

**Symposium Title – The Business of Ageing in Hospitality (BAH)
ICHRIE Special Interest Group (SIG) Inaugural meeting**

1) Background and relevance of the topic to the conference

This symposium is the inaugural session of the newly formed SIG “The Business of Ageing in Hospitality” (BAH) within ICHRIE. The BAH SIG was initiated and led by EuroCHRIE members to respond to the UN’s call for collaboration between government bodies, public and private sectors to find sustainable solutions for older adults.

Building on two years of successful collaboration of EuroCHRIE members, this roundtable session will continue the discussion on the role hospitality sector and hospitality educators could play in addressing the global challenge of healthy ageing through innovation and ethical considerations.

The session also intends to introduce [the purpose and the mission of the BAH SIG](#) to engage EuroCHRIE members and to co-develop SIG working priorities. The session therefore is designed to promote the SIG and provide knowledge exchange and experience sharing opportunities for hospitality practitioners, researchers and educators to co-develop solutions in tackling hospitality business, education and societal challenges associated with ageing population.

2) Objective of the symposium

- To connect, encourage and engage EuroCHRIE members who are interested in participating in BAH SIG
- To introduce the purpose, mission and founding members of the BAH
- To introduce the proposed activities of the BAH followed by discussions
- To foster and facilitate opportunities for collaborative research and knowledge/experience exchange projects that are aligned with the mission of BAH SIG

3) Contact details and affiliations of organizer(s)

- Prof Thorsten Merkle (mekk@zhaw.ch) – ZHAW School of Life Sciences and Facility Management, Switzerland, CH
- Dr Xuan Lorna Wang (lorna.wang@surrey.ac.uk) – School of Hospitality & Tourism Management, University of Surrey, UK
- Prof Dai-In Danny Han (danny.han@zuyd.nl) – Hotel Management School Maastricht, Zuyd UAS, NL
- Dr Paola Ossola (ossolap@cesarritzcolleges.edu) - César Ritz Colleges Switzerland, CH

4) Contributors to the symposium (in person or online)

- Dr Nancy Swanger (swanger@wsu.edu) - School of Hospitality Business Management, Washington State University, U.S.
- Dr Tracy Xu (s.xu@surrey.ac.uk) - School of Hospitality & Tourism Management, University of Surrey, UK

5) Needed timeslot (1,5hours / 3hours)

1.5 hours

6) Type of session (see potential formats below)

Roundtable Discussion