Chef Michael Kitts receives the People’s Choice Award at Wembley Stadium!
A note from the Dean

The end of an Academic Year is always an interesting and busy time. The ending of courses is quickly followed by the rush and concern of examinations, project and dissertation submissions. Faculty are frantically marking and reviewing the evaluations of their courses, and throughout this swirl of activity there is a stream of meetings with students, some of whom pass through the faculty offices to say their farewell to the teachers who have nurtured their development for the last three or four years.

When the marking stops and the examination board has been held, the pressure of work on the faculty drops – there is still of course research and preparation for the next Academic Year to be done, but there is now time to reflect on the year and on the graduates that have left us. A common theme for discussion at this time is the jobs that graduates have secured and the promising future that they hold within the industry.

This deep and real concern for students and graduates amongst Faculty is one of the things that differentiate This Academy from other Universities. This concern forms a sort of symbolic glue or cement that unites all of us who live and work in this educational community. At a recent meeting, someone correctly commented that if you wish to win an argument you need to justify your cause in terms of: benefits to the student, academic performance and industry relevance.

How nice it is as an educationalist, to work in an environment where these are the principal concerns.

As you can see from the content listing for this newsletter, the last few months have been filled with activity and it’s particularly pleasing to see the students supporting a local charity, “The Dubai Autism Charity”, and also to see that our links with industry continue to grow and strengthen.

Best wishes.

Stuart A Jauncey FHI
This year, The International Centre of Excellence in Tourism and Hospitality Education’s (THE-ICE) 6th International Panel of Experts Forum (IPoE) will be hosted at The Emirates Academy of Hospitality Management, which is a fully accredited member of THE-ICE, from the 18 – 20 November 2012. The Forum, which is an annual signature event for THE-ICE, is always held at accredited universities and this year will focus on the theme of Changing times in tourism and hospitality education. Also building up on previous themes, the Forum will enlighten the attendees on current strategic issues facing tourism, hospitality and events education.

A total of approximately 80 delegates from as far as Europe, Australia and Asia are expected to visit Dubai for the conference, which will offer extensive networking opportunities.

Additionally, key speakers with decade-long experience in the hospitality and tourism industry will discuss the issues and trending topics surrounding the theme. Furthermore, the Forum has an extensive programme including presentations, group discussions, workshops and panel sessions, which will allow the delegates to interact on a professional level.

Apart from that, the organizing committee, which comprises of five final year students of The Academy, is developing an innovative programme with the Marketing department to showcase Dubai as a tourist destination and The Academy as a high profile educational institution. The team is planning on reviving last year’s Food and Beverage Management 202 winning concept ‘The Paddy Hat’ on the second night of the Forum, including a cocktail reception in the courtyard of Phase II.

The Academy is pleased to be hosting this year’s Forum and looks forward to welcoming the delegates to Dubai for what is set to be a great edition of the IPoE Forums.

For more information on the Forum please visit www.ipoe2012.com

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**6th International Panel of Experts Forum**

**by Richard Newell**

The Emirates Academy of Hospitality Management, Dubai, UAE

Changing Times in Tourism & Hospitality Education

This year two outstanding students, Minali Rajapakse and Annelie Be, were chosen to represent The Emirates Academy of Hospitality Management at the third annual Young Hoteliers Summit (YHS) organized and hosted by Ecole hôtelière de Lausanne (EHL) in Switzerland. YHS welcomed 19 participating schools and its 54 delegates to the three day event in March, along with various international hospitality professionals and visiting faculty.

Throughout the event, students attended interesting educational workshops, presentations, keynote speeches and networking sessions. They were teamed up and given the challenge to “Design the structure and various components of an attractive graduate program keeping in mind graduating student expectations and the company’s managerial needs”. On the last day of the Summit, the teams presented their ideas to a panel of industry experts and competed for this year’s winning prize: A trip to Dubai!

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**Student Council**

The Academic Year 2011-2012 has been a busy period for everyone. Over the year the Student Council has lost some of our most productive and efficient members as they have finished their degree and come to the stage of graduating. In light of this, we have had the privilege to welcome new members who have taken on leadership roles within the Council.

This year has been a successful one with another edition of the Shake ‘n Bake event, Quiz Nights, Welcome Back BBQs, and much more. Our most recent developments have been the aim to formulate a Dragon Boat team and to enter in a competition in Abu Dhabi next year. All those interested in joining the team should get in touch with us as we are looking for 20 determined members.

The last few months have been demanding with working alongside The Academy in regards to the accommodation packages, communicating student feedback to the Dean, assisting students with their concerns and developing incentives for the students. We have listened to your feedback and we are working on the improvements; our first change will be the launch of a second Shake ‘n Bake event in the first Trimester of the Academic Year 2012-2013. The new Academic Year looks to be yet another success. It all kicks off on the 16th September 2012 with a Welcome Back BBQ, by the pool arranged and prepared by the Student Council Representatives. Other events set for that Trimester are Shake ‘n Bake, Halloween and many other events.

Get in touch with the Student Council through Facebook, Email or Talk to one of the representatives!
Dubai Autism Center

by Minali Rajapakse

The Student Council of The Emirates Academy of Hospitality Management works together with the Dubai Autism Center (DAC) as part of their Corporate Social Responsibility project. The main fundraiser for DAC is the Non-Uniform Day at The Academy, where students are given a day off from wearing their business attire and can show their more 'casual' side. On this day, students are encouraged to make a donation that is then given to DAC to support the autistic children and their education.

This April, two students decided to help them in a different way. The Center hosted an Autism Awareness Programme which was conducted in three different shopping malls around Dubai. We went to Dubai Festival City, where we, along with some of the staff from the Dubai Autism Center handed out bands and leaflets, and sold merchandise to the shoppers in order to make people more aware about autism.

The merchandise included paintings done by the autistic students at DAC, tissue packets, t-shirts, DVDs, books about Autism, bandanas and many more. We at The Academy continue to lend a helping hand to DAC and its activities in all possible ways by supporting and volunteering whenever possible.

Top students at The Academy

We would once again like to congratulate the highest achieving students at The Emirates Academy of Hospitality Management, who were awarded various prizes at the Recognition Ceremony in May. Awards were given to the academically excellent students who earned their place on the Dean's list; to the winners of the Food & Beverage Management, Gastronomy and Real Estate (Hotel) Finance projects and to the winners of the intern of the year!

May 2012 saw the return of the ever popular Shake 'n' Bake event. Organised by the Student Council, the event celebrates the return of Dubai's summer in perfect fashion with a pool party!

This Shake 'n' Bake saw more features than ever before, which included a ping pong and football tournament, specially baked cakes and foods, inflatables from Wild Wadi Water Park and volleyball in the pool, as well as a fantastic DJ, all of which made it a very enjoyable day.

The event was well attended by students and staff, all of whom took the opportunity to enjoy the atmosphere and the fabulous weather. Congratulations to all those who won prizes, which included free night stays at Ibis and Novotel as well as Food and Beverage packages from Pullman, Novotel and Ibis.

Student Council President, Richard Newell, commented, "It was another great success and the next edition of the event will be back in October!"

The six winners of this year’s Services Marketing Innovation Project, organised by Dr. John Fong, Director of Marketing and Associate Professor at The Emirates Academy of Hospitality Management and by the Jumeirah IT Group, were asked to design the ‘Hotel Room of the Future’. After a lot of hard work and many innovative ideas, the winners walked home with a laptop sponsored by Lenovo!

Anna Mellstam, Edith Szivas & Khulzan Zhuman at the Dubai Autism Center
The Emirates Academy of Hospitality Management has always been proud to have its students interning with some of the best 5-star hotel properties worldwide and this year has been no different. Three second year students from the Bachelor of Science (Honours) in International Hospitality Management programme have been chosen to work as interns at the hotel that redefines luxury, the Burj Al Arab.

One of the students, Conrad Sokolnicki, is enjoying his role as a Concierge Team Leader at the Burj Al Arab and has been completely blown away by the amount and quality of attention guests receive and the degree of effort put in by everyone to achieve the ‘wow’ factor in service provision. Conrad has been given the responsibility of handling all guest requests which include tours, restaurant reservations, yacht cruises, car rentals, helicopter tours and many more. In addition, his job profile also requires him to provide guests with information on what to do in the city and coordinating with different departments to ensure guest requests are followed through effectively.

Every day at the Burj Al Arab is proving to be a new learning experience for our interns. They are looking forward to

The Emirates Academy of Hospitality Management hosts many events in order to obtain and maintain strong ties with both the school representatives and potential students from different schools, universities and institutions. The Academy recently hosted an Afternoon Tea and an Open Day. During the Afternoon Tea, we had school representatives visiting us from different high schools in order to become more familiarised not only with the campus but also with the study programmes offered by The Academy. The Open Day is an event held in order to show potential students what The Academy is all about. During this event, prospective students and their families and friends attended a 30 minute presentation in which they were given an overview of The Academy and were later taken for a tour around The Academy. For the Open Day held on the 2 June 2012, The Academy welcomed many potential students, all of whom were impressed by the facilities, faculty, student body and the ambience throughout the campus. They are looking forward to hosting more events such as the Open Day.

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The Industry Liaison connects the students of The Academy with the hospitality industry by providing internship placements, career support and employment information. This connection is built through industry presentations delivered by highly experienced hospitality professionals, career fairs and company presentations delivered by various international hotel and hospitality companies. In the recent months, The Academy has hosted many industry presentations including ones delivered by Michael Scully, Managing Director of Seven Tides – Hospitality, who spoke about his success in the industry in writing, producing and starring in the hit 1970s sitcom, Fawlty Towers. John Cleese talked about the show and his career so far, but was mainly discussing his previous experiences in hotels all around the world.

A well-travelled man, Mr. Cleese had plenty to say about the little things in hotels that make all the difference. His thoughts and advice to the students were both humorous and inspiring, particularly to hospitality managers of the future. Talking about past experiences, he enlightened both students and faculty as to what nuances existed and were a little too common in many of the top hotels that he has stayed at. Hopefully the students will take his advice to make their hotels a little bit better.

The Academy would like to thank John Cleese and his team for finding time out of his busy schedule to visit us.
IMEX & MPI-Future Leaders' Forum 2012
by Minali Rajapakse

IMEX is a global organization involved in the planning of exhibitions for incentive travel, meetings and events. They organize 12 IMEX & MPI-Future Leaders' Forum annually which is held in different countries around the world. Being the 10th year of this conference, The Emirates Academy of Hospitality Management was invited to participate in the IMEX-MPI Future Leaders' Summit which was held in Frankfurt in June 2012. The students who studied Meetings, Incentives, Conferences and Events (MICE) as an elective had the choice to attend this conference. Manuel Hesse and I were chosen and had the great opportunity to visit this Forum to gather more knowledge about the MICE industry.

This year's exhibition in Frankfurt welcomed 3500 participating exhibitors from 157 countries. The Future Leaders' Summit consisted of several competitions on the first day and then we had the opportunity to listen to guest speakers and attend various activities the next day. Some of the sessions included ‘Making the most of personality differences - in life, in business and in events, Reboot your Brain’. This informative session highlighted the importance of mental performance at meetings whilst giving you some practical skills on how to maximize it and ‘Recruiting Top Talent - What makes you stand out against the crowd?’

We also participated in round table sessions with industry experts, where we discussed MICE related topics. This was then followed by our visits to the exhibition. This was by far the biggest exhibition that I have attended. There were different companies related to the MICE industry and many destinations were present there, such as Dubai.

The Jumeirah Group stand

For the past three years, The Emirates Academy of Hospitality Management's Professional Training & Development Department has been working closely with The John Keells Hotel Group to help develop and train their employees to help the chain become internationally competitive.

The John Keells Hotel Group operates 11 properties in Sri Lanka and 3 in the Maldives and is the largest hotel chain based in Sri Lanka. The Academy has trained their staff both here and in Sri Lanka on all aspects of the hotel industry including operations and leadership benchmarking.

The employees have been trained so as to help the company become internationally competitive and The Academy has been able to provide them with the necessary training to do so. From Front Office Operations to learning how to prepare the perfect pastries, from the Frontline Staff to the General Manager almost all aspects of the industry have been examined.

Additionally, The Academy has helped to develop the company’s competency framework and training schedules, including ‘Train the Trainers’ courses. These aspects will help to further develop the chain in the future, as they look to expand and remain competitive.

The Professional Training & Development Department has had a number of groups come to The Academy to learn about hospitality and hotel management in our classrooms as well as gaining industry experience around the Jumeirah properties. Furthermore, the programmes also include summer school classes that take an intense look on a specific area of the business.

The end of an adventure

Graham Challender, our former Director of Industry Liaison and his wife Maureen have left Dubai to return back to Australia. Graham started his journey at The Emirates Academy of Hospitality Management as a part of the pre-opening team and proudly contributed to the success and growth of The Academy in various positions over more than a decade. As a senior faculty member, Director of Marketing and finally as Director of Industry Liaison, he guided students and industry professionals in developing their careers in this dynamic hospitality industry. Although he has returned to his home country, Graham will continue to support The Academy’s Professional Training and Development department by teaching aspiring hospitality companies and partners in Dubai, Sri Lanka and Ukraine.

We extend our gratitude to Graham and wish him all the best during his new adventures with Maureen!

EFL and TOEFL at The Academy expands

The English as a Foreign Language (EFL) programme, led by Donna Haas, has further expanded into 3 and 6 month programmes with intakes in January, April and September. The final month of the 6 month programme includes a TOEFL preparation course and successful students can begin their Undergraduate and Postgraduate degrees at The Emirates Academy of Hospitality Management. The Academy is proud to report that we have one of the highest successful TOEFL rates in the region!
News & Events

IT around The Academy

by Raaghav Murugappan

The IT Department ensures that students, faculty and guests at The Emirates Academy of Hospitality Management stay well connected by providing effective IT facilities throughout the campus. Students stay updated with their coursework and grades through Moodle and The Academy’s very own student information system (SIS) which can be accessed by the faculty as well. The multi-media lab in the library is used by students on a regular basis for their assignments and projects. Recently, the IT Department successfully installed an ‘Apple iMac’ desktop in the library to provide students with an opportunity to use multi-media rich applications for their projects and assignments. Also, Wi-Fi access has been extended to all areas of the campus, thereby enabling convenient Internet access for all.

A big thank you to our IT Department for doing a fabulous job in keeping The Academy well-networked and connected!

The Academy stays connected!

by Mieray Arotine

The Emirates Academy of Hospitality Management boasts a wide spread presence on many social media channels, such as Twitter and Facebook. This acts as an effective medium for The Academy to post updates and upload photos and videos regarding upcoming events, highlights, degrees offered, and student life in Dubai on a regular basis.

The Academy can be found on YouTube, Twitter, Facebook, VKontakte, Google+, Linkedin, Renren, Sina, and Weibo.

These social media channels are run by the students for the students. Such social media networks also allow The Academy to reach out to larger audiences and communicate with potential students from various countries. We encourage current and future students to follow us on these social media channels in order to be updated with everything happening at The Academy and if there are going to be representatives abroad from The Academy to meet prospective students who would like to pursue their degree in hospitality management with us.

Taste of Ireland Green Box Competition - Gerald Lawless, Michael Kitts, Pauline Kolset, Richard Newell, Conrad Sokolnicki, Nipul Laxman, Nur Nurani, Sharan Mashary & Anna Jentgen