

2007 Bill Lane Lecture – Focuses on Protecting Indigenous Cultures

The TIM School is pleased to present its 2007 Bill Lane, Jr. Lecture on Sustainable Tourism in the presentation "Protecting Indigenous Cultures within a Tourism Environment" by Richard Engelhardt, to be held on Tuesday, February 27, 2007 at George Hall.

Richard A Engelhardt is the UNESCO Regional Advisor for Culture in Asia and the Pacific, based in Bangkok, where he heads UNESCO's culture sector programmes for the Asia-Pacific region. He was educated in history, archaeology and anthropology of the Asia-Pacific region at Yale and Harvard universities. Following his graduation, he joined the United Nations where, for the past 25 years, he has directed heritage conservation and culture development projects throughout Asia and the Indo-Pacific region. In this capacity, Mr. Engelhardt has pio-

neered many regional initiatives in the field of culture and heritage including: the UNESCO Asia-Pacific Heritage Conservation Awards, the UNESCO Seal of Excellence for Handicraft Projects, the Asia-Pacific Performing Arts Network, and the UNESCO-ICCROM Asian Academy for Heritage Management.

As Head of the UNESCO Office in Cambodia, Mr. Engelhardt launched and directed the international safeguarding campaign for Angkor during the 1990s. In recognition of his services in the preservation of the Angkor monuments, H.M. King Norodom Sihanouk awarded Mr. Engelhardt the prestigious title of *Commandeur de l'Ordre Royal du Cambodge*.

In addition to his Cambodian knighthood, Mr. Engelhardt has been decorated by the governments of



China, the Philippines and Vietnam for his services to the conservation of cultural heritage. He has also been honoured by the Global Heritage Fund with a Lifetime Achievement Award for contributions to the conservation of Asia's heritage.

Reservations for the February 27th lecture and reception will be taken on a first-come, first-served basis. Seating will be limited. No admission fee. Please call 956-8947 or visit our website at www.tim.hawaii.edu.

Upcoming events:

February 27
Lane Lecture in Sustainable Tourism

April 10
TIMI General Membership Meeting/Netlinks

Inside this issue:

Dean's Message	2
Dean Appointment	2
Lacro Appointed Assistant	3
New Faculty and Staff	3
Graduate Conference for	3
TIM Staff Earn CHE Certifica-	4
Shanghai Group Visits	4
TIM/GWU Agreement	4
Alumni Update	5
TIMI President releases CD	5
Inconvenient Truth Show-	5
Employment Opportunities	6
EDIT Program	6

TIM Professors awarded Shidler College of Business Center for International Business Education and Research (CIBER) Grants

TIM professors Sun-Young Park and Juanita Liu, along with Director Failautusi Avegalio of the Pacific Business Center Program, will examine the "Potential for International Cruise Business in the American-affiliated Pacific Islands."

The study will establish a database on cruise business in that region, as well as identify the potential and challenges for sustainable

cruise development in the region. Any student interested in being a research assistant on this project should contact Dr. Park at parksy@hawaii.edu.

TIM professors Juanita Liu and Harold Richins will also be working with Environmental Center Director John Cusick, along with professors Linda Cox (Natural Resources and Environmental Management)

and Shirley Daniels (CBA) on "Ecotourism Research Collaboration between UHM Faculty and Hawaii Ecotourism Association Members."

The study will compile existing ecotourism studies in Hawaii and collect data on ecotourism activities and participation in order to establish a baseline for further research.



Dean's Message



Aloha

Our new faculty members are settling into their positions here at the TIM School. We are very happy to announce that Frank Haas, Vice President for Marketing from the Hawaii Tourism Authority will be joining

us in March. For those of you outside Hawaii Frank is a senior and well respected member of the travel and tourism community in Hawaii and it will indeed be a pleasure to have Frank with us. More on this appointment later in the newsletter. We are in the process of advertising for our final vacant position in this round of hiring. It is indeed a privilege to have so many new colleagues with new ideas and research and consultancy agendas.

I very much welcome the appointment by President David McClain of Erika Lacro as our Assistant Dean. She is indeed a very valuable colleague who provides incredible support and leadership to the School. I also wish to congratulate Erika and Kawehi Sellers for completing the certification as Certified Hospitality Educators by the American Hotel and Lodging Educational Institute. Both completed the required training and

demonstration of their communication and teaching abilities while holding full-time positions and working on advanced degrees. We are very proud of them!

Kristi Bates who has been our Special Projects Coordinator is leaving us to join the College of Engineering as their development officer. This is indeed an important opportunity for Kristi and we wish her every success. She has served the school with dedication and hard work and she will very much be missed.

Students continued to be very active. The Club Managers Association of America's (CMAA) student chapter at the school is busy raising funds in order to help provide support for their upcoming attendance at the CMAA's World Conference on Club Management in Anaheim, California. The Travel Industry Management Student Association (TIMSA) will be holding an event later in the month on dressing for success. This is a completely student-led initiative where the students are developing their professional skills. We are very proud of our students and the feedback we get from the industry is excellent. Participation in school-related activities is seen as an important part of building

those management skills.

We are in the process of reorganizing our external relations and community partnership activities. With this reorganization we will be in a better position to respond to the various needs of our stakeholders. As part of the reorganization Ramsay Taum has been appointed as Director of External Relations and Community Partnerships. With this expanded portfolio Ramsay will be ever more occupied in ensuring more effective relationships between our various stakeholders.

Work is progressing well on our workforce development strategy for the Hawaii Tourism Authority and shortly we will be holding a round of public meetings to discuss our initial recommendations. This ever-growing issue will require comprehensive collaboration between all of the major stakeholders and we look forward to a full and robust discussion with all of you.

Working with various University authorities we are in the process of finalizing the arrangements for the legal entity in Singapore.

With warm regards

Walter Jamieson

Walter Jamieson Appointed Chair of PATA Committee

Pacific Asia Travel Association (PATA) Chairman Elect, Brian Deeson, and Peter de Jong, PATA President and CEO, have invited Walter Jamieson to assume the position of Chair of the newly

formed PATA Human Resource Advisory Committee for 2007/2008.

Walter looks forward to this challenge in helping to deal with one of the crucial chal-

lenges in the travel industry in the Asia-Pacific region. He looks forward to working with his colleagues in the successful launch and sustainability of the new committee.

Erika Lacro Appointed as Assistant Dean



The School indeed is very pleased to announce that Erika Lacro has been appointed as Assistant Dean by President David McClain. She has been Interim Assistant Dean for 3 years.

Erika brings significant energy, expertise and dedication to her work. She is heavily involved in a number of the activities within the school and has taken on an important leadership role within the larger University. Erika has worked closely with the Associate Vice-Chancellor for Undergraduate Education on the implementation of several important initiatives to improve the student experience on the Manoa campus. Erika is in her second year of chairing the Manoa Council of Academic Advisors and sits on other various committees within the System.

For those of our readers who do not know Erika, she has been with the TIM School since 2002 when she joined the program as the Director of Internship and Career Development. Erika earned both her bachelor and master degrees from the TIM School and has spent over 10 years working in the travel industry.

We all look forward to working with Erika as our school continues on its ambitious growth. We wish her good luck in her continued leadership of the School.

TIM Welcomes New Faculty and Staff



Frank Haas, currently Vice President for Tourism Marketing for the Hawai'i Tourism Authority (HTA) will be joining the TIM School faculty as a senior instructor in March 2007. Frank's responsibilities at HTA include oversight of marketing contracts for leisure marketing, sports, and the Hawai'i Convention Center. Frank has enjoyed a varied marketing career including work in advertising agencies, technology marketing, tourism, and food service. He is a past national chairman of the 40,000-member American Marketing Association.

Frank brings to the TIM School invaluable industry experience as well as leading-edge experience with destination marketing and branding.



Jennifer Weinman has joined the TIM School as a Junior Specialist. In this position, she will support research initiatives focusing on areas of heritage site management, pro-poor tourism and growth, a knowledge portal and other support projects.

Jenny received her undergraduate degree in Russian and Russian Studies from Dickinson College, Pennsylvania and her graduate degree in International Peace Studies from Trinity College, Dublin, Ireland.

TIM Faculty presents at 2007 Graduate Conference in Texas

Ivan Wen, Assistant Professor at the TIM School, made two presentations at the 12th Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism held in Houston, Texas on Jan. 4 – 8, 2007.

His first presentation co-authored with Ming Lun Lee and Christine Bergamen was titled, "A conceptual model of factors affecting adoption of organic food in the restaurant industry." The second presentation co-

authored by Pearl Brewer and Billy Bai was titled "A comprehensive structural model of factors affecting online consumer travel purchasing."

The aim of the conference was to provide a forum for graduate program administrators, graduate faculty members, and graduate and undergraduate students with an opportunity to explore contemporary and future educational and research issues in hospitality/tourism graduate programs and to exchange ideas and in-

formation on "state-of-the-art" graduate student research in hospitality and tourism.

Hosted by the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston and the School of Hotel & Tourism Management at Hong Kong Polytechnic University the conference was held at the Hilton University of Houston Hotel and Conference Center.

TIM Staff Earn CHE certification



Kawehi Sellers, Erika Lacro

Erika Lacro, Assistant Dean and Kawehi Sellers, TIM's Internship & Career Placement Coordinator, successfully completed the award-winning Certified Hospitality Educator (CHE) program to earn a five-year certification.

The CHE program is the only professional development opportunity designed for hospitality educators around the world, and includes three days of

training by a certified trainer with the American Hotel & Lodging Educational Institute. In the program, participants learn to strengthen students' critical thinking and motivation to learn, share ideas with peers and receive recognition for teaching abilities from students, colleagues and the industry.

Congratulations Erika and Kawehi!

Shanghai Municipal Tourism Administration Commission Group at TIM School



Twenty-four government administrators and hoteliers from

the Shanghai, Republic of China, headed by the Shanghai Municipal Tourism Administration Commission, attended a four-day training program at the School of Travel Industry Management this past January. The delegation was made up of chief executives, directors and general managers of their respective departments and hotels.

Director Wang Hong Ping of the Department of Education and Training was in charge of orga-

nizing the program through the State of Hawaii Department of Business, Economic Development and Tourism's Beijing Office. This was the administrations' second year of coordinating training for the Chinese managers. While here the group attended destination management courses and took part in planned activities including site visits to the Hawaii Convention Center and the Hyatt Regency Waikiki. TIM Faculty plan to visit Shanghai this summer as part of expanding the program.

TIM and GWU Sign Agreement for Cooperation

The TIM School and the Department of Tourism Management of The George Washington University recently signed an agreement to cooperate in regards to international programs.

This agreement permits the exchanges of scholars, students, and academic information and materials between the

Schools. The establishment of such exchanges will enhance the instructional and research activities at both universities and increase mutual understanding between scholars and students.



Don Hawkins, Erika Lacro, Neal Sma-tresk, Edward Shultz, Walter Jamieson

Alumni Update



Heather Yap ('06) has joined the Sheraton Maui as management trainee. She reports directly to hotel manager Tets

Yamazaki. Her work experience includes front desk associate at the Honolulu Club, cashier and sales clerk at Hawaiian Island Creations and student clerk help at Maui Community College. Heather was also very instrumental in coordinating the TIM School's 2006 Netlinks event. Heather joins fellow

TIM graduates Brandon Kaya, Mandi Taoka and Kelvin Kwon. Congratulations, Heather!



Sheraton Maui Resort

TIM Alumni Association President Releases First CD

Paul Yokota ('79), TIM Alumni Association President and General Manager of the Hawaii Prince Hotel Waikiki and Golf Club recently fulfilled a life ambition by releasing his first CD entitled *Full Moon Eyes*, a collection of mostly original compositions.

Not many people know that Paul financed his college tuition by playing gigs with various dance bands at weddings and banquets in Waikiki hotels. Familiarity with the backrooms of hotels and coaxing from longtime friend and fellow TIM alumni Dean Nakasone, General Manager of the

OHANA Waikiki Beachcomber Hotel, led to Paul's entering the TIM School.

Mixing school and work was not always easy as Paul recalls, "For a while we also played at Duke Kahanamoku's at the International Marketplace six nights a week. We'd get done at 4 am, we'd rehearse until 6 am then I'd grab an hour of sleep and run over to my TIM classes. Professor Cox's class was tough after nights like those. In the summer we'd tour the neighbor islands so I got to play and stay at hotels in Kauai and Kona."

Paul's CD is currently available online through CDBaby.com. Congratulations, Paul!



TIM Explores "An Inconvenient Truth" and Its Implications for Hawaii Tourism

TIM students, faculty and guests recently gathered to view and discuss the movie "An Inconvenient Truth" – Al Gore's movie on the environment and climate change. After the viewing, Pauline Sheldon stimulated a lively debate covering the issues below:

1. What can the industry do to reduce its major contribution to global warming?. Some data on the contribution of the airline sector were shared by graduate student Kimberly Lottig who is writing her master's thesis on a related topic.

2. Strategies for improvement including the development of alternative fuel sources were discussed. Richard Branson's contribution of profits from Virgin Atlantic to this endeavor, the carbon coupon approach were discussed.

3. Why is the US so far behind Europe and the rest of the world in waking up to global warming and taking action to prevent it?

4. How will the travel industry be affected? How will travel change in terms of type of travel, the develop-

ment of different travel experiences, and the emergence of different destinations?

5. The question of: "Is it 'moral' to fly" was addressed in the context of ethics in the travel industry and global warming.

6. There was much debate on Hawaii's special vulnerability to the many effects of global warming, including sea-level rise, increased cost of fuel, and reduced long haul air travel in general.

Employment Opportunities

Starwood Hawaii is currently listing all available positions for Sheraton, Westin, Luxury Collection and Hotels at

www.starwoodhawaiijobs.com. You may submit an application and your resume online. Or call (877) 314-1048.

STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.

Crowne Plaza Shanghai is accepting applications for Sales Management Trainee or Sales Manager and Front Of-

fice Trainee. Both positions require fluency in Japanese and include salary plus full live-in benefits in the hotel.

For more information about the position requirements please contact Eugene Ong, General Manager of the Crowne Plaza Shanghai and TIM alumni, by phone at 0086 21 6145 8888 or email eugene.ong@ichotelsgroup.com or you may visit www.shanghai.crowneplaza.com.

The Crowne Plaza Shanghai is a 500-room hotel under IHG (InterContinental Hotels Group) located in the dynamic city of Shanghai. IHG will have 125 hotels in China by next year, offering exciting career opportunities to the right candidate.



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2007 Executive Development Institute for Tourism Program NOW ACCEPTING APPLICATIONS



2006 EDIT Participants

at the University of Hawaii Manoa Campus in Honolulu.

Participants of EDIT acquire in-depth knowledge drawn from both the macro and micro concepts of three key learning areas; tourism policy making and planning, public and private sector product development and tourism marketing and promotion.

Applications are available on-line at www.tim.hawaii.edu or by contacting TIM's Office of Professional Programs directly by email at rsoma@hawaii.edu. Members of PATA International can apply for partial scholarships by contacting PATA directly at EDIT@PATA.org. Space is limited to twenty-four participants, no more than two participants per country to offer a truly international diverse learning experience for attendees.

Applications are now being accepted being offered at the School of Travel Industry Management from July 9 – 27 Institute for Tourism (EDIT) program

Applicants representing organizations from all tourism sectors are considered in the application process. The deadline to apply is March 15, 2007.