropolitank.hu

E-mail:
international@metropolitank.hu

Skype:
BudapestMetropolitank

Facebook:
facebook.com/BudapestMetUniversity

Phone:
0036 1 756 53 97

**TOURISM MANAGEMENT
MA PROGRAMME**

COMMUNICATION BUSINESS TOURISM ARTS

Budapest Metropolitan University is the biggest private University in Hungary with a student community of almost 8,000. Metropolitan has a wide selection of BA and MA degree programmes in the fields of communication, business, tourism and arts. Our degrees are internationally recognized and highly acclaimed by the business world. We have international students from more than 75 countries from all over the world thanks to the large selection of degree programs offered fully in English. We would happily welcome all enquiries about institutional links and applications from your BA students to our Masters' programmes

METU's slogan is **"WE ARE INSPIRED BY CREATIVITY"**

The art of creative education is the core value of our University.

The new MA in Tourism Management program combines universal disciplines such as tourism management and business development with some core strengths of METU's home city.

Budapest is the only capital city which is a thermal spa destination and the city was nominated as a City of Design by the UNESCO Creative Cities Network.

The MA in Tourism Management is a successful result of collaboration between METU and its extensive industry partnerships from all spheres of tourism, hospitality, event management, creative industries and thermal spas.

Budapest was chosen as **"BEST VALUE FOR MONEY CITY IN THE WORLD"** by TripAdvisor

Based on readers' choice awards by *Condé Nast Traveler*: **BUDAPEST IS THE SECOND BEST CITY IN THE WORLD**

Sciget festival won the title of **"BEST MAJOR MUSIC FESTIVAL IN EUROPE"** in 2014

We offer a stimulating environment and a unique atmosphere that motivate our students to make use of a wide range of unparalleled opportunities and apply their knowledge in practice, looking for new and innovative solutions. This inspiring environment offers the key to **creative thinking**, which is one of the most important skills in today's labour market and for the future.

"WORLD'S BEST CULTURAL AND ENTERTAINMENT VENUE FOR THE YOUNG CROWD" by Lonely Planet

Farewell and our thanks to Jouni Ahonen.



Jouni is standing down as EuroCHRIE treasurer and passes the responsibility for the time being to Risto Karmavuo. Jouni is a Past President of EuroCHRIE and was also the Conference Chair of the Helsinki EuroCHRIE conference. Thanks Jouni

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University of Applied Sciences



Thanks to our EuroCHRIE Premium Members





John Lohr
 Director of Marketing and Communication
 Director of Development - hosco
John@hosco.com

Research Gate

I've approached Research Gate, the largest research community in the world with over 11 million members about ways we could increase the visibility of EuroCHRIE and promotion of our conferences on the online network. So far they have produced some interesting solutions that I feel will meet our objectives and are also cost efficient.

Currently there are 14,100 members in tourism and hospitality on [Research Gate](#). In Europe alone there are 5,400 members, 540 PhD holders, 1,700 who have postdocs and 1,250 with a senior career level. If only 1% of the total 14,100 members would join EuroCHRIE or attend one of our conferences it would almost double our membership!

[ResearchGate](#) can provide targeted announcements and "inserts" inside hospitality and tourism audiences on the network to spread the word about EuroCHRIE. I will be exploring more of these tools and functions in the near future along with our Director of Membership.

If you haven't joined ResearchGate I encourage you to do so, membership is free. Simply visit www.researchgate.net click "join for free", define the type of researcher that you are, list your current academic institution and department, enter your contact details and include some of your major publications. After that you are free to build your profile and enjoy the network.

Regards John

Thanks to the Sponsors and Exhibitors who supported the EuroCHRIE Conference in Budapest. To read and see more go to the [Media Wall](#) on the EuroCHRIE website www.eurochrie.org

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	The Emirates Academy of H... ☆		STR SHARE Center ☆		Taylor & Francis Group ☆
	Institute of Hospitality ☆		Russell Partnership Techno... ☆		Budapest Spas - Budapest... ☆
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