EuroCHRIE

News – Autumn '18

The European Federation of International CHRIE
The Hospitality and Tourism Educators.

A message from your new EuroCHRIE President

Dr Ralf Burbach,

A New Value Proposition

Dear EuroCHRIE Family,

Please let me take this opportunity to thank you all for the confidence you have shown in me by electing me your President. I am both honoured and delighted to serve you for the next two years. I would also like to thank our Immediate Past President Anders Justenlund for the tremendous amount of work he has and continues to do for our Federation.

As you may know, we have set in motion quite a number of large-scale changes, which will, and that is our declared goal for the next twelve months, improve the value proposition for you, our members. My colleagues and I that make up our Federation Board stand united in our efforts to help you get more out of your membership and to attract new members.

We literally ventured into, for CHRIE in general, new territory by hosting our annual conference in Nairobi last year and against many odds, the conference was absolutely fantastic, which of course puts me, as the conference organiser for this year's conference in Dublin under pressure. I am afraid Safaris are out of the question in Dublin. But instead, we have introduced a whole range of innovations and changes to the conference, which have not featured to date in any of our conferences. These changes have, of course, been introduced with our members in mind. We want you to get even more out of

attending our conference, which is the key touch point for you and your federation.

Dublin itself is a highly attractive location with easy access from all over the world. My colleagues and I in the organising committee have put together an absolutely fantastic programme, which offers cutting edge academic debates, industry talks and entertainment in equal measure. We have so many things to offer – I don't even know where to start. For the first time, we are hosting a pre-conference PhD and early career researchers' workshop, which is supported by several journal editors and eminent Professors in their field. In addition, STR is running their first Advanced Hospitality Analytics course in Europe prior to the conference. The conference itself includes workshops on 'Using New Generations Simulations', an 'Experiential Learning Symposium', a 'Lego® Serious Play' workshop, a 'Combat Human Trafficking' workshop, and a 'Symposium on Augmented Reality / Virtual Reality' to name but a few. In addition, the conference offers two unique publishing opportunities for some of the best papers of the conference: a paper Hackathon leading to a publication in JHTM and a special issue in the new journal Hospitality & Tourism Insights. Moreover, and for the very first time ever, we have organised an Industry Day, where industry meets academia. That day is packed full of some of the most influential industry speakers. We also have an outstanding social programme organised for you, which will culminate in the conference dinner in no other than the Guinness Storehouse! The preconference events start on 06 November and the actual conference takes place 07-09 November. You can register for the conference here https://www.eurochrie18.org/register Accommodation is scarce in Dublin. Thus, I suggest you book sooner rather than later.

As you may now, the organisation of the first joint APac / EuroCHRIE conference is in full swing and members of our Board are meeting regularly with our APac CHRIE colleagues. You can find up-to-date information on the conference here https://www.chriehk2019.com . The venue will be the ICON Hotel. Please note that the conference will be held from 22-25 May 2019 and not during the usual autumn slot, as this is when APacCHRIE usual holds its conference.

While we have had a number of expressions of interest for our 2020 and 2021 conferences, I would like to encourage you and your Institutions to put forward a bid for an upcoming conference. All you need to do is

contact myself and/or Patricia Cuevas, our Director of Networking (patycusa@gmail.com). More information on the bidding process can be found here http://www.eurochrie.org/conferences/

Our Federation was very well presented at this year's ICHRIE conference in Palm Springs and our annual EuroCHRIE dine-around event, which has become a tradition at this stage, was completely sold out, which is testament to our popularity among CHRIE members. At the ICHRIE board meeting, the efforts undertaken by our federation, in particular in respect of our conference organisation, were acknowledged. I would even go as far as saying that ICHRIE see our conference as a potential model for future ICHRIE conferences. ICHRIE itself is introducing several key measures to improve its relevance to its membership, which I am sure will feature prominently in due course.

I hope you will join me in congratulating all of the new Board members of EuroCHRIE on their recent appointment. In particular, I would like to thank Dr Steven Rhoden (Manchester Metropolitan University) for stepping into the breach as interim Secretary of EuroCHRIE. Steven has been an avid supporter of EuroCHRIE for many years. He is an area consultant for the UK and was the conference chair of one of the most successful EuroCHRIE conferences we have had. I appointed Steven on the recommendation of the Executive Board of our Federation and Steven kindly accepted his appointment. This appointment was necessary, as our previous Secretary, Chrystel Masdupuy, was elected Vice President of EuroCHRIE during the last election and took office with effect from July of this year and I really look forward to working with Chrystel in her new role.

We are also investing considerable resources in redeveloping our online presence in the form of a new website and increased marketing efforts on social media.

Another way to get more out of your membership is of course to become involved in the various activities of the Federation, for instance the conference, as an Area Consultant (AC) or as one of the Board of Directors. Many of you might think, this is a very illustrious club. But I can assure you it is not and we are continuously looking for people that want to get more engaged. Personally, I have to say that being a part of the EuroCHRIE family and AC, Director of Education, and then VP and now President has been a hugely rewarding journey for me,

both personally and professionally. I have made so many new friends and uncountable new contacts all over the World. Just drop me a quick line and we can have a chat about how you can get more involved in the Federation!

I would like to thank you all for your continued support and remain at your service.

I hope I will have the pleasure of talking to each and every one of you in person in the not so distant future.

Yours truly,

Ralf

Dr Ralf Burbach, ralf.burbach@dit.ie

President of EuroCHRIE

It is **not too late to register for EuroCHRIE18.** www.eurochrie18.org/register

We are working very hard to make the conference very special indeed. The Team have unveiled the draft programme for EuroCHRIE https://www.eurochrie18.org/programme

See you in Dublin. Patrick Horan

Some of the Results are in!!

Dear Colleagues

Based on the nominations received I can now announce some of the worthy recipients for the 2018 EuroCHRIE awards which will be presented at the November conference in Dublin during the Gala Dinner and other events. The nominated Best papers are listed but the final recipient(s) will be announced at the conference – sorry to keep you in suspense nominees. In addition, there will be a Regional industry award, sponsored by EuroCHRIE but selected by our hosts DIT. Thank you to all our sponsors for their kind support.

Anders Justenlund.
Immediate Past President of EuroCHRIE
Chair of the Awards Committee

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.

Congratulations to this year's recipient is Dr William H. Samenfink

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.

Congratulations to this year's recipient is Heidi Anaya

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.

Congratulations to this year's recipient is Ing. Geoff Maree

The EuroCHRIE Best Poster Award

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

Winner to be announced at the EuroCHRIE AGM

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

Winning Team from **Strathmore University – Nairobi**
Runners up **– Budapest Business School**

Awards will be presented at the EuroCHRIE AGM

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. Nominees were:

- Doing Better by Doing Good: How CSR Practices Help in Engaging Employees
  Xander Lub, Henri Kuokkanen, Rob Blomme, Brenda Groen and Frans Melissen
  Breda University of Applied Sciences/ Nyenrode Business University, Institut Paul Bocuse, Nyenrode Business University/Open University & Saxion University of Applied Sciences

- Managing hotel room demand during crises: The case of developing economies
  Marketa Kubickova, Hengyun Li and Destan Kirimhan - University of South Carolina

- Impact of Ingredient Branding on Hotel Brand Equity: The Power of Branded Amenities
  Eun Joo Kim, Seyhmus Baloglu and Tony L. Henthorne - University of Nevada, Las Vegas

  Winner to be announced at the EuroCHRIE AGM

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. Nominees were:

- **Technology Disruption and Shifting Perceptions: A Dynamic Change Perspective on how Employees Make Sense of Technology-driven Organizational Change in Dutch Tourism Industry**
  Annemiek H.T. van der Schaft, Xander Lub, Omar Solinger and Beatrice van der Heijden NHTV University of Applied Science, Vrije Universiteit Amsterdam & Radboud University

- **The Role of Emerging Tourism Networks and Rural Cluster Development: A Wild Atlantic Way Perspective**
  Kelly O'Sullivan Browne, Sophie Price and Fiona Tobin Institute of Technology Tralee, Margaret Linehan, Cork Institute of Technology

- **Virtual Reality Presence as a Preamble Experience: The Role of Mental Imagery**
  Vanja Bogicevic, Soobin Seo, Jay Kandampully, Stephanie Q. Liu and Nancy A. Rudd Ohio State University & Washington State University

  Winner to be announced at the PhD workshop.

The EuroCHRIE Regional Industry Award

The award recognises an outstanding regional organization for demonstrated commitment and service to the to the hospitality and tourism industry.
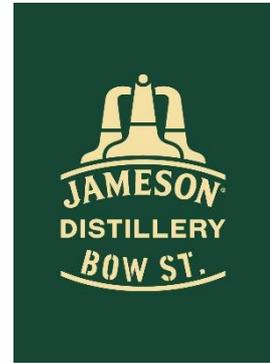
This year the award goes to Jameson Distillery Bow St

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.

No Award in 2018

Interim EuroCHRIE Secretary appointed.

Due to the elected appointment of Chrystel Masdupuy as Vice President of EuroCHRIE.

Dr Steven Rhoden
Manchester Metropolitan University
Manchester, United Kingdom
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e: s.rhoden@mmu.ac.uk

Dr Steven Rhoden is the Head of Department for Marketing, Retail and Tourism at Manchester Metropolitan University, UK. Based in a double accredited Business School (AACSB and AMBA), the department is one of the UK's largest providers of undergraduate and postgraduate education in marketing, digital marketing, advertising, public relations, place management and tourism management. It is sector leader for degree-level apprenticeships in retail and home to the internationally renowned Institute of Place Management (IPM).

With a background in tourism management, Steven has taught on undergraduate and postgraduate programmes, and he is an experienced supervisor of PhD students. His research interest is transport and tourism, focusing recently on tourism mobilities and materialities.
 Steven has served on the Board of EuroCHRIE as the Area Consultant for the United Kingdom since 2012 and he was the conference chair of EuroCHRIE 2015 based in Manchester. He joined the Executive Board in September 2018 as interim Federation Secretary

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Call for book chapters. Vanessa Ratten, Kayhan Tajeddini and Thorsten Merkle are editing a book on digital transformation in tourism & hospitality: **"strategizing in the Fourth Industrial Revolution: Transforming hospitality and tourism".** Abstracts by 15 Nov, accepted papers by March 30, 2019. For information contact: v.ratten@latrobe.edu.au

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Reminders from your EuroCHRIE 2018 Conference Chair!

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 7-9th November 2018 (with a range of pre-conference workshops taking place on Tuesday, 6th 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 36th 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 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.

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

- **PhD & Early Careers Research Symposium - Full**
- **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**
- **Journal Writing Workshop**
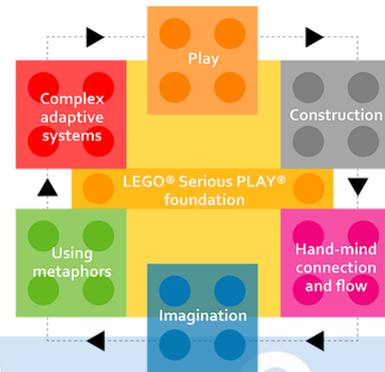
For a full list and details of how to register then go to https://www.eurochrie18.org/workshops

It is not too late to register and 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.

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!

 www.eurochrie18.org and follow us on Facebook and Twitter

See you soon!

Dr. Ralf Burbach
ralf.burbach@dit.ie

EUROCHRIE18 KEYNOTE AND INDUSTRY SPEAKERS

Sam Thompson
Tripadvisor

Marianna Sigala
University of South Australia

Paul Keeley
Failte Ireland

Ray Dempsey
Jameson

Oonagh Cremins
The Innovate Room

John Fareed
Horwath HTL

Mark Henry
Tourism Ireland
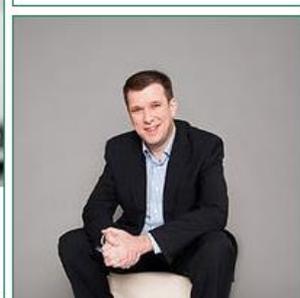
Clare Tuffy
Bru Na Boine

Des O'Mahony
Bookassist

Judith Owen
Titanic

Donal Minihane
Hotel Doolin

Adrian Cummins
Restaurant Association of Ireland

Bobby Kerr
Entrepreneur

Patrice Lennon
Dalata

Alex Gibson
Dublin Institute of Technology

Journal of Hospitality & Tourism Management

Hack-a-thon @ EuroCHRIE 2018

Facilitated by Prof Marianna Sigala

PURPOSE OF THE JHTM PAPER HACKATHON

The Journal of Hospitality & Tourism Management (JHTM) is implementing a new model for fostering and supporting research in tourism – a 'Paper Hackathon". The goal is to support tourism researchers to form partnerships with the aim to develop and pitch for a paper publication on 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).

PARTICIPATION FORMAT AND BENEFITS

The paper hackathon intends to foster new collaborations through an innovative hackathon format. To participate in the hackathon, researchers should be willing to bring and share with other researchers resources that can help the development of a study/paper (e.g. data sets, writing skills, time, knowledge etc.). The JHTM editor will consolidate hackathon applications and assist participants to self-organise in teams. Teams mixing researchers with various levels of experience (early, mid and late careers) and resources will be sought. Participating teams will have 2 days to initiate a new collaboration and develop a paper-a-thon under the guidance of an experienced mentor. The idea is to work out the basics of a research paper, which will be presented to and evaluated by an evaluation panel consisting of members of the JHTM editorial board as well as other prominent journal editors and researchers. On the last day of the EuroCHRIE 2018 conference, teams will pitch their paper-a-thon proposal to the JHTM panel. Teams with highly ranked papers-a-thon will have the opportunity to submit their completed paper

for a fast-tracked review process and a possible publication at the JHTM.

The JHTM Paper Hackathon is a great opportunity to:
- enhance your research and publication skills and capabilities through peer-learning and mentorship
- foster new and/or enrich existing collaborations by networking and collaborate with other researchers
- achieve a paper publication by sharing work with others
- promote your skills and knowledge to the tourism community
- develop and enhance your self-confidence and skills in working with others and debating your research work to a panel of experts
- meet journal editors and other editorial board members and learn more about the evaluation and review process of manuscripts

3 steps to participate in the JHTM Paper Hackathon:

- **"Share, Brainstorm & Collaborate"** – Bring your data, theory, phenomenon, or good writing skills. Meet others who can complement what you have. Join resources with other participants and collaborate in teams to brainstorm and develop a new paper idea. Applicants will be organized in teams with the assistance of the JHTM Editor-In-Chief. A 'speed dating' session will be scheduled on the 7th November 2018, to enable hackathon applicants to meet, develop their teams and start working immediately.

- **"Work & Write" – Work and write fast. You will have 2 days (7th and 8th November 2018) to elaborate on your study/paper idea and develop a 10 minutes Powerpoint presentation. Presentations of papers-a-thon should provide an extended outline of the proposed study including: research aims; proposed methodology; contribution to the field; expected findings; practical and theoretical contributions. Teams will get help from mentors. Mentors may decide or not to be involved as co-authors, if everyone agrees.**

- **"Pitch & Win"** – on the 9th of November 2018, teams will have 10 minutes (very strict!) to present their paper-a-thon in front of the evaluation panel and other conference participants. Teams with highly evaluated papers-a-thon will be invited to submit their completed manuscript for a fast-tracked review process and a possible publication at the JHTM (within 2019). There will also be two JHTM Paper Hackathon awards: a 'judges' best

paper-a-thon award; and a 'people's voice' best paper-a-thon award.

HOW TO SUBMIT YOUR PARTICIPATION

To participate in the first ever Paper Hackathon organized by the JHTM, submit a 1-3 pages proposal describing what you can bring to the hackathon, for example:

> data sets, access to key informants, methodological specialty and knowledge, theoretical or domain expertise, innovative perspectives, domain expertise, writing/editing skills story telling skills, data analytics skills etc.

> Each proposal should come from an individual describing that individual's unique skills and contributions. Research teams are also welcome to apply - but each member must submit an individual proposal. Individuals who bring data sets need to clarify their rights to the data sets and certify that they have the rights to use the data for a new research paper.

> Note that the paper-a-thon is NOT a paper development workshop where you can work on papers that you already have. It is about creating something new, with new collaborators, and new ideas. Please do NOT submit completed papers.

To register your participation, please e-mail a 1-3 page proposal (by 15thSeptember 2018) to the JHTM Editor-In-Chief (Professor Marianna Sigala) Marianna.Sigala@unisa.edu.au

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All EuroCHRIE Dublin 2018 Delegates

You invited to attend the next Annual General EuroCHRIE Federation Meeting which will be help on Friday 9th November in Dublin Ireland.

At this meeting the following awards will be presented:

- Institute of Hospitality Best Paper
- Institute Paul Bocuse Best Paper
- Best Poster award
- EuroCHRIE University Challenge

Please join us whether you are a EuroCHRIE member or not.
Steven Rhoden – EuroCHRIE Secretary

t: +44 161 247 2749
e: s.rhoden@mmu.ac.uk

The EuroCHRIE Annual General Meeting will be held on Friday 9th November at 3pm in Dublin Ireland

A G E N D A

1. Call to Order
2. In Attendance – Please sign the sheet
3. Apologies for Absence
4. Minutes of the Last Annual General Meeting in Nairobi

http://www.eurochrie.org/news/agm-minutes-agenda-palm-springs-2018/minutes-annual-general-meeting-nairobi-2017.pdf

5. Matters Arising
6. Updates from ICHRIE

Full Reports from the EuroCHRIE Executive Committee

7. President
8. Vice President
9. Past President
10. Treasurer
11. Secretary

Updates from the EuroCHRIE Board of Directors

12. Membership
13. Conferences
    a. Current Conference
    b. Future Conferences
14. Research
15. Education
16. Marketing
17. Industry
18. New Federation Business
19. Any Other Business
20. Date of Next Federation Meeting
    a. Hong Kong – May 2019
    b. New Orleans – July 2019
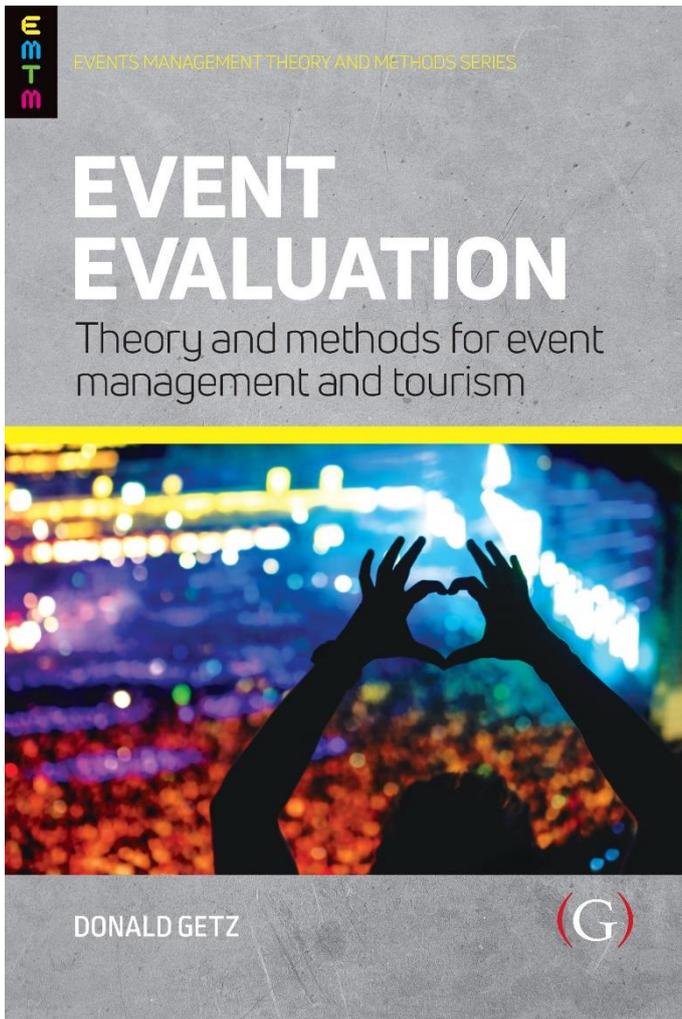
Event Evaluation: Theory and methods for event management and tourism
By Donald Getz

April 2018; ISBN: 978-1-911396-65-9 Paperback; 178 pgs; Price: Â£34.99 €45.00 USD$55.00

The first textbook to provide concepts and tools needed for the establishment of a comprehensive evaluation system and the implementation of varied evaluation projects. It focuses on evaluation foundations, both theoretical and methodological, enabling the student and practitioner to adapt the evaluation process to many situations using:

- A range of tools from simple checklists, to more advanced logic models;

- Chapters devoted to the most challenging evaluation contexts: the visitor experience, quality and HR;

- An exploration of evaluation challenges in the full range of planned events;

- An introduction of impact assessment.

- A complete set of online resources to accompany the text.

Part of The Management Theory and Methods for Event Management and Event Tourism Series. A complete portfolio of compact volumes that examine how mainstream theory is being employed to develop event-specific theory and influence the very core practices of event management and event tourism.

Also available as a hardback, eBook or downloadable e-chapters priced at Â£4.99/€5.99/$7.99

http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=??promoCode=&partnerID=&content=story&fixedmetadataID=&storyID=402>
Special code is **Eurochrie2018** which gives 15% discount until 01 Dec 2018

The UK Quality Code for Higher Education is being revised and republished in 2018. The new Code, which is made up of 3 key elements; Expectations, Practices, Advice and Guidance, becomes operational in November 2018. The full outline can be viewed online: http://www.qaa.ac.uk//en/quality-code/the-revised-uk-quality-code<http://www.qaa.ac.uk/en/quality-code/the-revised-uk-quality-code>

Over the next four months the QAA will be working with the sector to write the advice and guidance element that will underpin the new Code. This advice and guidance will be covered by eleven themes:
1. Programme design and development
2. Admissions, recruitment and widening access
3. Learning and teaching
4. Enabling student achievement
5. Student engagement
6. Partnership

7. External expertise
8. Concerns, complaints and appeals
9. Assessment
10. Research degrees
11. Work-based learning

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Vanessa Muler Gonzalez <https://www.emeraldinsight.com/author/Muler+Gonzalez%2C+Vanessa> , Lluis Coromina <https://www.emeraldinsight.com/author/Coromina%2C+Lluis> , Nuria Galí<https://www.emeraldinsight.com/author/Gal%C3%AD%2C+Nuria>
Keywords: Sustainable tourism<https://www.emeraldinsight.com/keyword/Sustainable+Tourism?displaySummary=true>, Social exchange theory<https://www.emeraldinsight.com/keyword/Social+Exchange+Theory?displaySummary=true>, Gender<https://www.emeraldinsight.com/keyword/Gender?displaySummary=true>, Catalonia<https://www.emeraldinsight.com/keyword/Catalonia?displaySummary=true>, Spain<https://www.emeraldinsight.com/keyword/Spain?displaySummary=true>, Besalu<https://www.emeraldinsight.com/keyword/Besalu?displaySummary=true>, Heritage towns<https://www.emeraldinsight.com/keyword/Heritage+Towns?displaySummary=true>, Social carrying capacity<https://www.emeraldinsight.com/keyword/Social+Carrying+Capacity?displaySummary=true>
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Smart destinations and tech-savvy millennial tourists: hype versus reality<https://www.emeraldinsight.com/doi/full/10.1108/TR-02-2018-0018> Francisco Femenia-Serra <https://www.emeraldinsight.com/author/Femenia-Serra%2C+Francisco> , José F. Perles-Ribes <https://www.emeraldinsight.com/author/Perles-Ribes%2C+Jos%C3%A9+F> , Josep A. Ivars-Baidal<https://www.emeraldinsight.com/author/Ivars-Baidal%2C+Josep+A>
Keywords: Generation Y<https://www.emeraldinsight.com/keyword/Generation+Y?displaySummary=true>, Smart tourism<https://www.emeraldinsight.com/keyword/Smart+Tourism?displaySummary=true>, Millennials<https://www.emeraldinsight.com/keyword/Millennials?displaySummary=true>, ICTs<https://www.emeraldinsight.com/keyword/Icts?displaySummary=true>, Smart tourism destinations<https://www.emeraldinsight.com/keyword/Smart+Tourism+Destinations?displaySummary=true>, Tourist behaviour<https://www.emeraldinsight.com/keyword/Tourist+Behaviour?displaySummary=true>
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It's all about you: destination marketing campaigns in the experience economy

era<https://www.emeraldinsight.com/doi/full/10.1108/TR-03-2017-0053> Eran Ketter<https://www.emeraldinsight.com/author/Ketter%2C+Eran>
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A study on the street food dimensions and its effects on consumer attitude and behavioural intentions<https://www.emeraldinsight.com/doi/full/10.1108/TR-03-2018-0033> Vikas Gupta <https://www.emeraldinsight.com/author/Gupta%2C+Vikas> , Kavita Khanna <https://www.emeraldinsight.com/author/Khanna%2C+Kavita> , Raj Kumar Gupta<https://www.emeraldinsight.com/author/Gupta%2C+Raj+Kumar>
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Environmental ethics for tourism- the state of the art<https://www.emeraldinsight.com/doi/full/10.1108/TR-03-2017-0066> Andrew Holden<https://www.emeraldinsight.com/author/Holden%2C+Andrew>
Keywords: Morality<https://www.emeraldinsight.com/keyword/Morality?displaySummary=true>, Intrinsic value<https://www.emeraldinsight.com/keyword/Intrinsic+Value?displaySummary=true>, Environmental ethics<https://www.emeraldinsight.com/keyword/Environmental+Ethics?displaySummary=true>, Environmental virtue<https://www.emeraldinsight.com/keyword/Environmental+Virtue?displaySummary=true>, Libertarian extensionism<https://www.emeraldinsight.com/keyword/Libertarian+Extensionism?displaySummary=true>,Eco-holism<https://www.emeraldinsight.com/keyword/Eco-holism?displaySummary=true>, Conservation ethic<https://www.emeraldinsight.com/keyword/Conservation+Ethic?displaySummary=true>
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Mobile technologies and applications towards smart tourism – state of the art<https://www.emeraldinsight.com/doi/full/10.1108/TR-07-2017-0121> Jelena Dorcic <https://www.emeraldinsight.com/author/Dorcic%2C+Jelena> , Jelena Komsic <https://www.emeraldinsight.com/author/Komsic%2C+Jelena> , Suzana Markovic<https://www.emeraldinsight.com/author/Markovic%2C+Suzana>
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Keywords: Research<https://www.emeraldinsight.com/keyword/Research?displaySummary=true>, Sustainable tourism<https://www.emeraldinsight.com/keyword/Sustainable+Tourism?displaySummary=true>, Bibliometric<https://www.emeraldinsight.com/keyword/Bibliometric?displaySummary=true>, Research directions<https://www.emeraldinsight.com/keyword/Research+Directions?displaySummary=true>, Brundtland report<https://www.emeraldinsight.com/keyword/Brundtland+Report?displaySummary=true>
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A business model typology for destination management organizations<https://www.emeraldinsight.com/doi/full/10.1108/TR-03-2017-0065> Stephan Reinhold <https://www.emeraldinsight.com/author/Reinhold%2C+Stephan> , Pietro Beritelli <https://www.emeraldinsight.com/author/Beritelli%2C+Pietro> , Rouven Grünig<https://www.emeraldinsight.com/author/Gr%C3%BCnig%2C+Rouven>
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Game on! A new integrated resort business model<https://www.emeraldinsight.com/doi/full/10.1108/TR-03-2017-0036> Aaron Tham <https://www.emeraldinsight.com/author/Tham%2C+Aaron> , Danny Huang<https://www.emeraldinsight.com/author/Huang%2C+Danny>
Keywords: Destination marketing<https://www.emeraldinsight.com/keyword/Destination+Marketing?displaySummary=true>, Dynamic capabilities<https://www.emeraldinsight.com/keyword/Dynamic+Capabilities?displaySummary=true>, Value chains<https://www.emeraldinsight.com/keyword/Value+Chains?displaySummary=true>, Casino management<https://www.emeraldinsight.com/keyword/Casino+Management?displaySummary=true>, Smart tourism ecosystems<https://www.emeraldinsight.com/keyword/Smart+Tourism+Ecosystems?displaySummary=true>, Tourism product life cycles<https://www.emeraldinsight.com/keyword/Tourism+Product+Life+Cycles?displaySummary=true>
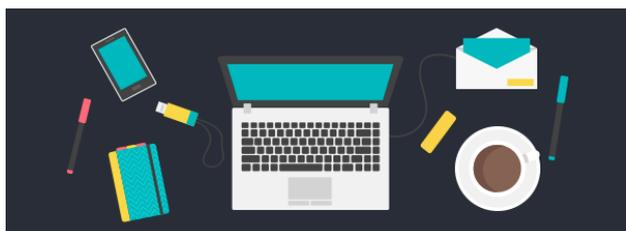Abstract<https://www.emeraldinsight.com/doi/abs/10.1108/TR-03-2017-0036> HTML<https://www.emeraldinsight.com/doi/full/10.1108/TR-03-2017-0036> PDF (321 KB)<https://www.emeraldinsight.com/doi/pdfplus/10.1108/TR-03-2017-0036

EuroCHRIE Board of Directors

IMPORTANT ANNOUNCEMENT

RP Technology (the Technology arm of The Russell Partnership Collection), owners of multiple simulation-based products including HOTS and REDGlobal (the US leading provider of human capital development through simulations) join forces under the name of RP Technology to create the global leader in hospitality based simulations.

Professor David Russell, Chairman of RP Technology said "staying close and listening to the views of our global customers is the foundation for this initiative. Seamless service quality, ongoing sector research and advanced technical capability will remain at the very heart of our ever evolving and innovative business."

The combined business will operate in over 50 countries, delivering simulations in 10 languages to over 10,000 participants annually. The future combined product range will include popular simulations such as HOTELSIM, REVSIM, ASSETSIM, F&BSIM, RATESIM, HOTS and Simr, combined clients include over 250 global Business Schools, Universities and Colleges along with multiple Hotel Corporates and commercial businesses to include Marriott, Hilton, Wyndham and Expedia.

Peter Starks, CEO of REDGlobal said "the combined strength in human and capital resources, geographical breadth and the combined 50 years of simulation creation, development and application will facilitate a true global service with ongoing product investment, innovation and customer service. We very much look forward to continuing to build our capability of working with our customers to build and develop human capital."

Heidi Anaya will continue to support existing clients, Peter Russell will take responsibility for global business development and integration, Sergei Serdyuk will continue to lead the US systems development and Andy Heyes will continue to assist with Strategic Partnerships. For further information please contact

david.russell@russellpartnership.com

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(1) **PolyU Study Finds Right Audience Critical for Destination Marketing Mini-movies**
Destination marketers interested in how to produce effective mini-movies to market travel destinations need to ensure that they target the right audience, according to BSc graduate Tianyi Gong and Dr Vincent Tung of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University. In a recently published research paper, the researchers observe that mini-movies are an increasingly popular and effective form of advertising, but many current efforts are missing the mark. In some circumstances mini-movies may actually have the opposite of the intended effect on the destination's image. To read the full article go to: https://goo.gl/fvkBz5

(2) **PolyU Study Urges Hotels to Create a Green Culture**
With the ever-increasing concern about worldwide environmental problems, the findings of a recent study by Dr Eric Chan, Dr Alice Hon and Dr Wilco Chan of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and a co-researcher provide much-needed practical suggestions that should help hotels aiming to implement environmental management programmes. The researchers highlight that gaining employees' support for new environmental initiatives is key to ensuring success. Equipping employees with sufficient environmental knowledge is important to raising their awareness and concern, and should encourage them to participate in the necessary ecological practices. To read the full article go to: https://goo.gl/mHbaSQ

(3) **PolyU Study Explores Why Lodging Reviews Matter in the Sharing Economy**
More and more people are offering their homes through peer-to-peer sites such as Airbnb to generate extra income, and those who are awarded "Superhost" status can expect to receive more reviews and higher ratings, according to Dr Markus Schuckert and Professor Rob Law of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and co-researchers. Their study of the Airbnb platform explores various factors that influence whether guests post reviews of their accommodation and which characteristics generate higher ratings, as reviews are "a highly significant factor" in the success of a tourism business, particularly peer-to-peer rentals where potential guests rely on reviews to reduce uncertainty. To read the full article go to: https://goo.gl/nxWCzt

(4) **PolyU Hosted Inaugural World Summit for Deans of Independent Schools of Hospitality and Tourism**
Initiated and hosted by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU), the first ever **World Summit for Deans of Independent Schools of Hospitality and Tourism** was held at Hotel ICON on 27-29 May 2018.

The Summit provided a unique platform for deans of 40 institutions from more than 20 countries and regions to discuss and define the future course of strategies for hospitality and tourism schools, and to share solutions to common issues in an effort to promote further growth of hospitality and tourism studies within comprehensive universities. To read the full article go to: https://goo.gl/DbG8AS

(5) **PolyU Study Reveals** W**hat Second-Generation Migrant Tourists are Seeing**

Tourists who visit their ancestral homelands carry with them personal connections that "influence how they gaze upon its people, culture and landscapes", according to Dr Wei-Jue Huang, Professor Brian King and Dr Wantanee Suntikul of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University. Through interviews with second-generation Chinese-Americans who recently visited China, the researchers found that instead of searching for the "exotic", as tourists normally do when visiting a foreign country, migrant tourists tend to seek out similarities that help them to feel connected with their families and heritage. To read the full article go to: https://goo.gl/yu9ZwE

(6) **Legendary Hotelier Thanpuying Chanut Piyaoui Honoured with SHTM Lifetime Achievement Award**

Thanpuying Chanut Piyaoui, Founder and Honorary Chairman of Dusit International, was bestowed the **SHTM Lifetime Achievement Award** this year. The award was presented to Thanpuying Chanut, now 97 years old, in Bangkok in February 2018. At a ceremony held in her honour at Hotel ICON on 22 June, Thanpuying Chanut was represented by her son Mr Chanin Donavanik, Vice Chairman and Chairman of the Executive Committee, Dusit International. To read the full article go to: https://goo.gl/iaJkbE

(7) **PolyU Study Finds Food Tells Stories on Social Media**

Understanding what motivates travellers to share their food-related experiences through social media is important because that information influences others' behaviour and acts as a form of destination marketing, according to Dr Ksenia Kirillova of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and her co-researchers. Having conducted interviews with South Korean social media users, the researchers identified various patterns of food-sharing behaviour, revealing that the motives for sharing were related to both psychological and functional benefits, and to self-focused and altruistic benefits. To read the full article go to: https://goo.gl/YSYSCT

(8) **PolyU Study Evaluates Airbnb - Friend or Threat?**

Home rental sites such as Airbnb do not yet represent a threat to Singapore's budget hotel operators, although the market is under considerable pressure from new entrants, according to a study by Professor Brian King and Edward Koh, student of the Doctor of Hotel and Tourism Management (D.HTM) programme, of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU). Their findings, however, suggest that the threat posed by the rapidly growing home rental market could intensify

unless the government introduces regulations to "level the playing field" in the near future. To read the full article go to: https://goo.gl/7Ho5EY

(9) **PolyU School of Hotel and Tourism Management to Collaborate with China Outbound Tourism Research Institute in Education and Research**

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) and China Outbound Tourism Research Institute Ltd. (COTRI) have signed a Memorandum of Understanding

Preliminary Edition
Strategic Management for Hospitality & Travel
TODAY AND TOMORROW
Frederick J. DeMicco, Ph.D. • Marvin Cetron, Ph.D. • Owen Davies
Foreword by Kaye Chon, Ph.D.

(MOU) today (3 September 2018) to promote collaboration in tourism education and research. To read the full article go to: https://goo.gl/x1eyvm

The world of hospitality and travel is rapidly changing. Sudden changes in the external environment can have an enormous impact literally overnight.

Strategic Management for Hospitality & Travel: Today and Tomorrow focuses on strategy for companies during a time of prosperity and uncertainty. Written in an entrepreneurial and an environmental-scanning approach, this **NEW** title helps students learn to read and interpret the trends in society that bring opportunity and threats to hospitality firms.

Strategic Management for Hospitality & Travel:

- serves as a primer on strategy and strategic management while heavily focusing on the scanning and careful observation of the complex, dynamic, and competitive environment the firm operates in.

- provides the management and forecasting theory and tools that students and practitioners will need for effective strategic planning
- integrates strategic planning tools in many segments of the hospitality and tourism industry: cruise ships, hotels, restaurants, airlines, casinos, sports, and more!

Strategic Management for Hospitality & Travel features the Co-Alignment Model as a framework for discussing strategic management for hospitality and travel businesses. This model allows students to forecast trends and gain an advantage over the competition – which is particularly necessary in the complex, fast-changing hospitality and travel space. This four-step process includes:

Step 1 – Environmental Scanning

Step 2 – Strategy Setting

Step 3 – Structure

Step 4 – Strategy Financials
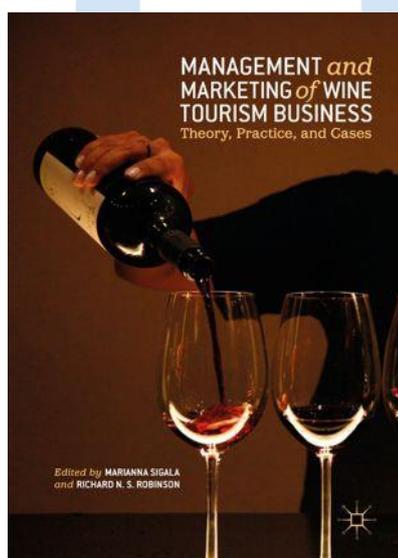
Management and Marketing of Wine Tourism Business

Theory, Practice, and Cases

Editors
Marianna Sigala
Richard N. S. Robinson

Print ISBN 978-3-319-75461-1
Online ISBN 978-3-319-75462-8

- Combines theory and practice with research findings and international case studies.
- Updates and enriches knowledge and practice on wine tourism by including chapters and case studies related to new technologies and social media
- Consolidates research from two major fields (research in wine and wine consumption, with research in wine tourism / destinations) in order to demonstrate the links, synergies and benefits of relating knowledge from these streams of research

This book links research in wine marketing/management and wine tourism, offering international and multidisciplinary perspectives. Addressing the evolving nature of the wine tourism industry and market, the book brings in new research streams and technology advances such as; social media, customer empowerment and engagement, co-creation, social / responsible marketing and wine consumption. Each section includes an introductory chapter written by the editors discussing the aims and the chapters of the section. Section chapters provide theoretical and research based insights with practical implications, while every section is also complemented with case studies that further enrich the practice and industry implications of theory. Researchers will find in this book a holistic analysis of research and cases relating to the management and marketing of wine tourism businesses and visitors.

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From the Editor

If you have any articles for the next newsletter then please contact me at admin@eurochrie.org Premium or Institutional member may promote forthcoming conferences. If you have any new publications, we are pleased to advertise them. *Please remember to keep a check on the website www.eurochrie.org*

Rai Shacklock - EuroCHRIE Federation Administrator

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.

Are there any planned workshops near me? We're glad you asked...

Dubai, UAE: September 26-27

Date & Time: Wednesday - Thursday, September 26-27 | 9:30 a.m. - 5:00 p.m. (classroom will open by 8:30 a.m.).
Venue: the Emirates Academy of Hospitality Management Dubai, Building 69, Umm Suqeim 3, Al Saqool Street, Dubai, United Arab Emirates
Dress Code: Casual
Industry Professional Registration & Fees: The workshop and certification fee is $400. **Register via email at:** 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 at:** sharecenter@str.com
Students Registration & Fees: The workshop is $75 which includes the certification. **Register via email at:** chia@ahlei.org

Tianjin, China: October 8-9

Date & Time: Monday -Tuesday, October 8 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).
Venue: Tianjin University of Commerce. Exact building and room details will be announced prior to the training.
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 at:** 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 at:** sharecenter@str.com
Students Registration & Fees: The workshop is $40 which includes the certification. **Register via email at:** 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
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
Students Registration & Fees: The workshop is $75 which includes the certification. **Register via email at** chia@ahlei.org

Rockville, Maryland USA: October 18

Date & Time: Thursday, October 18 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).
Venue: The University of Maryland Eastern Shore at Shady Grove, 9630 Gudelsky Drive, Building 11, Rockville, MD 20850
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 at:** 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 at:** sharecenter@str.com
Students Registration & Fees: The workshop is $75 which includes the certification. Register via email at: chia@ahlei.org

Miami, Florida, USA: October 27-28

Date & Time: Saturday-Sunday, October 27-28 | 9:00 a.m. - 5:00 p.m. (classroom will open by 08:30 a.m.).
Venue: The Florida International University at the Biscayne Bay campus. Details regarding the building

and room will be announced.
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 at:** 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 at:** sharecenter@str.com
Students Registration & Fees: The workshop is $75 which includes the certification. **Register via email at:** chia@ahlei.org

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Dublin, Ireland with HOTS: November 5-6

Date & Time: Tuesday, November 5-6 | 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
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
Students Registration & Fees: The workshop is $75 which includes the certification. **Register via email at** chia@ahlei.org

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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 42nd 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
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
Students Registration & Fees: The workshop is $75 which includes the certification.**Register via email at** chia@ahlei.org

Bangkok, Thailand: November 15

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, Pravet, Bangkok, Thailand 10250
Dress Code: Casual
Industry Professional Registration & Fees: The workshop and certification fee is $295. **Register via email to:** 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
Students Registration & Fees: The workshop is $75 which includes the certification.**Register via email at** 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 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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Duane: dvinson@str.com ext. 3329
Fax: +1 (615) 824 3848

Register for the Paper Hackathon directly to
Marianna.sigala@unisa.edu.au

The Journal of Hospitality & Tourism Management (JHTM) is implementing a new model for fostering and supporting research in tourism – a 'Paper Hackathon". The goal is to support tourism researchers to form partnerships with the aim to develop and pitch for a paper publication on JHTM.

The JHTM Paper Hackathon will take place during the EuroCHRIE 2018 conference in Dublin, Ireland (7 – 9 November 2018)
https://www.eurochrie18.org/hackathon

The format is an intense two-day paper hackathon.

Reviewed!

The hotelier's unofficial guide to managing your online reputation on TripAdvisor, Online Travel Agencies, Google and elsewhere, written by Essec Business School's Professor Peter O'Connor, is scheduled to be published in early October 2018 in both paper and e-book formats.

For hotels wanting to sell online, user reviews have become incredibly influential. Every customer has an opinion and is increasingly broadcasting it to the whole wide world! What past customers are saying about your hotel, on dedicated review sites such as TripAdvisor.com or built into property pages on Online Travel agency websites, can make or break your business. This makes proactively managing your online reputation essential. However, responding to harsh and sometimes unwarranted criticism is challenging. Many hoteliers struggle to manage the process effectively, resulting in missed opportunities, a damaged online reputation and lower revenues.

Thankfully help is at hand. Based on techniques gleaned from working with both independent and chain hotels, *Reviewed! The hoteliers' unofficial guide* will assist you in defending, controlling and enhancing your property's online reputation. Using a highly practical approach, this guide provides precise, detailed, step-by-step solutions, tactics and suggestions to help hoteliers to:

- Better understand the role and importance of user reviews in today's highly competitive online booking environment
- Manage your hotel's pre-purchase image so you can more easily exceed guest expectations and drive better user reviews
- Use proven strategies to respond to reviews, both positive and negative
- Challenge and remove suspicious or unwarranted reviews
- Appreciate how the main review channels work and how best to manage their idiosyncrasies and requirements
- Assess which software tools to use to assist in online reputation management
- Understand how you can drive additional favourable reviews to increase your rating scores and positioning
- Use reviews as free corporate intelligence tool to better understand your, and your competitors' relative strengths and weaknesses.

EuroCHRIE readers can get further information, and sign up for a pre-publication offer, on www.Unofficalguidetohotelreviews.com

EuroCHRIE Premium members and partners

- **Bilkent University**
- **Budapest Business School**
- **César Ritz Colleges Switzerland**
- **CETT-UB Barcelona**
- **Cphbusiness**
- **Cyprus University of Technology**
- **Dublin Institute of Technology**
- **Ecole Superieure Internationale de Savignac, France**
- **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**
- **Institute of Hospitality**
- **International University of Applied Sciences Bad Honnef * Bonn**
- **Leeds Beckett University**
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- **Manchester Metropolitan University**
- **National University of Ireland, Galway**
- **NHTV Breda University of Applied Sciences**
- **NKUHT**
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- **Oxford Brookes University**
- **REDGlobal**
- **Rochester Institute of Technology, Croatia**
- **Saxion University of Applied Sciences**
- **SHMS Swiss Hotel Management School**
- **Strathmore University**
- **STR**
- **The Private Hotel School**
- **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 for the jpg.

Call for Resources

Director of Industry Relations

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.

The Event Tech Bible 2018

Free download:

It is not too late to register for EuroCHRIE18.
www.eurochrie18.org/register

We are working very hard to make the conference very special indeed. The Team have unveiled the draft programme for EuroCHRIE
https://www.eurochrie18.org/programme

See you in Dublin. Patrick Horan

The Europe Summer Top 5

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

June 2018 vs June 2017

	Occ (%)		ADR		RevPAR		Percent Change from prior year		
Countries	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**Occ**	**ADR**	**RevPAR**
Russia	72.0	68.7	13178.51	6659.12	9482.70	4577.86	4.7	97.9	107.1
Turkey	56.0	44.8	433.20	276.27	242.43	123.83	24.9	56.8	95.8
Bulgaria	75.5	69.6	163.16	139.89	123.25	97.41	8.5	16.6	26.5
Netherlands	83.7	79.7	141.36	124.98	118.30	99.63	5.0	13.1	18.7
Estonia	85.7	85.4	99.50	84.73	85.30	72.38	0.4	17.4	17.8
Markets	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**Occ**	**ADR**	**RevPAR**
Moscow	85.0	75.7	17029.19	5550.32	14476.69	4202.06	12.3	206.8	244.5
Istanbul	57.0	43.9	469.17	276.99	267.26	121.52	29.8	69.4	119.9
Frankfurt Centre	80.3	72.7	132.53	107.70	106.46	78.25	10.6	23.1	36.1
Sofia	76.3	70.8	185.15	153.90	141.22	108.92	7.8	20.3	29.7
Amsterdam	89.5	85.4	178.89	155.03	160.19	132.39	4.9	15.4	21.0

July 2018 vs July 2017

	Occ (%)		ADR		RevPAR		Percent Change from prior year		
Countries	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**Occ**	**ADR**	**RevPAR**
Russia	68.8	69.8	10886.68	5288.58	7486.09	3693.69	-1.5	105.9	102.7
Turkey	74.9	69.9	500.61	325.79	374.89	227.78	7.1	53.7	64.6
France	75.8	72.1	136.28	121.90	103.26	87.94	5.0	11.8	17.4
Belgium	75.5	71.3	96.48	87.38	72.83	62.29	5.9	10.4	16.9
Bulgaria	67.4	62.1	149.22	138.54	100.56	86.07	8.5	7.7	16.8
Markets	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**Occ**	**ADR**	**RevPAR**
Moscow	78.0	75.3	14099.73	4931.69	11001.70	3714.16	3.6	185.9	196.2
Istanbul	79.7	73.3	515.11	332.46	410.68	243.80	8.7	54.9	68.4
Saint Petersburg	68.7	84.8	11038.56	6339.85	7578.91	5377.47	-19.1	74.1	40.9
Paris	83.7	79.5	240.19	202.56	201.16	160.95	5.4	18.6	25.0
Sofia	65.9	58.6	154.47	140.98	101.83	82.58	12.5	9.6	23.3

August 2018 vs August 2017

	Occ (%)		ADR		RevPAR		Percent Change from prior year		
Countries	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**Occ**	**ADR**	**RevPAR**
Turkey	76.2	75.2	664.05	352.12	506.17	264.72	1.4	88.6	91.2
Latvia	89.4	85.2	82.71	72.01	73.92	61.34	4.9	14.8	20.5
Hungary	91.7	86.5	27808.49	25793.78	25502.10	22317.07	6.0	7.8	14.3
France	71.6	68.4	128.54	118.05	92.08	80.76	4.7	8.9	14.0
Belgium	70.2	66.0	86.82	81.31	60.92	53.63	6.4	6.8	13.6
Markets	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**Occ**	**ADR**	**RevPAR**
Istanbul	83.8	82.7	691.96	352.22	580.09	291.38	1.3	96.5	99.1
Paris	75.6	66.3	191.93	165.76	145.01	109.92	13.9	15.8	31.9
Tel Aviv	74.9	71.9	1119.88	943.72	839.08	678.53	4.2	18.7	23.7
Riga	90.0	86.0	77.96	66.34	70.18	57.03	4.7	17.5	23.1
Berlin	85.3	78.5	91.64	82.70	78.19	64.93	8.7	10.8	20.4

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

Student Reports from the 4th Annual EuroCHRIE University Challenge 2018

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. In the end, it was the team from Strathmore University (Kenya) who were the winners and second place went to The Budapest Business School (Hungary).

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

**If you want to be part of the 5th Annual EuroCHRIE University Challenge contact Heidi Anaya
heidi.anaya@russellpartnership.com**

THE WINNERS

Strathmore University – Kenya

Team Ankara

- Brenda Monica Wairimu
- Kirsten Erica Dass
- Anneirene Kerubo Muma
- Vivian Muthoni Wachira

And, of course, Joy Goopio!

The best part of competition is that through it, we discover what we are capable of – and how much more we can actually do than we ever believed possible – Anonymous

When we started this journey, we had so many mixed feelings. It was in the middle of our crazy, final semester, and quite honestly, we were rather apprehensive of the challenge. Being our first-time taking part in the competition, we did not know what to expect from our competitors, the challenge itself and ourselves. All we knew was that we could rely on each other's' strengths and capabilities.

In the course of the 6 weeks of the simulation, we got to understand our worthy competitors through their strategies, decisions and constant communication with them. With each quarter, we learnt to be proactive, strategic, we learnt to consider each other's opinions and that eventually paid off.

We are grateful for the opportunity and the experience!

RUNNERS UP

Budapest Business School.

Vivien, Zsófia, Anita and András

Participating in this competition was more than beneficial to our team, due to the opportunity to experience real life hotel management challenges and how to overcome them. The simulation contributed to the development of our management, analytical and cooperative skills.

We enjoyed being in a competitive set, where we learned how to use all the vital strategies in order to run a successful business. Therefore, we highly recommend taking part in this competition to acquire those valuable abilities which assist to a prosperous career in the future. Thank you again for this terrific experience!

Stenden South Africa

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

Being part of the EuroCHRIE challenge was a pivotal learning experience for us as future hoteliers. It gave us a glimpse of how hotels are run, and how much effort goes into the whole process. One can definitely say that the experience enhanced our decision-making skills, as we had to learn how to make thoroughly *informed* decisions every week, which put heavy focus on the accuracy of our forecasting and consequently, the strategies devised. It was interesting to see how each member of the team gravitated toward an 'Decision Area' that they were actually interested in in real life, giving them an opportunity to truly experience this beyond the theory we receive in lectures. In the end it was a long and exciting tug-of-war that made us all step up to the challenge, and although the coveted First Place eluded us, we were grateful for the opportunity to engage with some of the sharpest young minds in the world.

Emirates Academy of Hospitality Management (EAHM) - Dubai

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

"Our team thoroughly enjoyed taking part in the EuroCHRIE Challenge 2018. It was a great opportunity for us to put our theoretical knowledge, that we had learnt within the classroom, to test in a real-life hotel simulation. We gained in-depth knowledge on balancing short and long-term decisions, working together and incorporating each other's ideas, and further developed our analytical skills through examining the data and change in revenue quarter on quarter. These skills learnt will be valuable in the rest of our hospitality careers and we encourage everyone to take part in this competition."

Stenden

The Netherlands

NHTV Breda – Netherlands

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

It was an exciting 4-week challenge. We really had the feeling we were running a 'real' hotel. Starting out with 8 schools who were all starting with the same hotel, which resulted in many different strategic choices, was a lot of fun to experience. Setting strategic prices on your competitors, increase your market share and adjust your marketing budgets, all these steps were taken to increase the four areas of the Balanced Score Card.

We were running the hotel with a team of 4, who all had a different area of expertise and we had to learn to respect and trust each other's opinion. We started out with a 5th place after Q1, and with some strategic adjustments we took the 3rd place after Q2 and preserved this place till the end.

Reminder - If you want to be part of the 5th Annual EuroCHRIE University Challenge contact Heidi Anaya

heidi.anaya@russellpartnership.com

The Winning and Runner up teams will be presented with their awards at Dublin 2018

Tereza Krajcerova:
The EuroCHRIE University Challenge was a very interesting experience for me. I did not only have fun during the competition, but I also gained lot of knowledge. Especially to work with the REVsim simulation, that was something completely new for me. Even though we did not end up on a higher place, I am grateful that I was given the opportunity to participate in this competition. The challenge was combined with e-learning lessons that prepared us for the final quiz in order to obtain the certificate in Hotel Business Acumen. In the end, I would like to thank to our teacher Joke Tasma, who was always there for us!

Thom Hollenberg:
During our course for the EuroCHRIE competition I have learned a lot and gained interesting information regarding the industry but also regarding my own knowledge. The detailed and specific overview that is involved in the whole management of a hotel was new to me. Even though I knew the procedure from the books, by putting it to practice I got to know I way better. I could see all the connections between the different aspects more easily than before. As I said before, I also gathered interesting information about my own knowledge. Because this competition is interactive, you get the opportunity to benchmark yourself to others. This taught me, what my level of knowledge was compared to others. Overall, I would recommend any other dedicated student to apply for this course!

Rixt van der Meulen:
For me it was the first time to join a revenue management related contest, well the first time that I even joined a contest, so I did not really know what to expect. We started with the first session and the homework which I found really interesting! I liked the weekly meetings and the online lessons you could follow. But besides this, we had to fill in the revenue management system

every week, when we did it the first time it was really hard, because we were not sure what all the different options would do, but after a while it got better, and we could ask the things we did not understand during the weekly meetings. However, I think it is difficult that you only play quarterly, since it is hard to see the effects of your decisions. But overall, I really enjoyed the contest with our team!

Laila Besser:
Together with my team I represented the Stenden Hotel Management school during the EuroCHRIE Challenge 2018. I have participated in two other hospitality related competitions so far. EuroCHRIE, however, is quite unique. As it is split up into online lessons, the simulation which forms the actual competition and online review sessions, the Challenge appears to be more multi-dimensional. I have learned a lot during the weeks of the competition and was very enthusiastic to receive the opportunity to test out my theoretical knowledge in a competitive setting. It was astonishing to see how engaged everyone seemed to be, although we (unfortunately) never met the other teams in person.

Dublin Institute of Technology (DIT)

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

Competing in the EuroCHRIE Challenge 2018 has taught us a lot about running a hotel from a managerial perspective using the online simulation, accounting was particularly helpful to us in this regard. The personality test that we took as part of the challenge also taught us lots about

ourselves. Participating in the challenge has also meant that we have become good friends as opposed to just classmates, working together as a team was both a challenging and also a hugely enjoyable experience.

We would like to take the opportunity to thank Heidi for all of her efforts at coordinating the challenge and offering all of the teams such great support. Finally, we would like to wish Heidi and all of our fellow competitors the best of luck for the future.

University College of Northern Denmark

Hotel Hygge

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

We really enjoyed participating in the challenge and feel that we have learnt a lot. It was a great learning experience which helped us to understand how the terms and tasks we heard about during classes work in real life situations. Especially the importance of the competitive set and forecasting. We were also happy to „meet" hospitality students from all around the world and we also enjoyed the fact that we were working in a team. The online lessons were also useful, easy to understand and helped to make the topics clear. Thank you for the experience!

Reminder - If you want to be part of the 5th Annual EuroCHRIE University Challenge contact Heidi Anaya

heidi.anaya@russellpartnership.com

DIT - Dublin Institute of Technology
www.dit.ie

Hotel Management School - Stenden
University www.stenden.com

Ecole Superieure Internationale de
Savignac, France
www.ecole-de-savignac.com

Glion University www.glion.edu

Free University of Bolzano
www.unibz.it

Hotelschool The Hague
www.hotelschool.nl

HAAGA-HELIA University of Applied
Sciences
www.haaga-helia.fi.en

Institut Hotelier Cesar Ritz
www.ritz.edu

Hotel Management School Maastricht
www.hotelschoolmaastricht.nl

Institut Paul Bocuse
www.institutpaulbocuse.com

Cyprus University of Technology
www.cut.ac.cy

International University of Applied
Sciences, Bad Honnef – Bonn
www.iubh.de

Manchester Metropolitan University
www.mmu.ac.uk

NUI Galway
http://www.nuigalway.ie/

NHTV Breda www.nhtv.nl

Strathmore University
www.strathmore.edu

Oxford Brookes University
www.brookes.ac.uk

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www.ozyegin.edu.tr

University College of Northern Denmark
www.ucn.dk

RIT Croatia www.croatia.rit.edu

University of Surrey
www.surrey.ac.uk

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www.shms.com/

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