



Hotel Association of India

in association with

The Hong Kong Polytechnic University  
School of Hotel & Tourism Management

announces

# EXECUTIVE DEVELOPMENT PROGRAMME : 2014

New Delhi, INDIA



# HOTEL ASSOCIATION OF INDIA

## EXECUTIVE COMMITTEE MEMBERS (2013-15)



**Mr. Raymond N. Bickson**  
*President*  
 Hotel Association of India  
 and  
*Managing Director*  
 The Indian Hotels Company Limited



**Mr. Vikram Oberoi**  
*Vice President*  
 Hotel Association of India  
 and  
*Joint Managing Director*  
 EIH Limited



**Mr. Suresh M. Talera**  
*Hony. Secretary*  
 Hotel Association of India  
 and  
*Chairman*  
 Talera Group of Hotels



**Mr. Rupak Gupta**  
*Hony. Treasurer*  
 Hotel Association of India  
 and  
*Jt. Managing Director*  
 U. P. Hotels Limited



**Mr. Nakul Anand**  
*Immediate Past President,*  
*HAI & Corporate Member &*  
*Executive Director, ITC Limited*



**Mr. P.R.S. Oberoi**  
*Corporate Member*  
 Chairman & Chief Executive  
 EIH Limited



**Dr. Jyotsna Suri**  
*Corporate Member*  
 Chairperson & Managing Director  
 Bharat Hotels Limited



**Mr. Vivek Nair**  
*Corporate Member*  
 Chairman & Managing Director  
 Hotel Leela Venture Limited



**Ms. Priya Paul**  
*Corporate Member*  
 Chairperson  
 Apeejay Surrendra Hotels Pvt. Ltd.



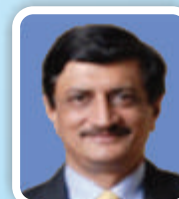
**Mr. K.B. Kachru**  
*Fellow Member*  
 Chairman  
 Carlson Hotels (South Asia) Pvt. Ltd.



**Mr. Patu Keswani**  
*Fellow Member*  
 Chairman & Managing Director  
 Lemon Tree Hotels Pvt. Ltd.



**Mr. Anil Madhok**  
*Fellow Member*  
 Managing Director  
 Sarovar Hotels Pvt. Ltd.



**Mr. Veer Vijay Singh**  
*Member*  
 Chief Operating Officer  
 (Vivanta Hotels & Resorts)  
 The Indian Hotels Company Limited



**Mr. J.K. Mohanty**  
*Member*  
 Managing Director  
 Swosti Premium Limited



**Mr. Suresh Kumar**  
*Member*  
 Chief Executive Officer  
 Fortune Park Hotels Ltd.



**Mr. R. K. Puri**  
*Member*  
 Secretary General  
 Hotel Association of India

## HAI's EXECUTIVE DEVELOPMENT PROGRAMME : 2014

**T**he Hotel Association of India is commencing its 2014 series of “Executive Development Programme” in collaboration with the Hong Kong Polytechnic University’s School of Hotel and Tourism Management (SHTM).

Designed as intensive training modules of one-day duration, and delivered by the School of Hotel and Tourism Management (SHTM)’s senior Faculty, the Executive Development Programme will ensure the transfer of knowledge and the global experience to meet the learning needs of the participants. These programmes are targetted at progressive middle to senior level executives and ensure quality module leader-participant interaction. Participants (attending the training programme) will be awarded a joint HAI-SHTM Certificate of Completion.

The Module details, as also all relevant information, have been provided in this Brochure. We look forward to your participation in this exclusive Programme.



( R. K. Puri )

Secretary General  
Hotel Association of India

## Hotel Association of India (HAI)

Established in December 1996, HAI is the apex body of the Indian Hospitality Industry. With its membership extending from the major hotel chains, boutique hotels and heritage hotels to large, medium-sized and smaller hotels, it represents the entire spectrum of the hotel industry.

Its Executive Committee is a potent combination of the commitment of hotel owners on the one hand and hard-core professionalism of hotel managers on the other. From Industry veterans to budding hoteliers, the Committee is imbued with experience and fresh ideas in its determination to shape a bright future for India's Hotel Industry.

Seeking globalization of India's hotel industry and its integration with the world economy, the Association aims at securing for the hotel industry its due place in India's economy, and project its role as being "the largest net foreign exchange earner" for the country and a contributor to its employment generation and sustainable economic and social development.

With its 250 odd members, the Association synergizes with all segments of the hotel industry and apex bodies of the tourism sector in India and overseas for the creation of a common platform. The Association organizes national and international conferences, seminars and other action-oriented programmes for furthering the interests of the Indian hotel industry.

## The Hong Kong Polytechnic University School of Hotel & Tourism Management

The School of Hotel & Tourism Management (SHTM) has been designated by the United Nations World Tourism Organization (UNWTO) as an Education and Training Network Centre - the only such Centre in Asia. SHTM has received the UNWTO's TedQual Certification, a Quality Assurance System for Tourism Education, Training and Research. The School is also a member of the UNWTO Knowledge Network.

SHTM has been ranked first amongst Asian institutions of its kind - and second internationally - among hotel and tourism schools, based on research and scholarship in a study published in the Journal of Hospitality and Tourism Research.

The SHTM has been bestowed the "McCool Breakthrough Award - 2012" by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) in recognition of its pioneering work in the field of teaching and research in hospitality and tourism education through the HotelICON Programme.

The School also offers Executive Development Programme to senior industry practitioners, allowing them to update their skills and broaden their knowledge.

The SHTM also collaborates with some of the world's most famous hospitality and tourism institutions to provide opportunities for student exchange in Australia, Austria, Canada, Chile, Denmark, Finland, France, Germany, Japan, Korea, Mainland China, the Netherlands, New Zealand, Peru, Spain, Sweden, Switzerland, Taiwan, Thailand, the United Kingdom and the United States of America.

SHTM and Ecole hôtelière de Lausanne (EHL) of Switzerland - "two of the best Hospitality Schools in the World" - are partners in the student exchange programme dedicated to enabling hospitality students develop a "global outlook".





# *Module-1*

## *Social Media in Hospitality*

### *28 March 2014 (Friday)*

Social media is a widespread reality influencing our daily life and daily business activities, especially in tourism and hospitality. Social media is beyond the traditional value chain management: in countless peer-to-peer networks like Facebook, Wechat, Trip Advisor or others. Markets become more transparent through authentic recommendations or claims by customers in real time. It's one more step from the sellers' to the buyers' market: The Customer stays King.

This module on “Social Media in Hospitality” is designed for senior management executives to drive social media efforts to a strategy based management operation to respond to the fast changing Social Media landscape.

Based on actual research, cases and industry-examples, this module will focus on :-

- The World of Social Media: Introduction and Overview
- Understanding Social Media: What works in East and West
- SoLoMo (social-local-mobile) applications, trends and visual content
- Social Media between traditional Online Sales and E-Commerce
- Managing Customer Relation through Social Media
- How to leverage Social Media and manage Reputation



Dr Markus Schuckert  
Assistant Professor  
School of Hotel & Tourism Management  
The Hong Kong Polytechnic University

### *A Profile*

Markus Schuckert is currently Assistant Professor in the School of Hotel & Tourism Management. Before joining SHTM in January 2012, he was Professor for Tourism and Transport Management and Director of the Institute for Tourism and Leisure Research and School of Tourism at the University of Applied Sciences (UAS) Chur, Switzerland.

Throughout his academic career, Markus has been consultant to many companies, served on various organizational boards and has been an active member of a number of professional associations.

During his PhD in Economics and Social Sciences at Innsbruck University (Austria), Markus co-founded a consulting company for tourism market research, product development and change management in tourism organizations. Thus his research interests cover “strategic management and marketing aspects” of integrated/ disintegrated value chains in tourism and transport such as airlines, airports, theme-parks, resorts and destination organizations as well as entrepreneurial networks.

Sharing his experience, Markus has taught related subjects at management schools in Austria, Switzerland, Germany and Hong Kong and is currently supervising postgraduate students in Europe and Asia.

## Module-2

### *Crisis Management in Hospitality and Tourism*

25 April 2014 (Friday)

Now that crises are becoming part of everyday managerial life, it is now imperative for each hospitality organization to be prepared to face any eventuality, since the old thinking that "it won't happen to me .... is no longer valid.

Hospitality managers must learn to accept the responsibility for the safety and security of their customers, staff and assets, as well as recognize their shared responsibility to protect the reputation of their hotel!

The participants will gain knowledge of how to:

- Divide responsibilities within a hotel management team
- Understand the 4 phases of crisis management
- Establish and prioritize potential risks
- Be aware of crisis communication and press relations challenges
- Work with partners
- Train and empower staff
- Handle liability
- Incorporate crisis preparedness in marketing strategies
- Gain knowledge through case studies about past crises in other industries
- Develop a specific organizational prevention & crisis management plan
- Become a Master of Disaster and recognize that it's everyone's responsibility

Crises can be "small", like an employee getting hurt, and "big", like a terrorist attack or a typhoon.

We all need to sharpen our skills at predicting and preventing such situations by "Expecting the Unexpected".



Professor Bob McKercher  
Professor  
School of Hotel & Tourism Management  
The Hong Kong Polytechnic University

### A Profile

Professor Bob McKercher is a Professor in Tourism in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. He has been tourism academic since 1990, beginning his career at the Albury-Wodonga campus of Charles Sturt University. Prior to that, Professor McKercher worked in the Canadian tourism industry in a variety of advocacy and operational roles.

Professor McKercher has wide ranging research interests. He has published over 200 scholarly papers and research reports on a variety of topics related to cultural tourism, socio-cultural tourism, nature-based tourism, regional tourism development, tourism marketing and tourism education issues. He is the author of *The Business of Nature-based Tourism* (1998) and co-authored *Cultural Tourism: The Partnership Between Tourism & Cultural Heritage Management* (2002). Professor McKercher is also a Member of the editorial board of 15 international tourism journals.

He received his PhD from the University of Melbourne in Australia, a Masters Degree from Carleton University in Ottawa, Canada, and his undergraduate degree from York University in Toronto, Canada. Professor McKercher is a Member of the International Academy for the Study of Tourism, a Fellow of CAUTHE, the Council for Australian Tourism and Hospitality Education, and is listed in *Who's Who Asia*.

## *Module-3*

### *Evolution of Chinese Tourism Phenomenon :*

### *Lessons for India*

*30 May 2014 (Friday)*

China is one of the world's most closely watched and coveted tourism markets for outbound travel. According to the United Nations World Tourism Organization (UNWTO), China outbound travel will account for 100 million visitors by 2015 based on current growth rates.

Following the opening of its tourism office in Beijing in 2008, India is now well poised to welcome China's newly affluent world travelers.

This module is designed to provide Indian hoteliers with insights into the evolution and future of the China outbound market in the context of the Asia Pacific region generally and the China/India relationship in particular. Drawing upon the experience of other destinations which have been successful in attracting the China market, this module will assist the hotel industry to attract more Chinese visitors and provide appealing and relevant services. It includes the following topics:

- Understanding Chinese tourism demand – inbound, outbound and domestic
- The Mainland, Hong Kong & Taiwan - market and industry structures
- Examining tourism flows, patterns & prospects
- Background on Chinese tourist behaviours & values
- Established and emerging market segments
- The marketing mix – what is the right blend for the China market?



Professor Brian King,  
Associate Dean & Professor School of Hotel & Tourism Management  
The Hong Kong Polytechnic University

### *A Profile*

Professor Brian King, PhD, has been associated with tourism for over 30 years and is Associate Dean (Executive Education & Partnerships) in the School of Hotel and Tourism Management at Hong Kong Polytechnic University. Before relocating to Hong Kong in 2012 he was Professor at Victoria University's School of International Business & Centre for Tourism & Services Research in Melbourne, Australia.

Originally from Scotland, UK, he has held various senior University positions in Australia. He is Editor-in-chief of the journal *Tourism, Culture and Communication*. His research expertise is in the field of tourism marketing with an emphasis on cultural dimensions and emerging Asia-Pacific markets, particularly China.

Professor Brian King has published several books on tourism marketing, resorts and tourism in the Asia-Pacific Region. He has been a Visiting Professor in Italy, Fiji and the UK. He is committed to strengthening relationships between the tourism industry and tourism educators in universities, and is Chair of the Academy Board at the Blue Mountains International Hotel Management School, part of the worldwide Laureate private education group. He is an elected Fellow of the International Academy for the Study of Tourism (IAST) and Fellow of the Council of Australasian University Tourism and Hospitality Education (CAUTHE). He is Chair of the assessment panel for the International Centre of Excellence for Tourism and Hospitality Education (THE-ICE).



## Terms & Conditions

- The class size is a maximum of 30 participants. Confirmations will be on a first come first served basis.
- Registrations will close three weeks prior to commencement of the workshop.
- The registration fee is non-refundable after confirmation of the registration.
- The registration is non-transferable.
- The registration fee includes faculty fee, study material, joint certification by HAI & SHTM, lunch and two tea breaks.
- The registration fee does not include accommodation.
- HAI has negotiated special rates for accommodation on bed & breakfast basis at the venue hotels. Rooms have been blocked starting one day before to one day after the program dates.
- Participants may book the hotel directly against their registration at least ten days prior to the arrival.
- The course content is best suited for heads of departments/general managers and above.
- Faculty subject to change.
- Participants are expected to carry their own laptop to the workshop.



## **SECTION - C**

### **Payment Details :-**

**(i) Fee Per Participant :** ₹ 35,000 plus service tax @ 12.36%

**(ii) Total Amount :** .....

**(iii) Mode of Payment :**

Demand Draft / Cheque No. .... Dated .....  
Drawn on ..... Bank in favour of Hotel  
Association of India, payable at New Delhi.

## **SECTION - D**

Signature of Nominating Authority

.....

Name in BLOCK Letters

.....

Designation

Place .....

Date .....

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**NOTE :**      **Nomination Forms duly completed may be sent to :**

Director Marketing  
Hotel Association of India  
B – 212-214, 2nd Floor,  
Somdutt Chamber – I  
Bhikaji Cama Place New Delhi – 110 066  
E-mail : hai@hotelassociationofindia.com /  
info@hotelassociationofindia.com



**HOTEL ASSOCIATION OF INDIA**  
HAI - SHTM Executive Development Programme

**NOMINATION FORM**  
**CRISIS MANAGEMENT IN HOSPITALITY AND TOURISM**  
**Friday, 25 April 2014**  
**The Taj Mahal Hotel, New Delhi**

**SECTION - A**

1. Name of Nominating Hotel/Company .....

2. Mailing Address .....

..... Tel./Mobile .....

Fax ..... E-mail .....

**SECTION - B**

Sl. No.	Name of Nominee	Designation	Contact Details (Mobile No. / Mail ID)
1.			
2.			
3.			
4.			
5.			
6.			
7.			



**HOTEL ASSOCIATION OF INDIA**  
HAI - SHTM Executive Development Programme

**NOMINATION FORM**  
**SOCIAL MEDIA IN HOSPITALITY**  
Friday, 28th March 2014  
The Taj Mahal Hotel, New Delhi

**SECTION - A**

1. Name of Nominating Hotel/Company .....

2. Mailing Address .....

..... Tel./Mobile .....

Fax ..... E-mail .....

**SECTION - B**

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**HOTEL ASSOCIATION OF INDIA**  
HAI - SHTM Executive Development Programme

**NOMINATION FORM**

**EVOLUTION OF CHINESE TOURISM PHENOMENON : LESSONS FOR INDIA**

**Friday, 30 May 2014**  
**The Taj Mahal Hotel, New Delhi**

**SECTION - A**

1. Name of Nominating Hotel/Company .....

2. Mailing Address .....

..... Tel./Mobile .....

Fax ..... E-mail .....

**SECTION - B**

Sl. No.	Name of Nominee	Designation	Contact Details (Mobile No. / Mail ID)
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info@hotelassociationofindia.com







## Hotel Association of India

B-212-214, Somdutt Chambers-I, Bhikaji Cama Place, New Delhi - 110066, India

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E-mail : [hai@hotelassociationofindia.com](mailto:hai@hotelassociationofindia.com), [info@hotelassociationofindia.com](mailto:info@hotelassociationofindia.com)

Web : [www.hotelassociationofindia.com](http://www.hotelassociationofindia.com)