

UHM SCHOOL OF TRAVEL  
INDUSTRY MANAGEMENT

UPCOMING  
EVENTS:

August 25  
TIMI Big Isle Reception

Sept. 1  
Back-to-School Bash

Oct. 23  
TIM Night Event

Oct. 24  
Futures Workshop

Oct. 26  
TIMI Maui Breakfast

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# news@tim

VOLUME 2 ISSUE 7

AUGUST 2006

## Professor Fred Collison Retires After 23 Years at TIM



*Fred and Jeanne Collison with TIM alumni*

Dr. Fred Collison, Professor of Transportation and Marketing, has pulled up his anchor on the shores of Honolulu, his homeport for the past twenty-three years, and headed north to be closer to family in Liberty, Missouri.

At the TIM School Fred served for many years as Interim Associate Dean, Graduate Chair and President of Faculty Council and has contributed in many ways to the successful administration of the School. His scholarship has extended our academic reach into the areas of transportation and island tourism.

Thousands of students have benefited from the knowledge and expertise that Fred provided in the field of transportation. He has always been an advocate for students - and has always been eager and willing to spend time with students in his office and in extra-curricular affairs. In fact, Fred has rarely missed a TIM School event in his twenty-three years here, except for the years when he had health challenges. His work with graduate students

in particular has been an important part of the success of the MS degree. Fred is the son of a U.S. merchant marine captain, so transportation is in his blood. After graduating with his doctorate from Michigan State University, it didn't take much to coax Fred to head west to Hawaii, a place that he will always call home.

In wishing farewell to Fred, Walter Jamieson said "Fred was a very important part of our team. He never hesitated to contribute to any school initiatives. He was always willing to work across all areas of the School and he contributed significantly to our multidisciplinary approach to travel industry management. Fred will be missed but we are happy that he has agreed to continue his relationship with the School. He will teach the cruise industry management course as well as carry out special projects. Good luck Fred and I look forward to continuing to work with you."

At a farewell reception for Fred

and his wife Jeanne, former TIM Dean Chuck Gee talked about Fred's quiet but effective style of leadership and teaching. "He brought much-needed peace to our TIM office," said former staff member Marie Kumabe.

Juanita Liu says, "Fred is a valued colleague whose presence will be sorely missed in the TIM School. He was always someone who could be counted on to support the students and School. I am really going to miss him.

Pauline Sheldon adds, "Fred's commitment to the TIM School and to the standards of the academy have both been exemplary and have made him an excellent colleague. I shall miss him, and I am sure that the entire TIM faculty joins me in wishing him an enjoyable, successful and healthy retirement."

Mahalo nui loa Fred for all that you have done for the students, faculty and staff of the TIM School. We wish you well!



# Dean's Message



Aloha

I trust that everyone's summer is going well. Here at the TIM School we welcome the arrival of our students and new faculty.

I presented a paper at a World Bank/UNESCO conference in Shaoxing which brought together experts from the tourism and heritage preservation worlds. While in Shanghai I had the opportunity of meeting with Chris Bachran, who has formed his own company and with whom we look forward to working.

I also attended the WTO regional commission meetings in Macau. During those meetings I met with Professor Bao from Sun Yat-Sen University in Guangzhou with whom the University of Hawaii has signed an agreement. The WTO has asked Sun Yat-Sen University to prepare a text on community development and tourism. They have asked me to help supervise the process and be responsible for the

advisory committee. The people at Sun Yat-Sen are very interested in working with us.

I had a series of excellent meetings with the representatives of Temasek Polytechnic, the Workforce Development Agency and the Economic Development Board while I was in Singapore. In September, Neal Smatresk, Vice Chancellor of Academic Affairs will be traveling to Singapore to meet with key government and industry officials and to sign a memorandum of understanding with the Polytechnic.

In cooperation with Dhurakij Pundit University in Bangkok we will be presenting our first Asia lecture sponsored by Hans Strasser. We are also in discussions with the Asian Institute of Technology in preparation for delivering a course in urban tourism destination management.

We also had the first meeting of our UNESCO project preparing a visitor management plan for the Suk-

hothai World Heritage Site in Thailand. This project builds on our previous work with the Vat Phou World Heritage Site in Lao PDR.

We are actively involved in recruiting faculty and will introduce the newest members of our faculty later in this newsletter. We are also planning for the coming academic year and look forward to the participation of our new colleagues in helping to meet the needs of the industry.

Planning is well underway for our 40th anniversary week. In addition to the annual TIM Night event, we will be sponsoring a seminar on the future of planning as well as an open house. Information on TIM Night and the Futures event is found later in this newsletter.

With best regards,

Walter

## WTO Publication Now Available



The United Nations World Tourism Organization has just published the report on UNWTO Managing Cultural Tourism for Local Communities International Conference that took place in Yogyakarta, Indonesia in 2006. Walter Jamieson was the anchor consultant and helped to prepare the report. The report is available from the

UNWTO.

As part of its newly signed agreement with the UNWTO, the TIM School, in conjunction with WTO, has just published a briefing note based on the Yogyakarta conference. Anyone interested in receiving a copy of the briefing note should contact the School.



# TIM Consultancy Group to Work with WBIDA on Visitor Center

The Hawaii Tourism Authority recently approved a proposal entitled "A Plan and Design for *Hale Aloha Waikiki*; A Prototype State of Hawaii Visitor Center," submitted by the Waikiki Business Improvement District Association (WBIDA), to plan and design a visitor center that would be located in Waikiki. The Waikiki facility would serve as the prototype for official visitor centers to be sited in destination areas throughout Hawaii.

The Professional Development and

Research Consultancy Group (PDRCCG) of the TIM School will coordinate the three phases of research and planning work, which started in June 2006 and will end in June 2007. Phase one will include research and analysis of existing visitor information sources and phase two involves preparing a plan and design. Phase three will offer recommendations for the development of other visitor centers in Hawaii, including customizing centers to suit the various neighbor island destinations and linking centers to provide Hawaii's

visitors with comprehensive and standardized visitor information.

Established by the City and County of Honolulu in 2000, the WBIDA is a private non-profit organization of Waikiki's commercial property landowners dedicated to providing a clean, safe, vibrant resort destination area reflective of its Hawaiian heritage that is attractive and welcoming to both visitors and residents, and contributes to the economic prosperity of Oahu, and the State of Hawaii.

**The Waikiki facility would serve as the prototype for official visitor centers to be sited in destination areas throughout Hawaii.**

## Hans Strasser and TIM to Host Asian Lecture Series

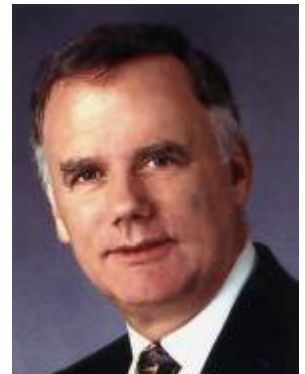
The TIM School, in cooperation with partner Dhurakij Pundit University (DPU), is pleased to present its first Asian lecture series generously funded by Hans Strasser, Chairman and CEO of Hotelmark Corporation, to be held on September 25, 2006 at 1800 hrs. at the Sheraton Grande Sukhumvit in Bangkok, Thailand.

Bill Black, Managing Director of the Hotel Group of Bed Management Co., Ltd. and owner and operator of the Shinta Mani Hotel and Institute of Hospitality in Siem Reap, Cambodia, will speak on "Achieving Corporate Social Responsibility and Meeting the Bottom Line." Bill's 40-year career includes work with the Hilton International, Regent Hotels

and Four Seasons Hotels in North America and Asia. Before joining Bed Management he was the General Manager of The Fullerton Hotel in Singapore. Social responsibility has always been an important aspect of his life. In the early 1990's he co-founded "The Thailand Business Coalition on Aids," a private sector response to HIV/AIDS in the workplace, and later worked full time on the establishment of the Asian Business Coalition on AIDS. For eight years Bill was the Chairman of the Community Projects Committee of the American Chamber of Commerce, Thailand where he started the "Adopt a School Project."

*The Shinta Mani*, an 18 room boutique hotel with a pro-poor school for young

Cambodian adults coming from areas of risk, has proven to be an excellent private sector responsible response to sustainable tourism.



Bill Black

For more information please contact Pawinee Sunalai at [tim\\_pawinee@yahoo.com](mailto:tim_pawinee@yahoo.com) or Tel: (66-1) 733-0765.

## TIM School Welcomes New Faculty Members



Sun-Young Park

Sun-Young Park joins the TIM School from Texas A&M University where she received a Ph.D. degree in Tourism Science. She has actively participated in various projects including a project

for the Texas State government for evaluating its marketing efforts. She has also assisted and taught tourism courses (Research Methods, Foundations of Tourism and Tourism & Resort Management). Sun-Young has consulting experience in marketing/management, financial advi-

sory services and research for the tourism industry in Asia-Pacific and the U.S. She received her master's degree from the TIM School and a bachelor's degree in consumer economics from Ewha Woman's University in Seoul, Korea.

Jason Horkin will be joining the TIM School as an instructor this fall. Jason comes to the School from the Disneyland Resort in California, where he has over ten years experience working in Theme Park Operations. He has held roles in Human Resources (labor and workforce planning and scheduling), Operations (Attraction operations and Resort Guest Services management), and Finance (attendance and admissions revenue planning and

forecasting.) Jason has experience with resort development (opening Disney's California Adventure theme park), as well as overall theme park operations knowledge. He has an MBA from California State University, Fullerton, as well as a BA in Political Science from the University of California, San Diego.



Jason Horkin

From the students, faculty and staff, welcome aboard!

## TIM Delivers Tourism Courses in Vietnam

In June 2006 Walter Jamieson delivered two courses at Hue University of Economics as part of the School's Ford Foundation grant in Hue, Vietnam. The first course was concerned with introducing students to basic tourism planning and development policies and approaches. The second provided the students with an insight into basic concepts of hotel and resort management. Walter very much enjoyed the experience and looks forward to going back to see the students in December. Four more courses will be offered by the end of December 2006.



Walter Jamieson with Hue University faculty and students

## TIM Faculty Member Presents on Urban Sustainability

Ivo Martinac, Director of the Sustainability in Tourism programs at the TIM School, presented three lectures on urban sustainability at the 2006 Mayors' Asia Pacific Environmental Summit (MAPES) in Melbourne, Australia, May 9 - 12,

2006. Lecture topics included *Energy Efficient Buildings, Distributed and Renewable Energy Systems* and *Sustainable Planning & Economic Development Tourism*.

The lectures were given in cooperation with the Royal

Institute of Technology, Stockholm as part of an Urban Sustainability Certificate Program, specially designed for MAPES, awarding a Certificate in Urban Sustainability to all participants who attended all program lectures.

## TIM & Shanghai Normal University to Collaborate

In early June Walter Jamieson met with colleagues at Shanghai Normal University in China. Walter reports that he had good meetings with his colleagues which resulted in a series of short and longer-term initiatives. The School looks forward to working with the University in helping to sponsor their conference on Metropolitan Tourism in November 2006.



# Alumni Update



Mary Jang

**Mary Jang** ('04) was recently promoted to Hotel Assistant Manager at the Hilton Waikoloa Village. Mary began her career with Hilton as a management trainee intern in Housekeeping, then was promoted to Housekeeping Services Manager before taking on her new role at the Big Island resort.

**Tani-Kaye Sorensen** (MS TIM, '05) is the Executive Assistant in Human Resources at Hawaiian Airlines. In this position Tani works closely with the Senior Vice President of HR and provides administrative support to the human resource department. Her internship experience while a TIM student was working as an administrative assistant in human resources at the Hilton Hawaiian Village. Her advice to current students is "to get some type of work experience, whether it's an internship or a summer job; take advantage of everything you learn in your classes; don't ever think you won't need it; understand the industry you're in no matter what position you have in a company."

**Peter Chua** ('96) has been appointed Front Office Manager at the Singapore Sheraton Towers. Peter is very interested in working with students who have graduated from the TIM School. He and his staff are always incredible hosts when UH faculty and administrators visit Singapore.



Peter Chua

## Alumni Events

### Big Island Reception



TIM alumni and friends, come and meet your fellow alumni working on the Big Island and other members of the TIM alumni association at an alumni reception at the Hapuna Beach Prince Hotel on Friday, August 25, 2006 from 6:00 – 8:00 p.m. Members and guests are invited to go on a tour of the beautiful Hapuna residential development right before the reception from 4:30 – 5:30 p.m.

Cost of Reception: **\$15 Pupus only (No host cocktails and complimentary wine tasting)**

**A special room rate of \$125 plus tax per night will be offered to alumni members.** Special thanks to Paul Yokota, Charlie Goodness, Charles Park, and Ted McAneely for their generosity and help in making all of the arrangements.



Hapuna Beach Prince Hotel information: <http://www.princeresortshawaii.com/hapuna-beach-prince-hotel.php>

**Please RSVP your tour and reception attendance and hotel room reservations (for special pricing) to Kristi at (808) 956-4885 or [kbates@hawaii.edu](mailto:kbates@hawaii.edu).**

**For more information about the event you may visit <http://www.alumniconnections.com/olc/pub/UHF/cpages/chapter-page.jsp?>**

### Maui Alumni Breakfast

TIM alumnus Clyde Min has generously offered to host another breakfast meeting for TIM Alumni at the **Fairmont Kea Lani Hotel on Maui on Thursday, October 26, from 7:30 – 10:00 a.m.** Please **RSVP** to Kristi at (808)

956-4885 or [kbates@hawaii.edu](mailto:kbates@hawaii.edu) by **Tuesday, Oct. 24.**

Fairmont Kea Lani information: <http://www.fairmont.com/kealani/>



## 40th Anniversary Event Update

### October 23

**TIM Night Presents Celebrate a Legacy in Tourism**  
Hawaii Convention Center  
5:00—9:00 p.m.

TIM International Inc., the alumni association of the School of Travel Industry Management, and the students, faculty and friends of the TIM School will honor the TIM School on its 40th Anniversary at this event organized and produced by the students of TIM. To reserve your seat please call Lee-Ann Choy at 808-864-9812 or visit <http://www.tim.hawaii.edu/timnight06/>.

### October 24

**Futures Workshop**  
East-West Center, Koi Room  
1:00—5:00 p.m.

See article below for more information.



*Celebrating the Past  
Leading the Future*

## Faculty Publications

**Daniel L. Spears, Assistant Professor of Hospitality Management**

Mark S. Rosenbaum and Daniel L. Spears. (2006). Who buys what? Who does that? The case of Golden Week in Hawaii. *Journal of Vacation Marketing*, 12(3), 246-255.

Mark S Rosenbaum, Daniel L Spears (2006). An exploration of spending behaviors among Japanese tourists. *Journal of Travel Research*, 44(4), 467-473.

Agrusa, W., Spears, D., Agrusa, J., & Tanner, J. (2006). An analysis of employees' perceptions of management styles. *The Consortium Journal of Hospitality and Tourism*, 11(1), 83-94.

**University of Hawaii at Manoa  
School of Travel Industry Management**

2560 Campus Road, George Hall  
Honolulu, Hawaii 96822  
Phone: 808-956-8946  
Fax: 808-956-5378

## Back-to-School Bash

TIM Students please come and meet your faculty and staff at the Back-to-School Bash

**Friday, Sept. 1**  
**12:00 -2:00 p.m.**  
Lunch served  
**George Hall courtyard**

Be there or be square!



## Future of Tourism Workshop Planned for October

As part of its 40th Anniversary and its work in developing a workforce development strategy for the travel and tourism industry in Hawaii, the School of Travel Industry Management is pleased to announce an important industry event that will explore preferred tourism futures for Hawaii. *The Future of Tourism of Hawaii, Working Towards Smart Choices for Preferred Futures*, will be held on Tuesday, October 24, 2006 from 1:00 – 5:00 p.m. at the East-West Center's Koi Room.

The objective of this workshop is to vision and discuss a number of potential scenarios for the future development of tourism in Hawaii, and to synthesize a vision of a preferred future. The workshop will be tactically concerned about defining futures in order to develop strategic directions to meet the workforce development needs of the industry for the next ten years.

In this vein, this workshop is intended to serve as a first step in a continuous visioning and performance evaluation proc-

ess aimed at assisting the industry and key stakeholders in defining and pursuing responsible scenarios of tourism development in Hawaii. To that end, a Tourism Futures Think-Tank is envisioned to be established as an outcome of this event, in order to provide a multi-stakeholder forum that will seek to continuously inform tourism development on Hawaii with cutting-edge awareness, expertise, professional support and leadership.

Please call Kristi at 808-956-4885 for more information.