

News@tim



University of Hawaii School of Travel Industry Management

World Tourism Organization and TIM School Collaboration

UPCOMING EVENTS:

March 28

New Dynamics in the Lodging Industry

Ed Fuller

April 26

TIM Alumni General Membership Meeting

Netlinks

For more information visit www.tim.hawaii.edu.



Standing (L-R) Francesco Frangialli, Secretary-General of UNWTO, the Minister of Culture and Tourism of Indonesia, and the Secretary-General of Ministry of Culture and Tourism of Indonesia. Seated: Mr Xu Jing, Regional Representative for Asia and the Pacific, UNWTO, and Professor Walter Jamieson, Dean of TIM

Walter Jamieson, Dean of TIM at a Press Conference in February during the International Conference on Cultural Tourism and Local Communities which was held February 8-10 in Yogyakarta, Indonesia.

Under the agreement, UNWTO and TIM will design and execute various tourism related research, and support a series of development programs for the benefit of member states in Asia and the Pacific. As the first step of implementing the MOU, three Pacific countries of the UNWTO member states-Fiji, Papua New Guinea, and Timor-Leste, were identified for technical assistance in the tourism sector.

The Asia-Pacific department of the World Tourism Organization (UNWTO) and the School of Travel Industry Management (TIM) University of Hawaii, Manoa agreed to collaborate in research and industry support activities relating to

tourism development in Asia and the Pacific region.

A Memorandum of Understanding (MOU) was signed by Mr Xu Jing, Regional Representative for Asia and the Pacific of UNWTO, and Professor

These industry support programs and research is based on the 40 years of experience the TIM School has in both the Asia and Pacific region.

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TIM EDIT Program

The TIM School's 28th annual Executive Development Institute for Tourism (EDIT) program will be held July 10 – 28, 2006. EDIT is an intensive 3-week program established to develop the best and brightest leaders in travel and tourism from the public and private sectors. The program provides professionals the opportunity to assume leadership roles in the development of sustainable tourism policies and practices and destination management

strategies. Courses are taught by a diverse group of local and international educators and tourism professionals through the use of lectures, class discussions, case studies, group presentations and field visits.

Topics include global tourism trends; public policy development and its impact on tourism; tourism resort planning and development; ecotourism and cultural tourism; information technology and tourism;

and international tourism investment. EDIT is co-sponsored by the Pacific Asia Travel Association (PATA).

For a complete listing of program topics and to apply please visit our website www.tim.hawaii.edu/EDIT. For more information you may also contact Rachel Soma at rsoma@hawaii.edu or (808) 956-4902.



Ed Fuller to Speak on Trends in the Lodging Industry

The TIM School, Hawaii Hotel and Lodging Association and Marriott International are pleased to present "New Dynamics in the Lodging Industry," by Ed Fuller, President and Managing Director of Marriott International on Tuesday, March 28, 2006, from 2:30 – 4:00 p.m. at the Waikiki Beach Marriott Resort & Spa, Kaimuki Room.

An estimated 1.6 billion people will cross their national borders to visit another destination in the next 15 years – double today's volume. Where will these visitors come from? Where will the staff to serve them come from? What are the implications for training and people development? What impact will unforeseen natural disasters and terrorism have on this projection? At a time when cost

containment is the norm, guests are demanding personal recognition. These and other trends and their implications will be the topic of discussion at this presentation.

Mr. Fuller joined Marriott in 1972 as a Management Trainee and has held numerous positions of increasing marketing and operational responsibility. He assumed leadership of Marriott's international lodging operations in 1991 as Senior Vice President and Managing Director. He was promoted to his current position as President and Managing Director in 1997. Under his leadership, Marriott International's presence outside the continental U.S. and Canada has grown from 16 properties in 1991 to be the second largest brand in the Asia-Pacific region, second largest in South America

and first in Europe and Africa. Additionally, the hotels in his area of responsibility consistently score highly in terms of customer preference and guest satisfaction and rank in the top three in terms of occupancy in virtually every market.

Reservations for the March 28 presentation will be taken on a first-come, first-served basis. Seating is limited. No admission fee. Please call Kawehi Sellers at (808) 956-4899 or at kawehi@sellers.com or visit our website at www.tim.hawaii.edu for more information.



Ed Fuller



Virtual Expert Presents at TIM School

Dr. Richard Levy, a world expert in the use of virtual reality for purposes of urban design, architecture, historic preservation and tourism, made two presentations on his work on March 6 and 7 at the TIM School. Levy, Professor of Planning and Urban Design at the University of Calgary presented two topics, "Computer Visualization and Destination

Tourism Management and Planning" and "From Laser Scanning to Virtual Worlds: the Role of Virtual World Technology to Preserve and Manage Historic Sites."

In his presentations, Richard demonstrated how virtual technology can be applied in archaeological research, public education, preservation of his-

torical artifacts and sites, community planning and destination promotion, among many other applications.

While he was in Hawaii, Richard also met with members of the UH Academy for Creative Media and the UH Dept. Of Urban and Regional Planning to work on developing joint research/consultancy projects.



Richard Levy and Walter Jamieson

International Conference on Cultural Tourism and Local Communities, Yogyakarta, Indonesia



This international conference, attended by over 30 countries, brought together experts from a number of areas to discuss how cultural tourism can be effectively used as a tool for

community development. Walter Jamieson served as the World Tourism Organization consultant for the conference and gave the keynote address on "Managing Cultural Tourism for Local Communities." He also presented a technical paper entitled "Preserving Intangible Cultural Heritage through Tourism," at the UN-WTO International Conference on Cultural Tourism and Local Communities. As part of his duties he chaired two sessions and prepared the final report for the conference. The

conference participants adopted the Yogyakarta Declaration on Cultural Tourism, Local Communities and Poverty Alleviation which outlines the responsibilities of government, the private sector, local communities and other stakeholders in ensuring that culturally based tourism meets its potential for improving the quality of life of local communities, especially those in developing countries. The conference report will be available shortly from the World Tourism Organization.



Dean's Message

Aloha

We continue to be very thankful for the incredible support that we receive from many sectors of our community which manifests itself in numerous ways.

We have commenced detailed work on our workforce development strategy project for the Hawaii Tourism Authority. This project will involve working with all our partners within the UH system as well as other educational providers. We will be holding meetings on all of the islands and look forward to working with all of the stakeholders as we seek to develop a strategy to meet the urgent workforce development needs of our industry.

The School has taken a leadership role in developing a proposal for the University of Hawaii Hospitality and Tourism Institute which will be seeking funding in the upcoming biennial budget process, as well as approval by the Board of Regents. This initiative is

important in helping to further position the important role that the University plays in providing workforce development, research and outreach to not only the industry but the community in general.

Ramsay Taum continues to represent us on a number of committees and is playing an instrumental role in reaching out to the community. Without additional resources we are constrained in our ability to effectively participate in the discussions going on in various sectors but be assured that we will do everything possible to work with both the public as well as the private sector in achieving responsible and sustainable tourism in Hawaii.

On behalf of the School we wish to send our sincere congratulations to Rex Johnson, 2005 recipient of the Sales and Marketing Executives International (SMEI) Salesperson of the Year award. Rex gave a very thoughtful presentation at the celebration and focused on the need for re-

sponsible and sustainable forms of tourism in the state.

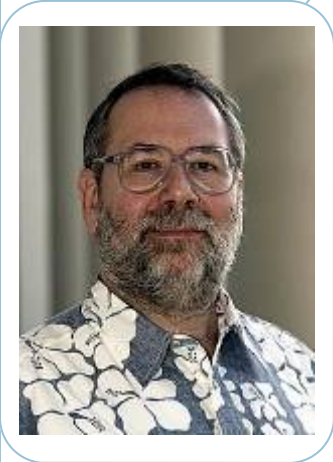
In this newsletter we report on two lectures given by Dr. Richard Levy from the University of Calgary. He presented interesting opportunities for using computer visualization in telling the story of the host community as well as in destination planning and management. We see this as part of our effort to bring new ideas and concepts to the debate on sustainable and responsible tourism.

We are presently searching for new faculty members for our hospitality areas and will be conducting interviews in the following weeks.

Finally, we are very enthused about Mr. Ed Fuller from Marriott International accepting our invitation to provide a presentation to the School as well as the visitor industry on March 28.

Warmest Aloha,

Walter Jamieson



TIM Professor Attends Symposium in D.C. and Conference in India

Pauline Sheldon represented the School at a Cross-Talk symposium sponsored by the Travel Industry Association of America, the Journal of Travel Research and George Washington University on March 12 and 13 to discuss critical issues for tourism management and research. The symposium was held at George Washington University, Washington DC. Ten top industry leaders and ten leading academics in tourism were invited to this event to identify ways in which the industry can move forward. Overall topic areas

for discussion included: environmental stewardship and corporate social responsibility, technology and e-commerce, marketing and branding, government planning and taxation, and the management of change.

Pauline also attended an international conference on "Human Values and Ethics in a Global Scenario" in Bangalore, India, February 16-20. The conference, sponsored by the International Association for Human Values, profiled government,

corporate, religious and civil society leaders from over 30 countries, each examining from his/her perspective and culture the importance of integrating ethics and human values into all aspects of life – particularly corporate and government life. A poignant discussion of encouraging "life-centered organizations" rather than "property-centered organizations" had particular relevance to the field of tourism and hospitality.



Save the Date

Oct. 23, 2006

TIM Night

presents:

A Legacy in Tourism

Honoring the

University of Hawaii

School of Travel

Industry Management

on its

40th Anniversary

TIM Alumni Promotion



David Mayer, TIM Master's graduate has been promoted to Guest Service Manager at the Sheraton Maui Hotel after recently completing the Starwood Management Training Program. Prior to his se-

lection as Management Trainee, David was Marketing Coordinator for Starwood Hawaii's Regional Group Sales. Congratulations, David!



David Mayer

Netlinks – Mentorship Event in April

This year's Netlinks will be held on Wednesday, April 26, 2006 from 5:30 – 7:00 p.m. at the Radisson Prince Kuhio, Ewa Ballroom following the TIMI general membership meeting.

Each year, the TIM alumni association sponsors a formal mentorship event that pairs TIM students with industry partners. These partners serve as an additional resource to the students throughout the year.

If you would like more information about this event please contact Kawehi Sellers, Internship & Career Placement Coordinator at the TIM School at (808) 956-4899 or at kawehi@hawaii.edu.

Tourism Futures Workshop September 14

While the exceptional economic performances of the Hawaii tourism industry in 2005, as well as the favorable prognosis for 2006, have provided much needed recovery from the detrimental effects of 9/11, SARS, and other events in the recent past, there can be no better time to plan for continued success. Hawaii faces a series of challenges, including a rapidly changing global tourism situation, how to

determine appropriate levels of tourism and how to plan for future workforce needs.

While we cannot predict the future, we can and should inform our decisions with state-of-the art expertise and awareness of key issues and developments. We need to be able to identify, respond to and – ultimately – generate trends, and make wise decisions which will allow the State to keep a course set

on most preferred visions of a successful and sustainable future. As part of its leadership role in the State the TIM School is organizing "The Future of Tourism in Hawaii – Smart Choices Towards Preferred Futures" to be held on Thursday, September 14, 2006. Further details of this event will be announced in upcoming newsletters. Please mark your calendars for this important event.

CHE Certification Workshop in May

Kapiolani Community College will host the Certified Hospitality Educator (CHE) workshop conducted by the American Hotel & Lodging Educational Institute on May 15 – 17, 2006, at KCC. The CHE workshop is for educators currently employed full-time or part-time in a post-secondary institution and have at least 5 years of full-time work experience in the hospitality industry, or are

currently employed full-time in a post-secondary institution, have at least a baccalaureate degree, and 2 years of full-time work experience in the hospitality industry.

The CHE program features an exclusive, three-day professional development workshop that leads to professional certification. The workshop offers intensive, interactive learning exer-

cises, the latest global principles and skills that provide the best educational experience for hospitality students. Applicants may call the Educational Institute at (888) 575-8726 or email tperea@ahla.com by April 4, 2006. For more details you may contact the Educational Institute or visit www.tim.hawaii.edu.

TIM Alumni Association General Membership Meeting

TIM International, Inc., invites all TIM alumni to attend its annual general membership meeting

**Wednesday
April 26, 2006
3:30 – 5:30 p.m.**

**Radisson Prince Kuhio
Ewa Ballroom**

Please contact Kristi at
(808) 956-4885
or kbates@hawaii.edu

