

PD Report on the West CHRIE Conference, Feb. 2017

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Collaborating with Dr. Zhou Li, visiting scholar from China, in 2016 I submitted a paper titled *Perceptions and Attitude of International Intern Students toward Hospitality Jobs* to the West CHRIE (*Council of Hotel and Restaurant International Education*). Our paper was accepted for a 20-minute stand-up presentation based on a blind peer review process at the *West CHRIE 2017 Annual Conference* in San Diego, CA. On February 10th and 11th of 2017 I made use of the UHMC PD funds and attended the Conference and presented the paper.

The Conference was a big success. Intellectuals and industry professionals presented their innovative ideas of teaching, researching, and best practices in the hospitality and tourism field that bring benefits to both academia and the industry. I was able to meet and interact with faculty, researchers, and doctoral candidates from major Hotel Schools, Hospitality and Tourism Programs of major universities and executives from key hospitality brands of the west part of the United States. Examples include University of California State, San Diego, Long Beach, Sacramento, Cal Poly Pomona, Cal State at Long Beach, University of Nevada in Las Vegas, and University of Denver, Marriott International, Westin, and Hyatt, etc. I was proud to be the conference presenter representing the University of Hawaii system, and my presentation was well-received. Some conference attendees came to me after my presentation and asked questions about how to develop and coordinate international internship and study abroad programs for their respective Hospitality & Tourism programs. Together with the industry practitioners, we further explored the idea of how the hotels should retain top-performers of our graduates.

The conference keynote speech was given by the Vice President of Westin Hotel and it carried out some impactful messages. Coming back from the conference, I was stimulated by my fellow colleagues who work hard to advance the knowledge in the field. After sharing my conference takeaways with my colleague of Hospitality & Tourism at UHMC, I was enthusiastically incorporated the concept of *Linking Perfecting Guest Services with the Company's Bottom Line* in my HOST 270 *Hospitality Management* class teaching. Through hotel cases and STAR report data analysis, students were able to examine the hotel statistics and draw a positive correlations between guest service and increased profit for a handful of high-performance hotel brands.