It is an honor to be serving you all as the International CHRIE President. Given that I am almost a quarter of the time into my role as the International CHRIE President, it is important that I update you of our progress so far, and the work that lies ahead for the remainder of my term as President.

In July 2017, when the International CHRIE operational year began, all the Board of Directors reflected upon each of our priorities for this year. I, too, reflected upon how might I add value through this year’s work so that International CHRIE is incrementally better positioned to realize its long-term vision, and accomplish its mission. We are only able to think of this incremental value added efforts given all that has been accomplished in the past years through the labors of our predecessors on the ICHRIE Board. Therefore, I decided to focus on two issues in particular: enhance communication among Board of Directors, and implement ICHRIE activities during the year to engage our members outside of our Annual conference. We have gotten off to a strong so far into the year. And so I have preliminary updates to report for you.

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In my undergraduate management courses, I like to discuss current policies and innovations from the business world. One of those policies that comes to mind is the 20%-time management philosophy. This was popularized by Google. The idea is that Google employees get to spend 20% of their time at work engaging in a project that they believe will benefit Google, and in fact, Gmail was one of the results of that philosophy. However, if you search for information on Google’s 20%-time today, you will find there is debate whether it actually exists at Google anymore, for reasons we will not focus on in this article. However, one area where 20%-time has taken a new life, is in education, particularly in the K-12 segment, but this is not a stretch. The founders of Google, Sergey Brin and Larry Page, championed this because they were influenced by their Montessori school experience. Though, it has been rebranded for some educators as Genius Hour.

Genius Hour is implemented very much like the management philosophy; it is meant to foster creativity and innovation. In their 20%-time or Genius Hour, students are...
November and the New York Show
Kathy McCarty, Chief Executive Officer, International CHRIE

November is always a busy month for us with the HX Experience hotel show held at the Javits Convention Center in New York and all of the ICHRIE events happening there. We will have various committees meeting during the weekend and the annual Eta Sigma Delta breakfast being held on Sunday morning along with a meeting for ESD chapters following the breakfast. This year’s ESD program is being coordinated by ICHRIE Vice President Dr. Chris Roberts; Ruth Lee, Chair of the ESD Board of Governors; and, our long-time partner and sponsor of this year’s event—Hyatt.

Another event that will be occurring during the hotel show is the NENA CHRIE Experience in New York (formerly called the Alligator Hour reception) that is being held on Sunday, November 12 from 6:00 to 8:00 p.m. at HB Burger, 127 West 43rd St #2 (a new location this year!). This year’s event is being generously sponsored by the Hart School at James Madison University, so if you are planning on attending the hotel show, I hope you will come to the NENA CHRIE Experience in New York reception. If you can join us, please register online to attend at https://www.eventbrite.com/e/nena-chrie-experience-in-new-york-sponsored-by-the-hart-school-at-james-madison-university-tickets-28869962836 by November 3. It’s always great to see everyone and find out what’s happening in their day-to-day worlds so I hope your schedule will allow you to be there!

In the States, we always round out the month of November by celebrating the holiday called Thanksgiving. In previous November columns, I have expressed my thanks and gratitude to members, staff and the ICHRIE board of directors. I echo those grateful expressions of years past, and this year in particular I want to thank the ICHRIE staff who not only understand the importance of excellent customer service, but who show their commitment to serving ICHRIE members every day.

I often tell people that I couldn’t do what I need to do without the help and support of the entire staff. They are often asked to do near-impossible tasks with less than ideal deadlines, and I’m grateful for their efforts and commitment to ICHRIE. They often go above and beyond the call of duty sacrificing personal time and family commitments to meet the demands of their jobs.

I’d also like to thank those ICHRIE members who dedicate their time and talents serving on the ICHRIE board of directors, ICHRIE committees and ICHRIE special interest groups. These ICHRIE members spend countless hours away from their “real” jobs to help move International CHRIE forward, to prosper and to grow. It wouldn’t be possible for International CHRIE to exist without their dedication to our organization.

As I think about this past year, there is truly an abundance of people, things, and actions for which I am grateful. We have lofty goals for ICHRIE and it isn’t always easy, but the list of “good stuff” we are trying to accomplish is very long indeed. For all you who contribute to International CHRIE and the hospitality industry, I sit in awe and in gratitude.
Let’s Try Something New!

Anders Justenlund is President of EuroCHRIE for ICHRIE and Business Developer/Lecturer at University College of Northern Denmark.

When this communiqué is published we will hopefully have completed a successful EuroCHRIE conference in Kenya. This conference has been object to many discussions and arguments on, if EuroCHRIE should have a conference on the African continent - personally I am very happy on behalf of my federation that we decided to go with Nairobi as our conference destination in 2017. I have personally been a part of the group who has supported this conference bid, since we presented it during EuroCHRIE’s spring board meeting in Manchester, United Kingdom in March 2015.

One thing that we can conclude is that this conference has changed the perceptions of many EuroCHRIE and ICHRIE members, as well as non-members.

Setting up a conference in unfamiliar territory for our federation has not been easy, but I am proud and happy that 3 of our premium member institutions were ready to take on this challenge - Thank you to Strathmore University (Kenya), University College of Northern Denmark and Saxion University (The Netherlands). The collaboration of these three institutions stands as an important symbol for EuroCHRIE! Together we can achieve more, and by sharing our different mindsets we can change the mindset of others!

Having a conference in Eastern Africa is important for a global organization as ICHRIE. We need to be where the development is happening! With as fast growing middle class in Eastern Africa and a yearly growth in GDP of almost 5%, this is the region that hotel companies have set their eyes on.

When I last visited Kenya during our Spring board meeting in EuroCHRIE. We were staying at the conference hotel, a Radisson Blu Hotel on Upper Hill in Nairobi (The hotel has a beautiful view over Strathmore University and has a perfect mix of Kenyan and Scandinavian design). I was lucky to have a conversation with Ian Rydin, who is not only the general manager of the hotel, but also District Director of East Africa. Before this Ian was the Senior Director of Future Openings for the Carlson Rezidor Hotel Group globally. During our conversation I told Ian about the challenges we have had in our effort to convince people about the idea to host a hospitality research and educational conference in Kenya. I could see the disappointment in his eyes when I told him this and to which he replied; Universities and educational institutions should stand side by side with industry when going in to unknown fields and exploring new markets and not be looking at the industry in a retrospective and try to understand what the industry did - good or bad. One of our most important jobs is to provide the industry with objective knowledge and graduates with the right competences to take on new and unknown challenges - we cannot do this if we do not challenge ourselves!

So why am I mentioning this? Is it just the institutions who needs to change the mindset and take on the new challenges?

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SECSA Member Highlight

Melvin Weber is President of SECSA Federation of ICHRIE and Associate Professor at East Carolina University.

I hope this finds everyone in a well-planned fall semester. Continuing the trend of member highlights, this month I would like to introduce Dr. Ruth Smith, Assistant Professor of the Bob Billingsley School of Hospitality Management at Bethune-Cookman University. The following is from Dr. Smith:

In spring 2016, the Hospitality Management department within the College of Business and Entrepreneurship at Bethune-Cookman University transitioned to the Bob Billingslea School of Hospitality Management (BBshm). Becoming a school was a welcomed change that required the re-positioning of our product and the revamping of the curriculum. Our new curriculum which is better-aligned with mission and vision of BBshm and the needs of the hospitality industry, requires all hospitality management students to complete one professional development course each semester. I was assigned the task of developing and writing the eight courses for the revised curriculum, ensuring that the student learning outcomes addressed integral components of professionalism from the freshman year of study to the senior year of study. Two of the goals of the professional development course series are to (a) graduate ONLY true hospitality management professionals who are equipped with the tools, skills, attitude, and attributes that drive the character and fiber of success, and (b) to graduate hospitality management professionals in four years or less. The courses include topics such as anchor mentorship, hospitality management professionals in four years or less. The courses include topics such as anchor mentorship, self-management, personal branding, transformational and behavioral leadership, emotional intelligence, communication skills, social media management, business and professional etiquette and netiquette, the professional me, stress management, goals-setting and analysis, balancing work and college, self-productivity, career readiness, and more. I excitedly look forward to guiding and showcasing the outcome of our professional development component of our curriculum.

Save the dates to join us in Knoxville, TN on **March 1st and 2nd for the Third Annual SECSA Conference** to be hosted by the University of Tennessee - Knoxville. More details and information coming soon. The deadline for Abstract Submission is **December 3, 2017 (5pm EST)**. The call for papers can be found at https://www.chrie.org/files/2018-SECSA-CallForPapers.pdf

Don’t forget to connect with the SECSA Federation and its members on LinkedIn and Facebook.

LinkedIn group page: SECSA Federation and Facebook group page: SECSA Federation of ICHRIE (‘Ichrie’ on the FB site).

I am excited to see the SECSA Federation coming together and continue to look forward to sharing our future together. As always, I welcome any SECSA member to feel free to reach out to me (weberm@ecu.edu or 252-328-2351), so that we can chat about our future together.

Enhancing Communication - In order to stay connected, and engaged, ICHRIE leadership is conducting bi-weekly conference calls, that are open to all ICHRIE Board of Directors to attend. In addition, Kathy (Chief Executive Office) and I are on a conference call every week. Here is how we are operating through these two mechanisms.

**Weekly conference calls**: The main purpose of these calls is to agree on the priority agenda items for the bi-weekly conference call, and to address any urgent issues that need our attention. The CEO also provides the President with office updates, and operational aspects of International CHRIE. All Board of Directors are aware of these phone calls, so that they may also send in questions or clarifications pertaining to their respective agendas.

**Bi-weekly conference calls**: The bi-weekly conference calls are open to all Board of Directors to attend. Depending on the agenda, Kathy or I will also request individual Board of Directors to try and be present during the call, or provide us an update on their specific agenda item. This call also allows the Executive Committee to vote on any pressing issues that require the Board of Director’s attention. Or, if an issue requires the entire Board’s attention or vote, this allows the Executive Committee to deliberate on how we might accomplish this task.

Here are some examples of items that were recently discussed or voted on during the weekly and the bi-weekly conference calls.

- In successive weekly phone calls Kathy and I were able to identify agenda items around the discussion of launching online activities for our membership. I will provide you a brief overview of one of these upcoming activities later in the article.
- One of the September bi-weekly conference calls allowed me to consult the Executive Committee of my decision to appoint the Chair of the Conference Scientific Paper Review Committee.
- Immediate Past President Mokie Steiskal was able

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Make Every Minute Count - A Look at Retention
Scott R. Smith is West Federation President of ICHRIE and Professor and Department Chair at Johnson & Wales University, Denver

In many of our colleges and universities, we may have seen enrollments decline. The reasons can be as varied as the number of programs served by these institutions. They can range from higher tuition costs, employers offering on-the-job training, closure of local supporting businesses, financial aid being more difficult to obtain, and a worry of high student debt (Allen, 2017; D’Amico, 2017). As faculty, we may not have a lot of control over these outside factors, but we do have control over what we do when we are in the classroom with our students. This is where we as faculty need to make every minute of the time we spend with the students count. So how do we know if we are making a difference? Retention rates are one measurement that can be used.

Looking at the bigger institutional picture, two measurements of how well we are doing at retaining our students, are the retention and persistence-to-degree rates. According to Delece Smith-Barrow (2016) and data presented from the National Collegiate Retention and Persistence-to-Degree Rates (2017), retention rates of students from freshman to shopmore classes can range from 64.2% to 70.2%, with some universities as low as 30.5% and high as 99%. Again, the reasons why students drop out are just as varied as the reasons why they continue on for the second year.

Many of our institutions have implemented programs and initiatives for retention and persistence, for example: first year seminars, student advising, academic support centers, and student life or involvement networks, just to name a few. Early warning indicators for students, such as absenteism or poor grades, have also been established (Coley, Coley, & Lynch-Holmes, n.d.). With the ever growing number of programs and theories behind improved retention, what does really work? Coley, Coley, and Lynch-Holmes (n.d.) have identified six key strategies institutions should consider. They are: (a) Establishing a shared vision of student success and communicating that vision; (b) Focus on what successful students do; (c) Determine an intervention strategy; (d) Start small and grow; (e) Build bridges, creating cooperation of everyone across your campus, and partners from off campus; and (f) Use data—do not just collect it.

Regardless if our colleges and universities are using these or other similar strategies, as faculty can make a difference. So, what can we do? Personally, I subscribe to the 3 P’s - Be Prepared, Be Professional, and Be Present. If we are to make every minute count in the classroom, we need to be prepared. I have seen too many times where faculty were flying by the seat of their pants for the day’s lesson plan. One needs to ask oneself, during the time I will be with students in the classroom, how will that time be structured and how will I be engaging them? What level of academic standards are we setting and what support can we offer? We are always able to fill the gap of time between the beginning and ending of class but we want to be sure we provide quality and opportunities for students to be actively engaged in the course content.

Being professional means not only our behaviors in the classroom, but what examples do we set for our students? Do we set the tone for professionalism, as would be expected in their chosen fields? Here, we could model the behavior we and industry might expect from them. As hospitality educators, we could invite or include the students in our professional organizations or hold a meeting of a professional organization on campus. Look at opportunities for students to attend, volunteer, compete, or just be involved at a professional organizations conferences.

Finally, being present is not only being there physically, but mentally, as well. It is a given we are there to teach, but it is often more than that. We need to be present and engaged with our students while doing so. We need to be in tune and observant to what is going on with our students in the classroom. If we see a student struggling with attendance, math, or writing skills, we need to utilize the systems we have in place and act if we see early warning signs of students not doing well in class. Also, being present outside of the classroom is just as important. Think about attending student sponsored events, get involved as an advisor with a student club, or even offer a workshop on a topic that is related to your area of expertise. These are just a few aspects of being involved in the success and retention of your students. As faculty we owe it to our students to make every minute count!

References
Transitions

Send news about ICHRIE member marriages, births, deaths, promotions and any other of life’s transitions to agrayson@chrie.org.

North East North America Federation News

New Name, New Location, New Fun Challenges
Erinn Tucker is President of NENA Federation of ICHRIE & Faculty Director at Georgetown University.

November is under way, and the semester is in its peak. This time of year, signals the end of the year for many but the kick-off of a season full of events in the northeast. The annual HX: The Hotel Experience held at the Jacob K. Javits Convention Center, November 12-13, 2017 in New York City will be exciting for all. While the show will be attended by faculty, administrators and students, it is also a time to reconnect with ICHRIE friends and participate in a variety of events surrounding the show. This year, the NENA Federation took steps to rebrand our annual Alligator Hour to align the federation with the rebranding of the Hotel Show. For 2017 and onward, Alligator Hour is now the NENA CHRIE Experience in New York. We are excited to re-launch this event with a new name and a new location.

The annual NENA CHRIE Experience in New York sponsored by the Hart School at James Madison University is being held on Sunday, November 12, 2017 from 6:00 pm - 8:00 pm EST at HB Burger (new location) located at 127 W 43rd St #2. Appetizers, beer and wine will be served and available throughout the event. Have your cash ready for the 50/50 raffle tickets with proceeds benefiting the NENA Promise Awards. A very big “Thank You” to our sponsors: at https://nenameeting2017.eventbrite.com as we will need to provide an attendee list to building security.

Thank you again to the NENA Fall Business meeting annual sponsor Jonathan M. Tisch Center for Hospitality and Tourism at New York University.

If you would like to attend, please register through Eventbrite at https://nenachrie2017.eventbrite.com.

The annual NENA Federation Fall Meeting will be held on Monday, November 13, 2017 from 8:00 am - 11:00 am at New York University (NYU) Midtown campus located at 11 West 42nd Street in the Gural Conference room. Continental breakfast will be available from 8:00 am - 8:30 am. An industry speaker will discuss risk management and event safety from 8:30 am - 9:30 am followed by the NENA business meeting which will conclude by 11:00 am. Please register to attend the meeting through Eventbrite

NYU SCHOOL OF PROFESSIONAL STUDIES

University of New Hampshire
Peter T. Paul College of Business and Economics

If you would like to attend, please register through Eventbrite at https://nenachrie2017.eventbrite.com.

I hope to see all of you in NYC in November.

NENA's work is not over. All universities and colleges in the northeast federation - “Gear Up and Get Ready” for the inaugural NENA Federation - ICHRIE University Challenge 2018 presented by Red Global Group. The benefit for students and instructors participating is threefold: 1) students experience professional level management training used to build business acumen skills among lodging professionals around the globe; 2) each student will receive a gold sealed certificate in Hotel Business Acumen, demonstrating the successful completion of an advanced application of their studies; and 3) each student member of the winning team will receive a cash award of USD$125 and their instructor will receive USD$300 toward ICHRIE 2018 travel and accommodation expenses. The competition takes place the weeks of February 12th, 19th, 26th and March 5th, 12th, and 19th of 2018. Each team of four (4) senior students and one (1) instructor will be supported by an online industry coach using e-learning, web conference, and email. The team leader/instructor would guide the team as they work through the competition/course. The lodging simulation used is REVsim®.

Registration is open now and must be completed by the teams’ leader/instructor. Student names maybe added at a later time. For any questions and to register, email your name, telephone number, and school name by December 15, 2017 to Heidi Anaya at heidi@redglobalgroup.com. You may also contact Jennifer Forney (University of Pittsburgh at Bradford) with questions regarding the simulation at jlf128@pitt.edu. Good luck!!

Transitions

Send news about ICHRIE member marriages, births, deaths, promotions and any other of life’s transitions to agrayson@chrie.org.
to discuss with the Secretary Alecia Douglas the change in by-laws for the position description of the Director of Conferences. Mokie needed this finalized urgently so she could begin requesting nominations for this position.

• During another one of the calls, I was able to discuss with Vice President Chris Roberts and Kathy regarding the transition of the incoming editors of the Journal of Hospitality and Tourism Cases (JHTC).

• Erinn Tucker (President, NENA Federation) informed NENA Board’s request for a name change of the former Alligator Hour event in New York City during the November Hotel Show. We were able to discuss this issue and vote on it as the Executive Committee, given that NENA wanted to promote the event.

• In another conference call Treasurer Toni Repetti discussed clarifications on items pertaining to the budget, and the financial operations of International CHRIE.

• Director of Conference Lea Dopson provided updates on the planning of the 2018 International CHRIE annual conference.

• Samir Thapa, President of Asia Pacific CHRIE, had requested International CHRIE membership benefit information for the federation website, and also asked for a solution for website access to members in certain parts of Asia. After discussing the issue with AJ Aluri, Director of Networking, certain solutions were provided to Samir.

There are several other issues that have been discussed and finalized, but I hope this list provides you a flavor of our periodical communications.

International CHRIE Activities during the year—Our repeated assessment of membership responses clearly indicates that we at ICHRIE like to network with each other, for both professional and personal reasons. Therefore, I believe it is important for us to continue thinking of ways to strengthen these member-to-member engagement, and therefore reinforce our networking efforts. While the Annual conference provides an important time in the year for all of us to meet and reconnect, we ought to be able to facilitate membership engagement during the year.

Online webinar: One such activity that we have discussed, and decided to implement is a series of webinars focused on the topic of developing future leaders in our industries, and in our academic discipline. Leadership will continue to remain a critical issue of focus in the future. Therefore, it is only logical that we at International CHRIE are participating in these discussions, and deliberating on how we all individually and collectively can facilitate the process of developing future leaders. The first of these series of webinars is scheduled for November 2017. I hope you will get an opportunity to participate, and provide us your feedback. In the coming months several of the Board of Directors are planning other similar webinars that would be of broad interest to our members.

2018 Conference Planning: We have slowly begun planning for the 2018 conference in Palm Springs, CA. Its never too soon to start thinking of our most important membership event. Stay tuned for more updates from our Board of Directors, and the International CHRIE office.

Several of you have stepped up to volunteer in many aspects of International CHRIE’s functions, such as in the various committees, and other activities that we are planning throughout the year. Thank you for your continued support! I look forward to working with you. One last thing… I would like to express our sincere gratitude to Hyatt Hotels for enthusiastically agreeing to sponsor the International CHRIE’s Eta Sigma Delta (ESD) breakfast roundtable event in New York City in November 2017. I want to specially thank Brook Luedke, who is also our Director of Industry, for her continued support of International CHRIE.

Please let me know if I can provide you any additional information or clarifications. I will be glad to call you. Have a wonderful November.

Curtis—continued from page 1

able to be creative and pick an interest to focus on for that hour or sometimes longer. When an interest becomes extended it is more akin to project-based learning. Then these interests can further develop into an independent or group project. The point is that students are working on something that truly captures their interest and that they are in charge of what they would like to learn. After the students have determined what interest they will devote their time to, they pitch their classmates à la Shark Tank style, soliciting feedback from their classmates before beginning their projects. This is an informal peer-review process for their proposal. Then, like a boss, the instructor will need to hold students accountable for their progress, give feedback and offer guidance where necessary. The final presentation of projects is where the students reveal the changes that were made to the project after the initial presentation and the final results of the project.

In higher education, we hear about the disconnect between our graduates and industry. Our recent summer conference presented papers and sessions focusing on this disconnect continued on page 8
and in particular, the lack of developed soft skills of new graduates entering industry. Classroom initiatives like 20%-time/Genius Hour and project-based learning will place more responsibility on the student for their learning and in turn provide a training environment for these soft skills.

If you would like to learn more about 20%-time/Genius Hour or project-based learning in education, here are some helpful links:
http://ajjuliani.com/20-time-guide/
http://www.20timeineducation.com/
http://www.shsu.edu/centers/project-based-learning/higher-education.html

NO! It is all of us! ICHRIE members (WEST, NENA, SECSA, Central, APac and EuroCHRIE) as a global organization we have a responsibility to stay open minded and be a part of a positive change for less developed regions in the world when it comes to hospitality - especially regions which has great economic potential. However, if we keep doing the same things that we have done for decades we will lose and fall behind the fast-growing development. I see tendencies of this during my work for EuroCHIRE and ICHRIE. We are stucked in old patterns, that was successful earlier, but have lost the touch of time today. We see a lower number of delegates attending our conferences than earlier, which is an indicator that things need to change. We are offering a generic hospitality research and educational conference product in a market where the trend is specialization on technology, revenue management, hotel asset management etc. To make sure that we face this challenge it is important that we as an organization support the works that Dennis Reynolds and his team is doing to identify the value propositions that we as a network offer to our members. Identifying these value propositions is only half the work! We also need to act and make the changes needed to meet new demands from our members. I know that this can be challenging with a membership that is spread over all continents and see different things a valuable for their membership of ICHRIE.

I suggest that we take a close look at our conference concepts, since this is where we connect directly with our members. We could start by looking at paper sessions, workshops, panel sessions, social activities, incorporate sponsor activities differently, keynotes and the gala dinner. I do not have the final answer to this setup, but it is important to reinvent ourselves and connect better with members.

I hope that you all will join me in the effort to try something new!
The world’s top 10 fastest growing tourism cities are all in Asia, according to new data from the World Travel and Tourism Council.

The Council’s latest “City Travel and Tourism Impact” report shows that Asian cities will be at the forefront of tourism growth over the next decade, and that’s especially true for those in China.

The city of Chongqing in southwest China tops the list on the latest study, with 14 percent growth per year. That’s closely followed by Guangzhou at 13.1 percent.

“The strong Chinese domestic market is behind the growth of cities such as Chongqing and Guangzhou which rely on spend from Chinese nationals for 94.5 percent and 89.1 percent of their Travel & Tourism GDP respectively,” the report said.

Shanghai also shows growth at 12.8 percent, while China’s capital city of Beijing is at 12 percent per year.

“The two-digit growth that we see here in this part of the world is very impressive,” Gloria Guevara, president and CEO of the World Travel and Tourism Council told CNBC’s “The Rundown.”

“China is good not only as a sourcing market for some other countries, but also their domestic traveling is huge,” she added.

The other cities on the top ten list are Chengdu in China (11.2 percent), Manila in the Philippines (10.9 percent), Delhi in India (10.8 percent), Shenzhen in China (10.7 percent), Kuala Lumpur in Malaysia (10.1 percent) and Jakarta in Indonesia (10 percent).

The study covers a total of 65 cities, chosen for being among the top ranked for arrivals, and spending by visitors. Twenty-one of those cities are in Asia Pacific.

Solid fundamentals
About 138 million inbound trips were made into China in 2016, a 3.5 percent rise over the same period of the previous year, according to the China National Tourism Administration.

“The Chinese tourism sector is experiencing an amazing boom,” Jim Qian, group global partner and senior vice president at Chinese conglomerate Fosun, told CNBC’s “Street Signs.”

“The number of middle class population in China has increased tremendously. In 2002, the middle class population percentage was 4 percent. Since then, it’s increased to 31 percent,” he added.

China is also home to some of the world’s largest travel and tourism cities. Shanghai has the largest tourism and travel GDP contribution in the world, at $30.2 billion. It also accounts for 11 percent of China’s total travel and tourism GDP contribution.

“The dominance of the Chinese market is clear — both in terms of future growth and overall size and as a main source market for destinations in the wider Asia Pacific region,” the report said.

The report also found other pockets of growth in Asia, such as Singapore.

Singapore’s travel and tourism doubled over the past 10 years to a total of $12.4 billion in 2016, the report said, noting that the industry supports 164,000 jobs in the island nation.
In honor of United Nations (UN) Day, on October 24, and the 2017 International Year of Sustainable Tourism for Development, Cruise Lines International Association (CLIA) today highlighted its Cruise Line Members’ commitments to the UN’s Sustainable Development Goals.

“By declaring 2017 the International Year of Sustainable Tourism for Development, the UN provided our sector with the opportunity to raise awareness of cruise travel as a catalyst for positive change,” said Donnie Brown, vice president of maritime policy, CLIA. “CLIA’s Cruise Line Members have contributed to this change through initiatives that protect the environment, create sustainable communities where our ships visit and build economic prosperity and jobs.”

The cruise industry has had the most impact on six of the Sustainable Development Goals, including:

#7 Affordable and Clean Energy: Ensure access to affordable, reliable, sustainable and modern energy for all cruise lines place a high priority on energy efficiency as part of their environmental protection programs. Innovative investments include energy-efficient design standards to achieve a 30 percent reduction in new ship CO2 emissions by 2025, hull paints with special non-toxic coatings that reduce fuel consumption by up to 5 percent, energy-saving LED lights, higher efficiency appliances and solar panel installation to provide emissions-free energy. Cruise line research and investments in alternative fuels for future applications advance the development and availability of new energy solutions.

#8 Decent Work and Economic Growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

The global cruise industry contributes approximately $120 billion annually, supporting almost 1 million full-time jobs and employing approximately 200,000 seafarers. CLIA Cruise Line Members employ world-class crews and provide a rewarding employment experience with crew retention rates of up to 80 percent.

#9 Industry, Innovation and Infrastructure: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

CLIA remains an ardent supporter of seaport infrastructure across the globe. The port community is critical in transporting people and goods worldwide. Viable ports are critical to the cruise industry as they ensure the efficient, seamless processing and travel experience for the nearly 26 million passengers who will cruise globally this year. The entire cruise industry realizes the impact the port industry has on cruising, job creation and the communities it serves, and remains committed to maintaining resilient port infrastructure.

#11 Sustainable Cities and Communities: Make cities and human settlements inclusive, safe, resilient and sustainable

Cruise lines are dedicated to the protection and preservation of the more than 1,000 communities their ships visit. This includes strict adherence to environmental best practices, regulations, mandatory industry policies to protect oceans, air and wildlife and the unique social and cultural fabric of destinations.

#13 Climate Action: Take urgent action to combat climate change and its impacts

CLIA Cruise Line Members use a multi-faceted approach to reduce cruise ship air emissions, working to develop cutting edge, sustainable environmental innovations and practices. Through constant innovation and new technologies, cruise lines can reduce sulfur oxides emissions by as much as 98 percent. CLIA members supported the development and implementation of the first ever global and legally binding greenhouse gas reduction regime for an entire international industry sector.

#14 Life Below Water: Conserve and sustainably use the oceans, seas and marine resources for sustainable development

CLIA played a leadership role at the International Maritime Organization (IMO) in the creation of the Ballast Water Management Convention to address the transfer of aquatic organisms and pathogens in ballast water. The Convention makes ballast water management more environmentally friendly through the establishment of regulations and guidelines which reduce the risk of introducing non-indigenous organisms to environments. Above and beyond international regulatory requirements, CLIA Members are also committed to not discharge untreated sewage anywhere in the world.
INTERNATIONAL CHRIE
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