

News@tim

University of Hawaii School of Travel Industry Management



“Paradoxes in Tourism” Subject of Bill Lane Lecture

UPCOMING EVENTS:

March 6

Computer Visualization and Destination Tourism Management and Planning

March 7

From Laser Scanning to Virtual Worlds: The Role of Virtual World Technology to Preserve and Manage Historic Sites

March 9

Brian Barth
CEO of SideStep.com

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As part of a five week stay as Visiting Scholar at the TIM School, Donald Hawkins, Eisenhower Professor of Tourism at George Washington University, presented *Understanding Tourism in a World of Uncertainty...A Paradox Approach* on Thursday, February 9. In his presentation, He talked about using paradoxes as

strategy tools to provide pathways to innovation and focused on 5 paradoxes challenging today's tourism destinations world wide. He demonstrated how paradoxes – including globalization vs. localization, development vs. conservation, cooperation vs. competition, actual vs. virtual experiences, and external vs. internal markets – converge to provide strategic direction and encourage innovation at the destination level.

Dr. Hawkins was appointed Eisenhower Professor of Tourism Policy at the School of Business at George Washington University in 1994 and has been a Professor of Tourism Studies since 1971. In 2003, he received the first World Tourism Organization (WTO) Ulysses Prize for in-

dividual accomplishments in the creation and dissemination of knowledge in the area of tourism policy and strategic management. He coordinated the WTO Tourism Policy Forum that focused on using tourism as a development assistance strategy for less developed countries conducted at GW, October 18-20, 2004.



Walter Jamieson with Don Hawkins



Dr. Hawkins demonstrated how paradoxes converge to provide strategic direction and encourage innovation at the destination level.

Don has some 30 years of consulting experience with multilateral and bilateral development assistance agencies focusing on tourism development and strategic planning throughout the world. He has also provided consultation services and capacity building activities for the private sector, including the World Travel and Tourism Council. He is credited with writing or editing over 98 publications.

For a copy of the presentation please visit www.tim.hawaii.edu.

The Ambassador Bill Lane Jr. Lecture on Sustainable Tourism and the Environment extends the effort to educate and raise awareness in the Hawaii community of the importance of sustainable tourism and how the concept is being embraced across the globe. **This lecture is supported by the Ambassador L.W. Bill Lane Jr. and Jean Lane Endowment in Sustainable Tourism & the Environment.**



Dean's Message

Aloha,

Welcome to our first official newsletter of 2006. The community painting event reported in our previous newsletter was a spectacular start to our 40th anniversary year. The level of participation was a significant expression of the support that we receive from the community. We encourage you to drop by the School to see our new physical environment of which we are very proud.

We begin our 40th anniversary year with enthusiasm and confidence in the strategic leadership role that the School plays in Hawaii as well as in the Asia-Pacific region. There will be a number of events occurring throughout the year to celebrate this important milestone. The highlight of the year will be our new TIM Night, details of which we will be providing you very shortly.

We are very active in Hawaii with major applied research and consultancy projects and continue to be actively involved in several initiatives in Asia. In this newsletter we describe some of these activities.

The School has established an ambitious work plan for 2006. Faculty and staff are involved in assessing our graduate curriculum and implementing the hotel and resort curriculum developed in 2005. We are in the process of redesigning our web site to better serve our many stakeholders and look forward to its launch in the first quarter of the year.

I was privileged to offer a seminar on "Achieving Sustainable Integrated Resort Development," organized by the Singapore Chamber of Commerce and the Center for American Education in Singapore in December 2005. I had an opportunity of doing a

presentation at the Symbiosis Institute of Business Management in Pune, India in December 2005.

"Hospitality Industry Challenges and Opportunities" in December 2005. Symbiosis is our newly established strategic partner in India with whom we are working on both professional development as well as research initiatives that we look forward to announcing very shortly.

Finally, I wish to congratulate Paul Yokota who was elected president of TIM International Inc., which is our alumni chapter. We look forward to working with Paul and are deeply thankful for his willingness to serve in this capacity given his duties as general manager of the Hawaii Prince Hotel Waikiki & Golf Club.

With warm regards

Walter Jamieson



TIM Professor Conducts Workshop in Majuro

Dr. Lisa Assante, TIM Professor of Hospitality, conducted customer relations training workshops in Majuro, in the Republic of the Marshall Islands, one of the world's youngest nations, during the week of January 23 - 27. Sponsored by the Marshall Islands Visitors Authority (MIVA) and PATA Micronesia, the training topics ranged from creating unmatched guest experiences to developing an exceptional work environment. Participants included line level hospitality workers, tour operators and government officials.

A workshop participant shared the following comment with Lisa, "The things you

shared and taught while here are very useful and appreciated. All of my staff enjoyed the training very, very much." Lisa also found the Marshallese people to be extremely hospitable and generous. "The people of the Marshall Islands are amazing and I feel very fortunate that I had the opportunity to interact with them. The experience has truly made me a richer person."

In addition to conducting the training workshops, Lisa had the opportunity to discuss the future of the tourism industry in the Republic of the Marshall Islands with the Chairman of the Marshall Islands Tourism Association,

the Director of the National Training Council, and the Dean of Academic Affairs for the College of the Marshall Islands.



TIM Faculty Papers Selected for Journal on Managing Risk and Crisis for Sustainable Tourism

Pauline Sheldon's paper on *Knowledge Management for Tourism Crises* and Nancy Scanlon's paper on *Climate Change and its Effects on Tourism* are featured in a special issue of the journal *Tourism Review International* on "Managing Risk and Crisis for Sustainable Tourism." The papers were selected from



those presented at the **BEST Education Network Think Tank** Dr. Sheldon

chaired at University of West Indies in June 2005. Pauline worked as co-editor along

with Larry Dwyer, Qantas Professor of Tourism Economics, University of New South Wales, Australia, to put together this special issue featuring a research agenda on the theme of crisis and disaster management. It is hoped that this issue will drive future research in the area.

The special issue will be published in Spring 2006.



Girona Think Tank in June to Address Corporate Social Responsibility in Tourism

Encouraging a balance between economics, people, culture and the environment, the concept of socio-cultural and environmental responsibility of enterprises has been acknowledged by private firms and public authorities, such as the European Commission, the World Travel and Tourism Council and the World Business Council for Sustainable Tourism. Private and public sector leaders increasingly see the need to incorporate the principles of corporate social responsibility into their planning of marketing strategies and their leadership. Recognizing the need to rebuild an image of responsibility and trust to assure potential visitors of ethical behavior, the pursuit of sustainable tourism is good for both business and sustaining tourism.

The BEST Education Network (BEST EN) announces Think Tank VI to meet in Girona, Catalonia, Spain from June 13-16, 2006 at the University of Girona. This year's conference theme addresses **Corporate Social Responsibility for Sustainable Tourism** and

includes research paper presentations, keynote addresses by international experts, a research agenda forum to drive future knowledge development in the field, and curriculum design for sustainable tourism and hospitality.

The theme reflects the fact that the sustainable development of tourism destinations depends critically upon the sustainable operations of its constituent businesses and firms and is intended to overcome a relative lack of research on tourism sustainability at the enterprise level. Issues to be addressed will include: ethical business practices in tourism; triple bottom line in corporate social responsibility; human resource management for sustainable tourism operations; volunteer tourism and pro-poor tourism; stakeholder involvement, culture and accountability; consumer perceptions and preferences in purchasing decisions; knowledge management for corporate social responsibility; service learning in tourism educational programs; and best practice indicators (cultural

environmental and social) alongside a number of case studies.

BEST EN Chair, Janne J. Li-burd commented "Travel and tourism companies' performance on environmental, socio-cultural and governance issues is rewarding in more ways than one, and it is rapidly becoming more critical to their sustainability and competitiveness in a global market place."

The Think Tank is expected to attract interested participants from around the world to explore the issues involved in corporate social responsibility for sustainable tourism.

Scholars, practitioners, civil society and agency representatives are invited to participate to exchange experiences and submit *either full papers or abstracts* for presentation at the conference before March 31, 2006. The Call for Papers and Registration Information can be found on the BEST Education Network website: <http://www.besteducationnetwork.org>

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Alumni on the Move

TIM graduate **Brandon Kaya** was recently hired as a Management Trainee at the Sheraton Maui Resort. In this position Brandon will spend time in all departments working on different projects. While a student, Brandon completed an internship at the Doubletree Alana Waikiki Hotel where he rotated through various positions and developed skills in a number of departments throughout the hotel including human resources, revenue management, PBX, reservations, housekeeping and porter/valet.

Brandon has also held a waiter job at Yohei Sushi Restaurant as well as a management position at the Drift

Surf Hawaii store. Congratulations Brandon!

The Organ Donor Center of Hawaii (ODCH) recently hired TIM graduate **Luci Dwight** as its Public Education Coordinator. In this position Luci will be responsible for building relationships with community, educational, religious, civic and social organizations to increase awareness about the need for organ, tissue and eye donation, as well as developing, coordinating and maintaining a Volunteer Speakers Bureau.

Luci has volunteered at ODCH since 2003 when she became an organ donor by donating a kidney to her

father. “Luci is instrumental in increasing community awareness about organ donation,” said Christine Bogee, administrative director of ODCH. “As an educator, she has the opportunity to share her personal experience, as well as the experiences of others, that positively impacts the way people view organ donation,” she added.

Prior to ODCH, Luci was marketing assistant at Oceanit, a local engineering/tech company. Congratulations Luci!



Brandon Kaya



Luci Dwight

TIM International Inc. is the alumni association for the TIM School. If you are interested in joining please visit our website at <http://www.alumniconnections.com/olc/pub/UHF/cpages/chapterpage.jsp?chapter=12&org=UHF>.

International Team completes Eco-Tourism plan for Changshou Lake, China

TIM Professor of Tourism, Pauline Sheldon, was part of an international group working with a domestic team from China to recently complete an eco-tourism plan for the Changshou district in China. The project focused on Changshou Lake and issues of eco-tourism in a lake environment. Various tourism products were proposed

to promote the lake, also known as Longevity Lake. They included health and wellness tourism, food tourism, and cultural tourism. Other members of the international team were ecologist Charles Goldman, University of California at Davis, and Robert Lucas and Charles Kimm of TERA Hawaii.

Pauline also served as keynote speaker at a conference for government officials on “Eco-tourism planning in a lake environment” on one of two visits to Changshou. The project was funded by the World Bank.



TIM School Presents Virtual Reality in Tourism Planning and Cultural Preservation—March 6 and 7 in Honolulu

Richard Levy, Professor of Planning and Urban Design at the University of Calgary, will make presentations on the use of computer visualization technology in both site design and tourism management, and the development of laser scanning technology to capture, preserve and analyze historic objects, artifacts and sites on **Monday and Tuesday, March 6 and 7, 2006. Both presentations will be from 2:30 – 4:00 p.m. at George Hall.**



In his first presentation, *Computer Visualization and Destination Tourism Management and Planning*, He will consider how computer visualization can be part of a community's tourism planning process. Computer visualization technology can play an important role in both site design and tourism management. Virtual worlds and computer simulation can strengthen efforts towards preserving, promoting and managing historic resources and sites.

For the second presentation, *From Laser Scanning to Virtual Worlds: the Role of Virtual World Technology to Preserve and Manage Historic Sites*, Richard will use

his computer reconstruction of an arctic Thule whalebone house as a case study of the benefits that this technology provides to archaeological research, public education and interpretation.

Research on the use of laser scanning technology to preserve historic architecture has been a focus of his research. Under the Virtual Cities projects, virtual reconstructions of historic buildings in Calgary have been preserved for teaching and research. Over the last year, working with the University of Padova, reconstruction of the Pozzoveggiani Chapel in Padova has been completed along with the reconstruction of several Calgary his-

toric buildings.

He is a founding member of the Virtual Reality Lab at the University of Calgary and speaks at international and national conferences in the fields of virtual reality, 3D imaging, education, archaeology and planning. His published work appears in journals such as *Internet Archaeology*, *Journal of Visual Studies*, *Environment and Planning* and *Plan Canada*.

While he is in Hawaii, Richard will be working with the University of Hawaii researchers on developing joint research/consultancy projects.

CEO of SideStep.com to speak on March 9, 2006

Brian Barth, CEO of Side-step.com, will be the guest lecturer in Pauline Sheldon's Tourism Information Systems class on **Thursday, March 9, 2006 at 3 p.m. in George Hall 226.** Side-step serves more than 4.7 million consumers each month, searching more than

100 sites to find the Web's best travel bargains. It is one of the newest and most successful travel search engines and is the winner of *Travel & Leisure's* 2005 Best of the Web award and *Entrepreneur's* 2005 Best Site for Airfare Shopping award, among numerous other awards.

Barth, founder and CEO of Sidestep from 1999 to 2005 will discuss the Sidestep business model and technology and provide insight in to the future of online travel. The TIM School thanks Aloha Airlines for providing the airfare for Mr. Barth. Students and faculty interested in attending can contact Pauline Sheldon at psheldon@hawaii.edu.



Virtual worlds and computer simulation can strengthen efforts towards preserving, promoting and managing historic resources and sites.



Brian Barth

“Train-the-Trainer” Workshop conducted by TIM Research Affiliate in Sri Lanka



Workshop participants in Colombo

Under the framework of the (SLITHM) in Colombo, January 3-5, 2006.

Twenty-two faculty members of the SLITHM and satellite schools attended the workshop, which was a preparatory activity in the run-up to a new set of academic programs set for launch at the SLITHM from mid-January.

Also under the aegis of the APETIT Sanjay undertook an advisory mission to the National University of Laos (NUoL), January 24-26, 2006, the principal objective of which was to conduct an audit of the IT infrastructure and assist the Faculty of Social Sciences of the NUoL in developing up-to-date syllabi for IT and IT related courses in the curriculum of the new undergraduate program in tourism and hospitality management, set to commence in September 2006.



Laos group

Sanjay Nadkarni is a Research Affiliate at the School of Travel Industry Management and Assistant Professor at the Faculty of Management and Administration at the Macao University of Science and Technology.

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