



CONNECTING DOTS: Academy to Industry from East to West



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Abstract

The biggest hospitality educators organizations' two sub divisions, APacCHRIE & EuroCHRIE, hosted a joint 4th. Global Tourism & Hospitality Conference in HONG KONG in 2019. The conference served as a unique platform for academics, industry leaders, journal editors, young scholars and researchers to define the future roadmap of the global industry. The new Hospitality and Tourism Management Program coordinator attended the meeting to represent the Framingham State University.

Rationale

International CHRIE (ICHRIE) is a non-profit professional association that provides programs and services to continually improve the quality of global education, research, service and business operations in the hospitality and tourism industry. The ICHRIE consists of worldwide regional organizations that meet locally and internationally at least once a year. In 2019, unlike previous years, the Asia Pacific (APacCHRIE), which serves to four sub-regions, and the Europe (EuroCHRIE), which serves Europe, Mediterranean, and North Africa, organized a conference with "East meets with West" theme. The conference gave the organization an opportunity to include a wide range of regions at one meeting.

These two major regions of ICHRIE, APacCHRIE, and EuroCHRIE picked the city of Hong Kong for the conference location due to its geographical venue and popularity as a tourism destination. Hong Kong also is the hometown of one of the world leader school "The School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

In this conference, hospitality educators from various countries, industry key leaders, journal editors, scholars, and students met in Hong Kong to take part in various activities. The event was planned to hold various occasions to connect the dots between the industry and academy as well as east and west.



Academic Presentations

The conference held poster and presentation sessions in different disciplines of hospitality and tourism. International hospitality programs presented their program developments and the issues they faced during the development stage. Participating in the academic sessions helped learn the recent studies in the area. The sessions also enabled discussions and exchanging ideas, which may lead to forming international research teams.

Keynote Speakers

The participants attended a few key speaker sessions and panel discussions to hear about the industry progress and the expectations from the future of the industry. These sessions helped scholars to understand the business demand and how to position our intuitions to provide a distinctive education.

Discussions & Building Partnership

The majority of the participants were emphasizing this industrial and academic partnership. The discussions unveiled the gap between the academy and the industry. The participants recommended reforming the hospitality education programs by putting the industry and the students to the top of the hierarchy.

The participants recommended to distinguish the program with field experience, guest speakers, and projects combined with industry professions .

The FSU hospitality and tourism program found the common ground with the following institutions to discuss further after the conference and create a possible partnership:

- **Orebro University, Sweden** - new hospitality program
- **Antalya Academy of Tourism, Turkey** – Strong industry partnership
- **DePaul University, Illinois** - strong advisory board formed with the industry key leaders.
- **The Hong Kong Polytechnic University** - have a five stars hotel (lab) for student field experience



Conclusions

The conference showed that the FSU hospitality and Tourism program has a considerable startup because it has an extensive partnership and the focus on the industry with a comprehensive advisory board, and field experience requirement.

Networking

The conference brought together educators from hospitality & tourism management schools and universities into a global network in close co-operation with industry representatives. Framingham State University introduced the new hospitality program, exchanged ideas to learn other hospitality programs, and looked for new practices to implement. The networking receptions and meetings were some of the effective activities for building the new program and partnership with international institutions. Hospitality students shared their experience in their institutions and showed their interest to student exchange programs.

Hospitality 2030

The participants formed a think tank group to shape the future of international hospitality and tourism industry. The enterprise was an effort to create an umbrella, both education and industry to combine their efforts to shape the future of hospitality and tourism market. The participants discussed, where the industry was heading, where we want to be, and how we would prepare our students to hospitality in 2030.

