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Hospitality marketing leaders energized to convene with MMH students

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

"This is a great opportunity for us to come together as a group of industry professionals to discuss issues with academics" commented Mark Fong, Vice Present of Marketing and Development - Asia Pacific for the Preferred Hotels Group.

"It was absolutely worth the visit" said Paul Southey, of TravelCLICK, who came from Australia to attend the event. He continued, "The opportunity 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".

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, Movēnpick 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.

To learn more about the MMH program visit www.cni.ntu.edu.sg.

About Cornell-Nanyang Institute of Hospitality Management

The Cornell-Nanyang Institute of Hospitality Management offers Asia's first graduate hospitality management program. Enrolled students spend equal periods of time at Nanyang Technological University's campus in Singapore and at Cornell University's campus in Ithaca, New York. The collaboration unites Cornell's School of Hotel Administration, the world's leading hospitality management school, with NTU's Nanyang Business School, one of the leading business schools in Asia, in what is the first joint degree program for both institutions.

The program is aimed at cultivating Asia-centric leadership and bringing world-class standards to the fast-growing Asian hospitality industry. The program is accredited by the International Association for Management Education (formerly the American Assembly of Collegiate Schools of Business) and by EQUIS, the accreditation body of the European Foundation for Management Development. The Cornell-NTU collaboration is supported by the Singapore Tourism Board and the Economic Development Board, with International Hotel Management School Pte Ltd playing a lead industry role.

For more information, visit www.cni.ntu.edu.sg

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