2nd Advances in Hospitality and Tourism Marketing & Management (AHTMM) Conference

31 May -3 June - The 2nd Advances in Hospitality and Tourism Marketing & Management (AHTMM) Conference recently took place in Corfu, Greece. Assoc Prof Dr Catheryn Kho-Lattimore, Taylor's School of Hospitality, Tourism and Culinary Arts has been involved in the planning of this conference from 2011 as a member of its Scientific Committee as well as Chair of its Doctoral Colloquium. The conference was highly successful in terms of manuscripts submissions - 482 were submitted and after a double-blind peer review, 296 were accepted. Dr Catheryn spoke to the PhD students at the colloquium seminar on "The Truths about an Academic Career in Asia". Two staff members (Lai Mun Yee and Brenda Yeo) and 1 Master's student (Elaine Yang) from the School of Hospitality, Tourism & Culinary Arts (TCHT) also presented their work at this conference.

Invited Panelists at the 20th National Convention of the Council of Hotel and Restaurant Educators of the Philippines (COHREP) in Manila

2-4 Feb - It was a triple boost for Taylor’s School of Hospitality, Tourism and Culinary Arts (TCHT) when three of their academics were invited to sit in the panel at the 20th National Convention of COHREP in Manila recently. With the theme, “Empowering Hospitality Educators, Engaging Learners”, the panelists from TCHT included Prof Dr Perry Holson, Assoc Prof Dr Vikneswaran Nair and Assoc Prof Dr Catheryn Kho-Lattimore. The three panelists together with four other speakers – Dr Andy Nazarechuk (Singapore), Ron Hilvert (UAE), Dr Vincent Fabella and Dr Catherine Castaneda from the Philippines - discussed aptly on the topic, “Proofing the Hospitality Dough: the Asia Pacific Challenge”. The discussion compared the tourism and hospitality education to the proofing of bread dough that requires the right amount of quality ingredients (flour, yeast, water, etc), kneading, time, temperature and heat to rise. Proofing is a critical stage in bread making. The dough may rise or fall, succeed or fail. Since the Asia Pacific region continues to grow as a tourism destination, the right and qualified manpower (entrepreneurs, service providers, etc) is needed to continuously support the industry. The panel discussed the right quality ingredients, correct techniques and accurate formula, critical to proof the Asia Pacific hospitality dough.

11th Asia Pacific Forum for Graduate Students Research in Tourism (APF) & International Convention & Expo Summit 2012

22-24 May - Assoc Prof Dr Catheryn Kho-Lattimore, Taylor's School of Hospitality, Tourism and Culinary Arts was invited as one of the guests of honour to the 11th Asia Pacific Forum for Graduate Students Research in Tourism (APF) and International Convention & Expo Summit 2012 (ICES) organised by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU). More than 250 delegates from around the world were gathered in Hong Kong for the opening ceremony. The Conference featured paper presentations as well as panel sessions on a variety of topics which included “New Technologies in Research and MICE Industry”, “Destination Marketing for MICE and Tourism” and “Current Issues in Postgraduate Education in Hospitality and Tourism”. Dr Catheryn was one of the 3 panel session speakers for the latter, in which she touched on the issues of ethics in postgraduate research and publications.