Dean from Kendall College to Join Global Consultation Network

Dr. Susan Tinnish is an international authority on sustainability in the events industry

Shanghai, China – May 19, 2015—Dr. Susan Tinnish, Dean of the School of Hospitality Management at Kendall College in Chicago, Illinois, has been invited by the Macau Research Center (MRC) to be a part of its Global Consultation Network, which is related to the Meetings, Incentives, Conferences and Exhibitions (MICE) industry.

“Macau has been enjoying rapid economic growth after the liberalization of its gaming industry,” said Tinnish. “To keep this momentum, Macau needs to focus not only on gaming but also on diversifying the offerings of its tourism portfolio.”

Established in 2008, MRC is now the most well-established research consultancy in Macau, with an in-depth knowledge of the history, culture, business, economy, people, society and government in Macau and mainland China.

This special administrative region of China has experienced incredible economic growth and development managing to leverage a full range of sectors in the hospitality industry, including cultural events, tourism, gaming, racing, entertainment, hotels, restaurants, conventions, expositions and world class events, according to Macau’s Statistics and Census Bureau. Macau hit a record of 31.5 million visitor arrivals last year, up 7.5 percent year-over-year, DSEC reported earlier this year.

“The blossom of tourism in Macau is a part of rapid rise in the whole great China region where hospitality and tourism industries have seen increasingly discerning customers who are gravitating towards world-class offerings and services, which leads to demands for expertise and management skills at all levels,” said Dr. Tinnish.

As a highly regarded thought leader in the hospitality industry, Dr. Tinnish is a member of Meeting Professionals International (MPI) and a past chapter president. She won the 2012 Best Paper Research Award at MPI’s World Education Congress for her paper on “Sustainable Event Marketing in the MICE Industry: A Theoretical Framework.” She chaired the American Society for Testing and Materials (ASTM) committee that established the APEX/ASTM International Standards for environmentally sustainable meetings and events and served as the U.S. Chair for the International Standards Organization (ISO) effort to develop a worldwide sustainable events management system (ISO 20121). She authored two chapters in the sixth edition of the Professional Convention Meeting Association’s book, Professional Meeting Management: A Guide to Convention, Meetings and Events (2015.)

Dr. Tinnish joined Kendall College in 2008 as a faculty member teaching courses on leadership, organizational behavior, sustainability and meeting management. In 2012, she was appointed dean of the School of Hospitality Management. She also played a key role in launching Kendall’s new concentration in Sustainable Management in Hospitality and Tourism.

About the Kendall College School of Hospitality Management

Kendall College, founded in 1934 and located in Chicago, Ill. offers undergraduate degrees in business, culinary arts, early childhood education and hospitality management to a diverse and passionate community of more than 1,800 students. The curriculum combines strong academics with practical
experience and international educational opportunities to give students in business, hospitality and culinary arts programs the skills and expertise to be leaders in their professions. Kendall College was ranked the No. 1 program in Chicago for preparing students for careers in hospitality management and culinary arts in a survey of management at Chicago’s leading hotels and Michelin Guide restaurants (TNS Global - 2013 Survey). The School of Hospitality Management focuses on the art of hospitality and the science of management with a focus on the European tradition of superior customer service and American managerial know-how. Kendall College is accredited by The Higher Learning Commission. For more information, visit www.Kendall.edu.

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