

News@tim



University of Hawaii School of Travel Industry Management

TIM Graduate Chosen as UH Manoa Commencement Speaker



achieve.”

Dean Jamieson commented, “I was extremely proud of Jadie Goo from our undergraduate program who provided the student address. Simply being selected as one of the finalists is a major coup but being the student finally chosen to represent the student body has to be seen as a major accomplishment. Jadie did an incredible job. She spoke without notes, with conviction and emotion, had the right level of humor and humility and energized the audience. It was a masterful and flawless performance and we received very positive feedback from many people including Board of Regents Chair Kitty Lagaretta, UH President David McClain, and UH Manoa Chancellor Denise Konan. Jadie you were a wonderful ambassador for the School!!”

“What you believe you can achieve!”

Congratulations to 2006 TIM graduate Jadie Goo who impressed the gallery of graduates, family and friends participating in the University’s Spring 2006 graduation ceremonies with her heartfelt speech as the student commencement speaker on Sunday, May 14.

In her speech Jadie talked about leaving China for a better life in Hawaii, and her struggles with learning a new language, raising a family and finding parking at UH as

she continued to work on earning her degree. She told the graduates, “One of our esteemed professors once said that education is not about wearing a cap and gown, it’s much more than that and I totally agree with him except today. Today is all about wearing a cap and gown. Today is all about celebrating our accomplishment after hard work.” Jadie’s message to the graduates was summed up in a quote from business woman Mary Kay, “What you believe, you can

SAVE THE DATE—TIM Night, October 23, 2006

TIM International Inc. the Alumni Association of the School of Travel Industry Management (TIM), cordially invites you to **TIM Night Celebrates A Legacy in Tourism** Fundraiser and Silent Auction, honoring the

40th Anniversary of the **School of Travel Industry Management!** Mark your calendars and don’t miss this milestone event **organized and produced by the students of TIM.**



UPCOMING EVENTS:

September 14

Futures Seminar

October 23

TIM Night

Presents

Celebrate A Legacy

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TIM Students Attend PATA Conference in Thailand



Nobutaka Ishikure, PATA Immediate Past Chairman and Chief Industry Affairs Officer, Japan Airlines and Dean Jamieson pose with the TIM students

Ten enthusiastic TIM students jumped at the opportunity to travel halfway across the world to participate in the 55th Pacific Asia Travel Association (PATA) Annual Conference on Tourism in Pattaya, Thailand held April 23 – 27, 2006. This year's conference, "Changing Lifestyles, New Opportunities," offered many exciting sessions focusing on key issues such as the "low-cost" revolution, how to capture significant niche markets, the development of tourism in the Mekong area, and much more. Throughout the conference the

from around the world. The students are most grateful to the TIM School for sponsoring a portion of their travel to the event and to the PATA family for its gracious welcome.

TIM student Kathy Lam commented, "It gave me a new view on what our industry is really like in the Asia-Pacific region. You just can't stop yourself from learning new things every minute because everything you learn will shock you and make you want to know more. I would totally recommend students to go to

students, also members of the PATA student club at the TIM School, mingled with tourism professionals

conferences because they are a once in a lifetime experience. It was the best experience I've ever had and I wouldn't trade anything for it."

"I had a great time in Thailand and enjoyed the conference very much," said TIM student Pei-Hsuan (Peggy) Lee, "I noticed some of what they talked about in the conference is related to my classes and the information was about the environmental change to attract the tourists, but the locals don't want to destroy the original environment."

TIM student Alex Milski stated, "I felt this year's conference was very effective and helpful. I met a variety of key players in the industry and was happy to have had the opportunity to join the free (for PATA members) educational forum that was held before the event. I believe PATA is a valuable organization and I feel that I have grown in many ways since becoming a member."

*Submitted by Alex Milski
PATA Student Club President*

Netlinks Mentorship Event a Success



(L to R) Lorraine Leslie, of UH Foundation, Hee Jung Wang, Jesslyn Kwa, Glenn Hori of Double Tree Alana, Orié Onchi, Daniel Nakasone of Double Tree Alana

Sixty travel industry executives took time out of their busy schedules to meet with sixty TIM students, to serve as mentors at the TIM School's annual Netlinks event on April 26. Mentors are specially paired with students and are

resource for the students. Many students were thrilled with their pairing, including Elaine Leung who said that her mentor, Kathy Inkinen, owner of Inkinen & Associates, was just "perfect."

encouraged to continue communicating and interacting with their mentee throughout the academic year, to act as an additional re-

This year the TIM students in Lee-Ann Choy's TIM 369g events management course were responsible for planning and executing the event that was held at the Radisson Prince Kuhio Hotel. They did an incredible job and we look forward to their leadership once again in planning the next TIM Night event in October.

Prior to Netlinks, students were also treated to a special "Dress for Success" presentation by Sharon Weiner, Vice President of Business Development with DFS. Many thanks, Sharon, for sharing your valuable tips.



TIM Students at PATA event in Pattaya



Heather Yap, Lauren Jeong
Kuulei Martin, Marc Koga



Peter Fan, Joseph Bozzelli of PacRim Marketing

Dean's Message

This is always a difficult time in the School cycle when our graduates leave us for exciting opportunities in the travel and tourism industry. We hate to see them go but also look forward to their success in the next stage of their journey.

As reported in this newsletter, we had the honor of one of our students addressing the largest gallery of graduates ever at the University of Hawaii Undergraduate Commencement.

I am always impressed by the quality of our students and their enthusiasm and commitment to service. Our recent undergraduate and graduate students are a clear indication of the important contribution that the School is making to ensure responsible and sustainable tourism in Hawaii and in the Asia-Pacific region.

We wish to sincerely thank the Legislature for their support of our program. As reported in the newsletter we have received four new positions, which will help us to meet the significant demand that there is for TIM School graduates in Hawaii. Our student numbers are rising at an ever-increasing rate which is a clear demonstration of not only demand within the industry but students' recognition of the travel industry as an important career choice.

Our consultancy group is very

active both here as well as in Asia. Work is progressing most satisfactorily on our Hawaii Tourism Authority work-force development strategy. Also in this newsletter you will see a report by Ramsay Taum about his activities. Everywhere I go I hear compliments about the important contributions that Ramsay is making to the overall debate on responsibility and tourism while helping to ensure the host community is an integral part of the visitor industry.

After six years of very faithful dedication and hard work as a student assistant in the general office of the School of Travel Industry Management Tia Ikeno graduated at the Spring Commencement. We are pleased that she chose to stay with the TIM family and is now working with our consultancy group. Congratulations Tia on your success.

Plans are well underway for our 40th anniversary celebration in October and we are very excited about the futures workshop that is planned for September 14. We feel that this will be an important event that will contribute to the overall debate about responsibility and sustainability in Hawaii. I was very pleased to provide a commentary on carrying capacity in a recent issue of Pacific Business News and participated in a recent Travel

and Tourism Research Association meeting on responsibility and sustainability in tourism. There is no doubt that with the right resources the School of Travel Industry Management, working with its partners within the system, can make an even greater contribution to the debate on future directions for tourism in Hawaii.

Our hearts go out to the people of Indonesia, in particular those in Yogyakarta after the devastating earthquake they have just suffered. The School has many good friends in Yogyakarta and in particular Wiendu Nuryanti. In February, I spent a wonderful week in the city when I attended a World Tourism Organization conference on cultural tourism and local communities and remember the hospitality of our hosts and the local people with fondness. Let us hope that the world community can join together again with the resourcefulness of the local people to overcome this challenge. We have written to our contacts within the government offering our assistance.

We continue to appreciate your support and involvement in our School.

Best regards

Walter Jamieson

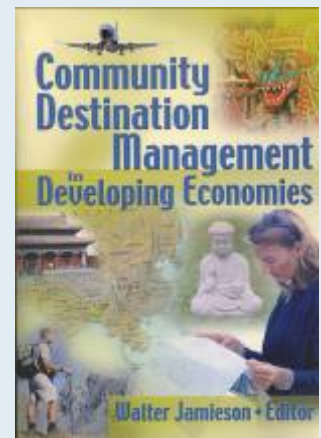


Community Destination Management in Developing Economies Book Launched

The Haworth Hospitality Press has just launched "Community Destination Management in Developing Economies." This book, which was edited by Walter Jamieson, has contributions from authors in Thailand, Canada, Switzerland, Singa-

pore, India and Hawaii. The book provides a comprehensive view of the issues facing planners, policymakers and destination managers as they attempt to assure a sustainable future for destinations in developing economies. The book examines the complexi-

ties of destination management, making the needed basic knowledge and skills understandable to all readers. The publication is available in both hard as well as soft cover editions.



Host Culture Issues Hot Topic for TIM Outreach Coordinator



Awareness of the importance of host culture issues and their impact on the tourism industry is growing and keeping Ramsay Taum's calendar full. Ramsay, Special Assistant to the Dean on Host Culture and Community Affairs at the TIM School, has been presenting to numerous community groups almost daily since April. His presentation topics include: "Sense of Place," "Marketing Hawaii & Hawaiians at what price?," "Hawaiian Cultural Values in Contemporary Business" "Connecting Hawaii's Past to Hawaii's Future: Wa-

ter Use," and "Defining Hawaiian Cultural Values and Practices as Assets in Business."

"I am extremely encouraged by the recent interest and commitment by many in the travel industry to take steps to honor and respect Hawaiian cultural values and practices in their operations and marketing programs," says Ramsay. "I think there has been an awakening to the importance of honoring Hawaii's host culture, history, language and values. As a result, I am fielding requests from businesses, agencies and community groups for more information and in many cases, customized training."

In addition to the presentations for various groups such as the UH Department of Urban Planning, East-West Center, "Celebration of the Arts" in Kapalua, Maui, Native Hawaiian Tourism Conference, American Water Works Association, Hawaii State Foundation on Culture and the Arts International Cultural Summit and OHA Business Economic and Development Con-

ference, Ramsay also represents TIM on multiple boards. These boards include the HVCB 2006-2007 Marketing Advisory Group, Hawaii Chamber of Commerce Tourism Committee, UH Manoa Chancellor's Sustainability Council, HTA Hawaii Cultural Program Advisory Group, Pacific Islanders in Communication, Pasifika Hawaii Foundation, HI State Consortium of Integrative Health Services, Association of Hawaiian Civic Clubs Oahu Council & Hawaii Maoli, the 501 c.3. organization of the Association of Hawaiian Civic Clubs.

"I think there has been an awakening to the importance of honoring Hawaii's host culture, history, language and values."



Look for Ramsay at the following presentations in June:

**June 6—7
US Army Sustainability Conference**

**June 13—14
Kauai Community Sustainability Conference**

**June 16—17
Invision Hawaii Sustainability Conference**

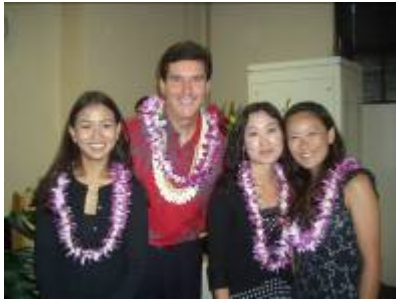
Legislators Approve Four New Faculty Positions for TIM

Funding for four new faculty positions was recently approved by the Hawaii State Legislature. This action will enable the School to increase its number of graduates. All stakeholders within the industry recognize that the School must grow in order to meet its workforce, research and community outreach responsibilities. Without immediate increased investment in workforce development, research and outreach, the

State will be hard-pressed to meet its present, let alone its ongoing, commitments of achieving a high-level quality of sustainable tourism experiences in Hawaii. Given the government's strategic direction to appeal to higher end tourists there is an urgent need for academic as well as professional development opportunities in order to increase service quality levels as well as overall expertise and competencies. The School of

Travel Industry Management has been identified by the United Nations World Tourism Organization as one of the leading tourism programs in the world. It is only with increased resources that this recognition will be maintained. We wish to sincerely thank the legislature for its confidence in the TIM School. We assure you that your confidence will be well-founded.

Reception for TIM School Graduates



Peach Mahaguna, Dave Evans
Danielle Lee, Ayumi Murakami

The TIM alumni association hosted a graduate reception for nearly 160 people on Friday, May 12, for the spring and summer graduating classes at the Sunset Reference Center in George Hall.

TIM alumni association President Paul Yokota and Dean Jamieson offered words of wisdom and congratulations, and Jacqueline Jensen, representing her graduating class, reflected on her years at the TIM School.

Congratulations graduates!

Alumni On The Move



Mandi Taoka

Mandi Taoka (formerly Kwock, '01) has been hired as the Human Resources Coordinator by the Sheraton Maui.

Mandi was most recently Special Projects Coordinator at the TIM School. Her work experience includes recruitment and staffing for United Airlines in San Francisco and serving as a customer service representative for First Hawaiian Bank. Mandi also completed a management training program with Empress Casino in Indiana. Congratulations Mandi!

Also at the Sheraton Maui, Brandon Kaya ('05) has been promoted to Assistant Outlet



Brandon Kaya

Manager after successfully completing Sheraton's Management Training Program. As a TIM student, Brandon completed an internship at Doubletree Alana Waikiki Hotel, where he rotated in all the

various departments of the hotel. Brandon also worked as food server and retail store manager. Congratulations Brandon!

Tia Graham ('04) has been promoted to Director of Sales and Marketing at the Sheraton Kauai Resort. Her most recent position was as Group Sales Manager for the Sheraton Hotels & Resorts Waikiki and prior to that she was a Management Trainee at the Waikiki Properties. Her career with Starwood began as a Sales and Marketing Intern in Waikiki while a student at the TIM School. She was also president of TIMSA.

Tia's work experience includes positions as counselor on Hilton Head Island, S.C., travel writer with the marketing department for southern British Columbia's tourism association, boarding supervisor with Norwegian Cruise Lines and various restaurant positions. Congratulations Tia!

Keala "April" Markel ('97) has been promoted to Human Resources Manager at the Four Seasons Resort at Hualalai. She will perform duties in all areas of the human resources department with a specialization in Benefits Administration. April started her career at the Four Seasons in 1997 as Front Desk Receptionist, and has subsequently worked as a

Recreation Team Leader, Room Service Assistant Manager, Pahu i'a AM Assistant Manager, Sales Secretary, and most recently, Rooms Division Administrative Assistant. As a TIM student she was active with the TIMSA and PATA student clubs and participated in five TIM Night events. In the summer of 1996, she did an internship at the Harbour Plaza Hotel in Hong Kong. Congratulations April!

Selena Oh ('82) has accepted a position as Senior Marketing Manager for Bintan Lagoon Resort in Singapore. In this position she will be responsible for the general marketing activities including advertising, publicity, promotions and events.

Since leaving the TIM School, Selena has held various marketing and public relations management positions with Hyatt Regency Singapore, Omni Marco Polo Hotel and the Hilton International Singapore. She has also worked as a tutor at Nanyang Technological University and as a public relations consultant for Brewerkz Microbrewery. Most recently, Selena worked as Regional Manager for Asia with the South Australian Tourism Commission. Congratulations Selena!



Tia Graham



April Markel



Selena Oh

What Can a TIM Master's Do For You?

As a Master's student, I have often wondered what opportunities will be available to me on graduation day. I wanted to know what skills and knowledge I could offer my future employer. Dr. Pauline Sheldon, PhD was able to answer these questions. According to Dr. Sheldon, "the goal of the Master's program is to expose students through core classes to the main disciplinary approaches to tourism and hospitality (i.e., marketing, management, finance, IT)." Students have flexibility to pursue and explore these interests in depth, and become more engaged learners.

Important issues in the travel

industry are discussed in classes. Also, students try to determine the issues of the future so that they can be industry visionaries. Dr. Sheldon hopes that students, "have fine-tuned their analytical, writing, and presentation skills and that they have the tools necessary to lead the industry in innovative ways. The industry is in need of creative leadership and [the TIM faculty] tries to bring students to a level where they will really be the leaders of the future and use their skills to make positive and responsible change."

Thanks to the efforts of the faculty, employers can expect

to hire Master's students who have learned a much higher level of thinking than at the undergraduate level, are more responsible and mature, have analytical tools to apply at the micro and macro levels, have been exposed to issues at the policy level that impact companies and destinations, and can really add to the knowledge base of companies. Dr. Sheldon helped to answer some tough questions about the Master's degree and how not only I can benefit, but also my future employer.

Submitted by Kimberly Lottig, student in TIM Master's Program

Special thanks to the following for contributing the photos in this issue:

Venus Bravo
Mark Charpentier
Jadie Goo
Delphine Jamieson
Caroline Kodani
Dustin Kotaki
Rebecca Vandaele
Sheraton Hotels Hawaii
Ivan Wen

Job Postings

Sheraton Hotels in Waikiki are currently seeking talented individuals for the following positions:

Assistant Outlet Manager
Guest Service Manager
StarMeeting Concierge
Night Auditor

Sheraton Hotels offers exceptional benefits from room discounts to associate development programs, offer 401 (k), medical/dental/vision insurance and the ability to transfer locally, nationally and globally.

For more information about these positions and to view all current openings within Starwood Hawaii, please visit www.starwoodhawaiijobs.com

Singapore Workforce Development Agency in Hawaii



Dean Gee, Dr. Gary Willmott, Soh Siew Luie
Azzli Bin Jamain, Dean Jamieson

The School of Travel Industry Management was honored to

host Dr. Gary Willmott, Deputy Chief Executive of the Singapore Workforce Development Agency. He was accompanied by Azzli Bin Jamain, Deputy Director Tourism Division and Soh Siew Luie, Manager of Tourism. They met with various state and industry representatives to share the Singapore experience. Gary, Soh and Azzli made an excellent presentation at the TIM School which pro-

vided important insights into the very innovative approach that Singapore is taking to workforce development. We certainly appreciate their willingness to travel to Hawaii to share their experience. In addition, the Agency sponsored all travel and accommodation expenses. We see this initiative as a first step in a long relationship with the Singapore Workforce Development Agency. Mahalo!!

Hospitality Professor Joins TIM Faculty

The TIM School welcomes Hsing Ivan Wen to its faculty as Professor of Hospitality. Ivan comes from the University of Nevada, Las Vegas, where he recently received his Ph.D. in Hospitality Administration with emphasis on information technology and lodging management and where he also instructed courses in those areas. His work experience includes serving in management positions at the Four Seasons Ho-

tel in Taipei, Taiwan, where he also received an award for being The Employee of the Year. He also has an M.B.A. degree from the University of San Diego. He received his B.A. at Fairleigh Dickinson University in New Jersey and has a college diploma from the Tamsui Oxford College in Taipei.

In his position at the TIM School, Ivan will teach hospitality courses in the resort

management emphasis. Ivan also plans to continue his research work in the areas of lodging, tourism and education, specifically e-commerce, supply chain management, information technology applications, marketing research techniques, consumer perception, market segmentation, customer loyalty, distance learning, team-based learning and new educational techniques. Welcome to our TIM team!

