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## Associations

### Hospitality marketing leaders energized to convene with MMH students

Tuesday, June 24, 2008

As part of a series of roundtable events, the **Cornell-Nanyang Institute of Hospitality Management** paired up with the **Hospitality Sales and Marketing Association International** (HSMAI) Asia Pacific chapter in Singapore last week to bring together heads of marketing and sales from some of the leading hotel chains and suppliers in Asia Pacific to meet with students of the **Masters of Management in Hospitality** (MMH) program. It was debatable as to who enjoyed the session more – the industry heads or the students.



*" I thoroughly enjoyed the day. It is certainly a stimulating balance of components to bring industry into the academic environment and to think of the future as the next generation was also present*

*" This is a great opportunity for us to come together as a group of industry professionals to discuss issues with academics*

*" It was absolutely worth*

*"*, observed **Graham Carder**, Vice Present of Sales and Marketing - Asia Pacific Division for Hyatt International.

*"* commented **Mark Fong**, Vice Present of Marketing and Development - Asia Pacific for the Preferred Hotels Group.

## Interview



**Mandy Gresh:**  
Canadians go green this summer

## Your opinion counts

How will the currently developing financial crisis and oil prices rally affect the tourism industry?.

they will have temporary and minimal effect and the situation will stabilize in a year or two

we should be looking at a restructuring in the international tourism movements and trends

it is still too early to access the impact on world tourism, medium or long term

we will see more tourism closer to home, and less international travel

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*the visit to attend the event. He continued, "to be in the room with likeminded leaders in the industry and openly discuss challenges and issues validates your decisions at work, or opens your mind to new aspects"*

said **Paul Southey**, of TravelCLICK, who came from Australia  
*"The opportunity"*

Jeanette Ho, Vice-President of Marketing & Sales for Raffles International Limited added  
 " We can be more focused in finding solutions to issues "

The 2009 intake of MMH students at CNI observed the round table discussion and students are given several opportunities to network with the leaders, who included representatives from UOB Travel Planners, The Ascott Group, Banyan Tree Hotels and Resorts Rendezvous Hotels International, Movenpick and Expedia.

A recent graduate was also given an opportunity to present her research case study about travel agent loyalty programs to the roundtable participants. The students showcase their work through the roundtable sessions in order to exemplify the caliber of their education at CNI to industry heads.

Theodore Koumelis - Tuesday, June 24, 2008

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