



# Happy New Year!

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University of Hawai'i School of Travel Industry Management

## Dean's Message

Aloha,

On behalf of the faculty members, staff and students of the School of Travel Industry Management I wish you a healthy, happy and sustainable new year. We enter 2007 with a great deal of optimism given the new faculty positions that we have been provided as well as the challenges that face us as we attempt to meet the diverse needs of the community in Hawai'i and our many partners in the Asia-Pacific region.

The additions to our faculty team announced in previous newsletters and new people

that have recently joined us provide the School with the opportunity of continuing to provide leadership in travel industry issues.

We face a busy year as we continue with the authorization to plan the development of our proposed Ph.D. program and expand our Master's program to provide a specific hospitality related focus and establish our program in Singapore.

Our industry is faced with a wide range of opportunities and the School is very much aware of its responsibility to meet a diverse set of work-force, research, consultancy

and professional development initiatives.

We look forward to working with all of you in 2007 to ensure a successful and responsible industry both in Hawaii as well as the Asia-Pacific region.



### Upcoming events:

**February 27**

Lane Lecture in Sustainable Tourism

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## TIM School to Launch TIM-Asian-Academy Listserv

Walter Jamieson has announced with great pleasure that the TIM School is now in a position to host the Asian Academy for Heritage Management *electronic listserv*. This listserv, entitled TIM-Asian-Academy, is designed to facilitate interaction between members on a range of issues related to tourism, heritage management and sustainable development. Its official launch is planned for mid-January 2007.

The Asian Academy for Heritage Management is a network of institutions throughout Asia and the Pacific offering professional training in the field of heritage management under the guidance of the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the International Centre for the

Study of the Preservation and Restoration of Cultural Property (ICCROM). The TIM School is excited for the new networks that will emerge in connecting other schools and organizations through this electronic service.

In 1988, the Tourism Research Information Network (TRINET) was founded as a similar electronic bulletin board connecting the international tourism research and education community. Its purpose has continued to be an exchange of information relevant to tourism research, and serves as a place for open debate on issues related to tourism research

and education. As the long-time host of the TRINET listserv, the TIM School is well aware of the important benefits of having a user friendly way of exchanging information and for gathering data on various issues. The new TIM-Asian-Academy listserv is just one of many steps forward in 2007, for greater communication between the Asia-Pacific realm and the TIM School.

Questions and requests for more information regarding the new TIM-Asian-Academy listserv can be directed to Jenny Weinman at [weinman@hawaii.edu](mailto:weinman@hawaii.edu).



## TIM Completes Tourism Education Project in Vietnam



*Pauline Sheldon with students from Hue University College of Economics*

“This is some of the most rewarding teaching that I have done in many years.”

### Background

In 2003 the TIM School and Hue University College of Economics entered into an agreement to enhance tourism education in Vietnam. The project funded by the Ford Foundation has been very successfully completed; and, on behalf of the TIM School, sincere thanks to the Foundation.

This success is due to the work of several people. Pauline Sheldon who when she was Interim Dean signed the agreement on behalf of the School, and George Ikeda who played an important role in coordinating the initial activities. Several people (Fred Collison, Dan Spears, George Ikeda, Walter Jamieson, and Jerry Agrusa from Hawaii Pacific University) traveled to Hue to conduct curriculum design workshops as well as made presentations at the International Conference on Festivals, Tourism and Events in 2004. It is important to note that all of this

time was contributed by the participants. In addition, faculty and staff at Hue University College of Economics were most cooperative in helping to facilitate the various visits.

As part of the agreement six full week courses were offered:

- Tourism Planning and Development (July 5 - 9). Walter Jamieson with Pawinee Sunalai, the School's Project and Training Coordinator for Southeast Asia.
- Hotel and Resort Management and Development (July 19-23). Walter Jamieson.
- Restaurant Management (October 30 - Nov 3). Ed Wary, TIM School lecturer; TIM School alumnus and owner of Auntie Pasto's and Dixie Grill.
- Business Strategies (Dec 4 - 8). Willi Zimmerman, Professor, Asian Institute of Technology in Bangkok, a frequent participant in TIM School events in Asia and

considerable experience in Vietnam.

- Tour Operation and Management (December 11 - 15). David Evans, TIM School alumnus and Associate Professor of Hospitality and Tourism, Kapiolani Community College.
- Information Technology and Tourism (December 18-22). Pauline Sheldon, Professor, School of Travel Industry Management.

### The Students

All of the instructors found the students to be keen, enthusiastic and a pleasure to work with. Pauline Sheldon comments: “I was fortunate to be involved at the beginning of the agreement, and also at the end. The experience from beginning to end made me feel very glad that we entered into this agreement. The faculty and students in Hue were deeply grateful for our contribution to their school, and each of the TIM School faculty seemed to gain much from the experience also. The faculty and students in Hue welcomed us all warmly - intuitively knowing the essence of hospitality. The students were the most enthusiastic, hard-working, creative, happy and helpful group of students I think I have ever experienced. I gave the students the task of creating websites for Hue Tourism. Some knew how to design websites, others didn't, but they all worked together - hard into the night - and created some of the most professional websites I have ever seen. Outstanding!”

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## Vietnam Project (continued)

Ed Wary was very impressed with the students' ability to develop a business plan for a restaurant and went above and beyond the call of duty in preparing their plans.

Dave Evans has commented "As an instructor in the classroom we are greeted politely and warmly each morning with a cheery "good morning teacher" from the chorus of students. As the class time nears, without asking, someone steps forward to assemble the computer and projector for the day's lesson and a cup of coffee appears on the front desk. All of the students demonstrate a keen interest in their learning and clearly take learning seriously, but the overwhelming impression is the exuberance and spirit they share so willing with us the teachers and with each other as classmates. While working hard on their projects and lessons they are fun, funny and affectionate. I am impressed with how much they support each other and while they have been a cohort for several years, I can sense no animosity between any of them. Most memorable however, was the chance I had to meet and get to know twenty three gentle, generous souls that took me and my wife into their hearts and made us feel at home in Hue."

Walter Jamieson traveled to Hue on four different occasions. He commented "This is some of the most rewarding teaching that I have done in many years. The students were incredibly motivated. Even after I left I continue to work with the students. I went back to visit them in December

and am confident that they will be making a most useful contribution to travel and tourism in Vietnam. What

Development Institute in Tourism. She made a useful contribution to the discussions and assures us that she



Front row - Dave and Renee Evans, Delphine and Walter Jamieson with Hue students and staff

an incredible experience! In a short period of time I was able to establish a close relationship with many of the students and wish them the best of luck as they complete their internships. I have assured the students that I will do everything possible to be present for their graduation in September 2007. I only wish that we had the resources to bring some of them to Hawaii to share their enthusiasm and for them to experience our incredible tourism laboratory in Hawaii."

very much benefited from the experience. Walter Jamieson is working with Le Thi Diem Trinh (Trinh) in helping to identify scholarship opportunities to allow her to complete her Master's studies. He is also working with Thanh Thuy Nguyen Thi (Thuy) to allow her to spend a semester at the TIM School to develop a simulation model that she has begun to develop and to participate in the teaching and research activities of the school.

### The Future

Given the successful delivery of the six courses we did not see this as the end of our relationship but rather a beginning. We look forward to the visit of the University Rector to Hawaii. Pauline Sheldon has summed it up very well "We made a significant impact on tourism education in Hue, and some good friends as well. I think we can be proud of our contribution, and look forward to continuing the relationship in the future."

### The Hue Teaching Staff

The teaching staff attended and participated in the courses. They were extremely valuable in helping to facilitate discussions and in providing local knowledge. Mahalo to all of our new colleagues in Hue. Each of the course presenters spent time with the lecturers and are helping them to move ahead in their academic careers. Nguyen Thi Ngoc Cam (Cam) one of the teachers had the opportunity of participating in the 2006 Executive



Students sharing their thoughts and experiences

## TIM Alumni Host Reception for Fall 2006 Graduates



(L to R) Ja-Geong Yu, Denise Ho, Jinsun Kim, Venus Bravo, Peggy Lee, Aya Ofuji, Clara Tang

TIM International, the TIM School alumni association, hosted a ceremony and reception for the Fall 2006 TIM School graduates on Friday, December 15. Nearly 160 attendees made up of family, friends, alumni, faculty and staff celebrated the momentous occasion that featured a special photo presentation acknowledging each graduate.

Paul Yokota, TIM International President and Hawaii Prince

is today. Paul encouraged the graduates to continue their relationship with the TIM School by becoming a member of the TIM alumni, stressing the importance of giving back to benefit students who will become the future leaders.

Louise Lafitaga,

Hotel General spoke on behalf of her TIM Manager peers about her memories and experiences at the TIM School. new graduates Kawehi Sellers, TIM Internship & Career Placement Coordinator, entertained the audience with stories and photos of each graduate. At the reception that followed, guests enjoyed a pupu buffet and mingled with fellow graduates and other TIM alumni in the Sunset Reference Center. He Mahalo to members of Eta Sigma Delta and other student volunteers for their help. A warm congratulations to the Fall 2006 graduates on your achievement to where he



Stacie Inouye, Elise Rosenbush, Brianne Murakami

## TIM Graduate Receives Highest Honor



Clara Tang ('06) has been awarded Highest Honors by the University of Hawaii at Manoa's Honors Council. A strictly academic award, the highest honor award is the top designation of four (no honors, honors, high honors, highest honors) and is based

primarily on the student's thesis, grade point average and faculty and peer assessments. This award is given to the top honors students which represents the top 1 or 2 % of the undergraduate students. Clara's senior thesis, "Changing Airline Landscapes: Low-cost airlines in North America, Western Europe, and Southeast Asia" was a comparative analysis of three low-cost airline

models. As a TIM student Clara was President of the Pacific Asia Travel Association (PATA) Hawaii Satellite Chapter, a member of Eta Sigma Delta and the Golden Key Honour Society. She is now a corporate trainee in revenue management for Starwood Hotels & Resorts. The Honors Council is made up of faculty from various disciplines across the Manoa campus. Congratulations, Clara!

# Alumni Update



Kelvin Kwon ('05) has joined the Sheraton Maui as property operations manager. Most recently Kelvin worked as housekeeping manager for Sheraton Moana Surfrider and as guest service agent at Sheraton Princess Kaiulani. Kelvin started his career at Starwood as a housekeeping intern at the Moana Surfrider. Congratulations, Kelvin!

Anna Lau ('05) was recently hired as director of style at the W Honolulu Diamond Head hotel in Waikiki. In this position she will oversee the

housekeeping staff at the 51-room boutique hotel. She previously worked as housekeeping supervisor at the Kahala Hotel. Congratulations, Anna!



## TIM Plans Expansion of Graduate Program

As part of the new responsibilities Harold Richins has taken on as the new Graduate Chair within the TIM School, the Graduate Committee will be involved in some exciting initiatives. These include the development of a proposal for a new PhD within the TIM School which will focus on the research and educational strengths of the

School. In conjunction with this process the current Master of Science in Travel Industry Management will be enhanced with the creation of key areas of focus which students may choose and which are relevant to industry and educational interests. As part of this process the new Singapore educational initiative will be a strong

consideration for development of effective educational delivery modes. There is also the option of specialized TIM graduate certificates being considered. This process is expected to be concluded with proposals going forward for new and enhanced programs in September of this year.

## TIM Welcomes New Faculty

The School has been fortunate in attracting bright, leading academics and professionals to join our teaching and research staff. This month we introduce two new people who joined us in January and wish them luck as they contribute to the TIM School.

**Jack DeJong** joins the TIM School from the University of Hawai'i at Mānoa's Shidler College of Business, where he expects to receive his Ph.D. in International Management with an Asian Finance Specialization by May 2007.



Jack is an experienced teacher, successful entrepreneur, avid investor, and committed volunteer with various non-profit organizations. After receiving his MBA from the University of Chicago, he was an instructor for two years at his alma mater, Calvin College, in Grand Rapids, Michi-

gan where he taught Management and Organization, Financial Principles, and Management Science. Jack has taught Investments and Business Finance at the University of Hawai'i at Mānoa's Shidler College of Business for the last three and a half years.

Previously, Jack spent 10 years as general manager of Van's Furniture, Inc., where he managed finances, operations, and personnel, and 18 years as owner of De Jong Enterprises, Inc., where he provides investment and consulting services. Jack uses investment strategies based on momentum and enjoys actively trading stocks and ETFs; he expects to receive his CFA Charter shortly. His volunteer positions included chairperson of the Administrative Board of a church, leader and treasurer for Reformed Marriage Encounter, school board member, director of high school youth groups, and licensed foster parent. Jack also enjoys woodworking projects and traveling.

**Yuka Inui** is an Ed.D. candidate of the University of Northern Iowa. Courses she has taught, co-taught, or in which she assisted include research methods; eco, adventure, and sports tourism; tourism and leisure services promotion; principles of tourism; and sustainable tourism. She has also worked as a research assistant for the Sustainable Tourism and Environment Program (STEP). Her previous and current research topics include strategic analyses; hotel marketing; tourism pedagogy; social carrying capacity studies; tourism impact studies; environmental scanning; and studies on market segments.



Yuka holds a B.B.M. (Business Management) from Hakuoh, University in Japan, and an M.S. from the TIM School. She has worked in the travel and tourism industry as well as in the service industry as manager, trainer, instructor, researcher, and frontline staff.

## East-West Center/East-West Center Association

### Hosts Hanoi Conference

Congratulations to the East-West Center and the East-West Center Association for the organization of a highly successful conference in Hanoi in December 2006. The theme of the conference was "Building an Asia Pacific Community for Sustainable Development".

Over 550 people participated from 36 countries as well as differing areas of academic and professional interest. The incredible power of the East-West Center alumni group was

most evident at this event. Walter Jamieson chaired a session on sustainable tourism and poverty reduction as well as presented a paper on "The Role of Responsible Tourism Development in Poverty Reduction in Asia". Vietnam offers excellent opportunities for the University and the TIM School in the areas of tourism, community development and poverty reduction.

During the conference President David McClain and Hanoi University

President Nguyen Xuan Vang officially launched the Inter-University Center, a joint project of the two universities. The new Inter-University Center will serve as a venue for workshops, conferences and seminars. Additionally, it will provide a location for advising prospective Vietnamese students and scholars wishing to study or conduct research at one of the University of Hawai'i's 10 campuses.

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## TIM Activities in India



Walter Jamieson presents at INTACH conference in India

Upon the invitation of the Indian National Trust for Art and Cultural Heritage (INTACH), Walter Jamieson and Sanjay Nadkarni, TIM School Research Associate, presented a paper entitled 'Visitor Management for Heritage Conservation: Managing Tourism and Conservation' at the INTACH Seminar on Heritage Management held in New Delhi on 15-16 December 2006. Possible areas of col-

laboration between TIM and INTACH were identified, which included developing visitor management programs at heritage sites, case studies on on-going rural heritage interventions, a toolkit for visitor impact analysis and monitoring of poverty reduction in economically disadvantaged geographies with heritage assets. Sanjay will be responsible for providing leadership in this area.

While in New Delhi, Walter Jamieson and Sanjay Nadkarni held a wide-range of discussions with senior officials in the Indian Ministry of Tourism, the India Tourism Development Corporation, the Indian Institute of Travel and Tourism Management and

the National Council for Hotel Management and Catering Technology. The discussion centered on TIM's possible contribution to tourism and travel training and capacity building as well as participating in cooperative research to deal with the rapid growth of the country's tourism sector.

TIM signed a letter of understanding with the BIRD Group, one of India's premier private sector players in tourism. The focus of this collaboration is on leveraging the respective strengths in exploiting emerging opportunities in consultancy and professional development courses for the private sector. Meetings were also held with Durgadas Publications, who specialize in travel and tourism publications on the possibility of identifying training needs analysis and producing relevant content for the country's tourism and hospitality sector.

This activity is designed to establish the TIM School presence in India as the country continues to experience rapid growth in all aspects of its tourism industry.