

CONFERENCE REPORT

Managing Change in Tourism and Hospitality *23rd EuroCHRIE Congress, 26-28 October 2005, Paris, France*

The European Council on Hotel, Restaurant and Institutional Education, the federation for Europe, the Mediterranean Basin, Middle East, Africa, Australia and New Zealand of International CHRIE (I-CHRIE) held another successful and constructive conference this year in Paris, the city of lights! The theme of the 23rd EuroCHRIE Congress was “Managing Change in Tourism and Hospitality”. The only concept in life that never changes is... change, and the tourism and hospitality industries are full of changes! Change is always with us, the world is changing constantly, and the impacts of change are critical for tourism & hospitality management and education. Change generates even more change, both at macro-environmental and micro-environmental level. Change can be small-scale or large-scale. Change can also be seen as a constant revolution, having an impact on political, social, cultural, technological and economic environments. Any stakeholder in tourism and hospitality, industry practitioner, educator or researcher, is facing vital questions like: How to prepare for the change? How to accept change? How to manage change? How to optimize change? How to survive with change? How to teach change? All these questions required the input of a highly diversified audience in order to approach this broad spanned concept.

In order to address such challenges, 4 parallel sessions were organized addressing a variety of significant and challenging academic topics, namely: tourism demand profiling; human resources management; technology in operations; quality and satisfaction in education; teaching and learning; quality and customers relations; evaluating insourcing & outsourcing options; cross cultural management; valuation methodologies; teaching methodology, design & technology; achieving customization; changes in food; changing orientations; marketing issues; tourism demand and internet. Each session was chaired by experienced and internationally known academics, namely: Kostas Zafeiropoulos; Liz Ineson; Evangelos Christou; Bill Samenfink; Bob Harrington; Bob Bosselman; Peter Jones; Nancy Scalon; Henry Clavijo; Audrey Mccool; Rai Schacklock; Nick Johns; Seyhmus Baloglu; Joseph Hegarty;



Marianna Sigala; Clayton Barrows; and Paul Kirrage. Their aim was to foster a constructive debate and a wide coverage of issues within their track, a task well delivered and highly beneficial for the paper presenters.

The congresses proceedings featured 66 refereed papers and 6 refereed work-in-progress articles from a pool of 124 papers submitted from 21 countries. 2005, was the first year EuroCHRIE achieved such a remarkable submission record, a fact that comes to no surprise to the academic community since research networking is a highly promising activity, the congress hosts put together a brilliant professional and social program for all delegates, needless to mention the attractiveness of a city like Paris and the possibility offered to authors of high quality papers to publish an improved version of their papers in a special issue of the refereed journal "TOURISM".

During the three days of the conference, the outstanding speeches given by the keynote speakers, namely: Cathy Kopp (Executive Vice President, Human Resources, Accor Group); Jean-Claude Baumgarten (President of World Travel & Tourism Council); Paul Dubrule (Co-founder of Accor – President of Maison de la France); Bruno Fareniaux (Former-Director – French Ministry of Tourism), gave plenty of food for thought to all delegates, a fantastic opportunity for reflecting on a number of interesting topics. A great opportunity for the academic community to witness the practical application of many academic topics was facilitated by the two industry panel discussions chaired by Peter O'Connor (IMHI) and Henry Clavijo (Institut Paul Bocuse) focusing both on technology and change and the current hotel school trends.

The nice blend of PhD students and well established academics was a true learning experience for the former of what is involved in these events and the rewards they can accumulate from social networking with people sharing the same research interests.

The 24th EuroCHRIE Congress (in 2006) will be held in the historical city of Thessaloniki (Greece) and with over 300 paper submissions can guarantee an even greater successful learning trip. For more information, please visit the conference website www.eurochrie2006.gr.

Kalotina Chalkiti

University of the Aegean

Kalotina Chalkiti (emtm04003@chios.aegean.gr) is Doctoral Researcher at the University of the Aegean, Interdepartmental Program of Postgraduate Studies in Tourism, 8 Michalon Str., GR-82100, Chios, Greece.