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CAMPUS

CNI to organise 'The Phuket International Hospitality Show 2009' from September 24 to 26

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By HBI Staff | Mumbai

The Cornell-Nanyang Institute of Hospitality Management (CNI) will organise 'The Phuket International Hospitality Show 2009' in Phuket, Thailand from September 24 to 26, 2009. CNI is jointly operated and governed by Cornell University's School of Hotel Administration and Nanyang Technological University's Business School. Guests interested in hospitality education programmes will get an idea about CNI's executive education and Master of Management in Hospitality programmes.

Besides, a seminar will be organised by CNI on September 25. The seminar will focus on strategic hospitality marketing and is titled, 'Cultivating Brand Equity for Competitive Advantage - Lessons for Hospitality Firms.' Professor Gerard D Gonzales, CNI, Faculty Member, CNI will conduct the seminar from 3 pm to 5 pm.

The seminar will give an idea on both research and real-life cases and will emphasise the importance of building strong brands. It will also provide practical strategies on how hospitality firms can gain competitive advantage by cultivating brand equity, avoiding branding pitfalls and stretching the brand.

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