

Travel Weekly & NCL Support the TIM School

On May 16, *Travel Weekly* magazine hosted the tenth annual *Travel Weekly Industry Forum* at the Ala Moana Hotel. As part of its commitment to Hawai'i, *Travel Weekly* consistently donates proceeds from the event to the School of Travel Industry Management. This year, Dean Walter Jamieson received a donation of \$7,500 from *Travel Weekly's* Vice President and Publisher Mr. Bob Sullivan. For the first time, *Travel Weekly's* contribution was matched by Mr. Andy Stuart, Senior Vice

President, Marketing Sales for Norwegian Cruise Lines, resulting in a \$15,000 gift to the School.

"We are extremely grateful for the continued donations that we receive from *Travel Weekly* through this Forum each year," said Dean Jamieson, "and this year we are doubly delighted to be the recipient of NCL's generosity as well." The donations support student scholarships at the School. Ms. Anne Smoke, a recent Master's graduate and a *Travel*

Weekly scholarship recipient spoke at the Forum's lunch program, recounting the value of the School's programs and her personal gratitude for *Travel Weekly's* support.

The *Travel Weekly* Forum brings travel wholesalers, online travel agencies, airline executives, and other mainland based travel professionals to Hawai'i each year to provide local industry executives with their perspectives on trends and issues affecting Hawai'i travel.

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External Relations and Community Partnerships

The TIM School's external relations and community partnerships Director Ramsay Taum has been quite busy over the past few months. He joined Honolulu Mayor Mufi Hannemann and a group of 30 Hawai'i tourism and trade specialists in New York City and Los Angeles to promote an estimated two billion facelift and improvement made in Waikiki. The Hawai'i Visitor and Convention Bureau (HVCB) sponsored receptions, hosted travel industry professionals representing wholesalers, national travel agencies, airlines, convention meetings and incentive planners, and travel media. Ramsay has also helped initiate an exciting partnership with Marriott Resorts and Hotels to address the workforce development and higher education needs of the Native Hawaiian community. He is also working with Marriott's regional and island leader-

ship teams to better understand, respect and integrate the host culture into the operations of its island properties.

To further improve outreach efforts, a successful training session was executed by Ramsay and

Peter Apo of the Native Hawaiian Hospitality Association (NaHHA) and member of the TIM School Hawaiian advisory council, for the Vice-President of Branding and Marketing and the Director of Brand Marketing of Celebrity Cruise Lines.



Representatives at the recent HVCB Reception in New York City. From L to R: Rob Solomon (Outrigger Enterprises Group), Michael Troy (Starwood Hotels), Jay Talwar (HVCB SR, VP Marketing), John Monohan (HVCB CEO/President), Chef Alan Wong, Mayor Mufi Hannemann, Les Enderton (Executive Director OVB), Ramsay Taum.



Dean's Message

We have just been through the commencement and graduation activities. Forty-eight undergraduate students and four master's students received their degrees. We are incredibly proud of them with many achieving high levels of academic success. Everyone is on to successful careers and we wish them the best of luck in the next part of their voyage.



We are very happy to announce another new addition to our faculty group. Ingrid Lin will be joining us in August and we include a short bio later in the newsletter.

Based on feedback from our various stakeholders we are actively involved in repositioning our Masters degree. We are also developing a detailed proposal for our Ph.D. In addition, staff and faculty are also involved in developing a new strategic plan that will have a significant focus on extension and support for the Hawai'i community. This will involve

working with a wide range of stakeholders.

At the annual Travel Weekly Leadership Forum, Frank Haas facilitated the think tank. Details of the think tank are included in this newsletter. Travel Weekly is an important supporter of the School and on a consistent basis has provided us with funding for scholarships. Again this year we were provided with a donation from Travel Weekly which was also matched by NCL. A sincere mahalo to both Travel Weekly and NCL for their support of the School and its scholarship program.

We continue to be actively involved in completing the arrangements for establishing our presence in Singapore. The legal entity is about to be formed and a program of activities has been formulated. We are very enthusiastic about our partnership with Temasek Polytechnic as well as many other stakeholders in Singapore. We are just starting a joint project with the Polytechnic for the Workforce Development Agency in de-

veloping a diploma in tourism. This will build on the project that we have with the Hawai'i Tourism Authority on developing the workforce development strategy for the state of Hawai'i.

The award of a significant contract by the Ministry of Tourism and Sports in Thailand is especially welcoming and is described later in the newsletter.

I was asked to participate in a United Nations World Tourism Organization workshop on the use of indicators in destination management in Lombok, Indonesia. This was a particularly useful exercise as we further develop our destination management area of study and research in the School. I also provided a presentation to the Singapore Institute of Planners on sustainable resort planning and management.

I trust that everyone will have a safe and enjoyable summer.

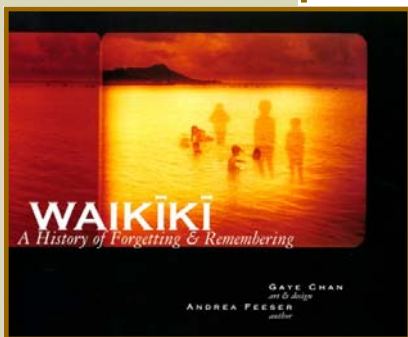
With warm regards,
Walter

Gaye Chan Lecture Held in Sunset Reference Center

The TIM School was delighted to host a lecture entitled, "Waikiki: A History of Forgetting and Remembering" given by Professor and Chair of the University of Hawai'i-Mānoa Department of Art and Art History Gaye Chan last month. She presented a history of Waikiki

through archival photographs; and, in particular, focused on the role of photography as a colonizing tool and its counter-hegemonic potential within the politics of forgetting and remembering. This lecture represented one of many plans of the TIM School to work for greater collaboration amongst fellow departments and schools on the university campus.

Professor Chan's work was presented as part of Downwind Productions (www.downwindproductions.com), which she co-founded in 1998. Waikiki: A History of Forgetting and Remembering, art and design by Gaye Chan and text by Andrea Feeser, is published by the University of Hawai'i Press.



Improved Research Access Planned for Fall Semester

The TIM School is developing an online knowledge reference center to make its tourism research more accessible to the university community and the public. In addition to offering access to academic publications and journals, visitors will also be able to access information on specific topics as well as other online resources. Requests for specific information will be delineated to graduate students

who will respond to requests with faculty guidance. This online knowledge center is one of many steps to accommodate the many changes in knowledge transfer and availability in the industry. The center hopes to launch this fall, and will be accessible through the School's main website. Further inquiries can be directed to Jenny Weinman of the TIM School at weinman@hawaii.edu/808.956.3617.



Global Summit on the Futures of Tourism Education

In response to the need to educate leaders to guide the future of the tourism industry in the midst of seismic changes, a group of five professors hosted a Global Summit on the Futures of Tourism Education. It took place April 18-20 at Modul University, Vienna Austria and was attended by 48 educators and industry

representatives from 13 countries.

The sponsoring universities and professors were Pauline Sheldon of the TIM School, Daniel Fesenmaier of Temple University, Chris Cooper of University of Queensland Australia, Karl Woeber of Modul University Austria and Magda Antonioli of Bocconi University Italy.

scenarios to discuss in the context of tourism and education. The debates were lively and provocative and generated two items - a set of values that participants felt should be the foundation for future educational programs, and a set of megatrends that tourism will most likely be affected by. Summit attendees left with a true appreciation of the need for more futures education in tourism and the commitment to change their curriculum to reflect this need.

Professor Jim Dator, futurist from the University of Hawai'i and Director of the Hawai'i Research Center for Futures Studies was the featured speaker. He gave the attendees five

different future scenarios to discuss in the context of tourism and education. The debates were lively and provocative and generated two items - a set of values that participants felt should be the foundation for future educational programs, and a set of megatrends that tourism will most likely be affected by. Summit attendees left with a true appreciation of the need for more futures education in tourism and the commitment to change their curriculum to reflect this need.

It was the consensus of the group that more work was needed to generate concrete recommendations to further the initial debate at the Summit. The initiative will continue with informal discussions on line at www.tourismeducationsummit.com and at meetings at the BEST Education Network Think Tank in Arizona and at the UNWTO Education Council meetings in June.



University Sponsors at the Future of Tourism Summit 2007

Destination Branding is on the Agenda in Singapore and Thailand

Senior Instructor Frank Haas will be in Singapore and Thailand in June to deliver public lectures on current issues in destination branding largely based upon the Hawai'i experience. "In our many meetings

with the industry in Asia, destination branding has been an area of intense interest," said Dean Jamieson. The Singapore lecture will take place on June 22 in the late afternoon at the Tourism Academy at

Sentosa. For more information please contact Maeve O'Brien of the Tourism Academy at maeve@tp.edu.sg.

TIM Graduates Participate in TTRA Annual Conference

Takayuki Katsura and Danielle Lee, graduates of the TIM Master of Science Program both presented at this year's TTRA Europe 2007 Annual Conference held at Nice Le Meridien Hotel.



Takayuki Katsura and Danielle Lee

Takayuki's presentation, co-authored by Dr. Pauline Sheldon of the TIM School, was focused on "Delphi Forecast for Mobile Technology in Tourism in Japan." His Delphi survey identified various possible uses of mobile technology in tourism applications, consisting of two functions: commercial application and those that are location and situation based. Danielle's presentation was entitled "Destination Management

System (DMSs) Examination & Evaluation of Three Best DMSs: Australia.com, Tiscover.com, and Greentourism.ca." She focused on identifying current best practices in DMS design by using national, regional, and local level DMSs.

Takayuki will serve as a lecturer of the General Education Center, University of the Ryukyus, Japan starting October 2007, while Danielle is currently working as a researcher at the Korean Culture and Tourism Institute in South Korea. The TIM School congratulates Takayuki, Danielle and Dr. Sheldon on a job well done!

Thailand and TIM to Work on Major Capacity Building Project

The TIM School Asian Center for Tourism Planning and Poverty Reduction is very pleased to announce that it has been awarded a seven million baht (US\$ 215,000) capacity building project by the Office of Tourism Development, Ministry of Tourism and Sports of Thailand. The project is designed to carry out a capacity building program on hospitality management for 11 local communities that are currently in the process of building their tourism potential. The pilot communities were selected based on the research carried out by the Thailand Research Fund Agency which identified that these communities have strong tourism potential.

The project aims to enhance knowledge of local communities in developing community-based tourism with special emphasis in the following key areas.

- Hospitality manage-

- ment at local destinations.
- Methods for achieving a balance between tourism development & cultural/natural conservation.
- Tools and approaches that communities can employ in developing a high-quality visitor experience.
- Approaches for achieving income distribution within the local community.

- Mechanism that can be employed in building up local tourism networks.

The project has a number of dimensions including an assessment of training needs in each community, design and delivery of a capacity building program, the creation of a tourism database and formulation of policy recommendations and practices for developing community-based tourism on a national level. The project builds on the Center's extensive training and planning activities including a recent initiative where center staff worked with provincial authorities on strategic planning and development for tourism.



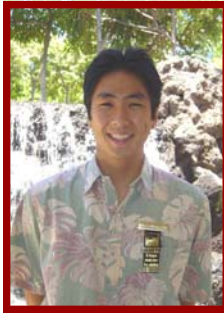
Dr. Suvit Yodmani (middle), the Minister of Tourism and Sports of Thailand met with TIM School Dean Walter Jamieson and TIM School Project and Training Coordinator for Southeast Asia Pawinee Sunalai to discuss future areas of collaboration in Thailand.

Alumni Promotions



Congratulations to TIM School graduate Ryan Laskey for his recent promotion to General Manager. Ryan will be relocating to California to work at the Sheraton Universal Hotel, after his most recent stint as Hotel Manager for Sheraton Waikīkī. Ryan has over 15 years of experience in the hospitality industry since beginning his career with Starwood in 1992.

Sheraton Maui has recently announced the promotion of Brandon Kaya to Outlet Manager – Kekaa Terrace. Brandon, a 2005 TIM graduate, was most recently Assistant F&B Manager, assisting the F&B team in



Maui has promoted Heather Yap to Guest Service Manager after her graduation from the Management Trainee program. Heather is a 2006 graduate.



the restaurants, bars and banquets. Brandon is a graduate of the Starwood Management Training Program and is a certified Property Service Culture Trainer. In addition, Sheraton Kenneth has shown that enthusiasm and passion, combined with dedication and hard work are still winning recipes in the tourism industry! The Lobby Lounge was recently voted best lobby lounge on Maui by the readers of Maui No Ka 'Oi magazine! Congratulations to all!



Kwok, class of 2005, to Lobby Lounge Manager at the Four Seasons Resort Maui. Shortly after graduation, Kenneth worked at the Pacific Grill and Ferraro's before taking on the Lobby Lounge as Assistant Manager in July 2006. Since taking over the Lobby Lounge Kenneth has shown that enthusiasm and passion, combined with dedication and hard work are still winning recipes in the tourism industry! The Lobby Lounge was recently voted best lobby lounge on Maui by the readers of Maui No Ka 'Oi magazine! Congratulations to all!

CMAA Students Finish School Year with Many Activities

The CMAA (Club Managers Association of America) Student Chapter had a busy end to the year. In February, the club attended the CMAA World Conference in Anaheim, California. Twelve students and Jason Horkin, club faculty advisor, attended the conference and participated in a variety of information sessions, as well as networked with club managers from across the country. Based on conversations at the convention, three students have received either summer internships or jobs at clubs both in Hawai'i and New York. The club attended a site visit at the

Mid-Pacific club, and even got to call bingo numbers at the Mid-Pacific's monthly bingo night. In addition, CMAA hosted an end-of-year event at the Waikīkī Yacht Club. This event was a combination thank you and good luck to all the graduating seniors, gearing up for next year for returning members, and a welcome to three new members. Since returning from the conference, CMAA has been getting ready for the next school year. Fundraising has been in full swing with a number of bento sales. CMAA has also

been recruiting new members, and continues to actively seek out any student who might be interested in joining. Next year will prove to be an exciting year for the club, culminating at the CMAA World Conference which will be held in Orlando, Florida. New members are always welcomed, and anyone interested is encouraged to email the club president, Jon Hite (jhite@hawaii.edu), or the faculty advisor (horkin@hawaii.edu) for more information.

TIM Welcomes New Faculty

The TIM School is pleased to welcome Ingrid Lin as Assistant Professor to our 'ohana. She comes to the TIM School with teaching experience at Hilton and Sheraton properties. Her teaching interests include hospitality marketing, service marketing, introduction to hospitality management, the mainland United States, and service management. Welcome Ingrid!



CMAA Members gear up for a social event at the national conference in Anaheim.

Grads Participate in Career Placement Activities

April is always an exciting time for our graduates. Between case studies, group projects and preparation for finals, some of our graduates even participate in grueling career placement activities. Over a dozen companies offered on-campus seminars and/or interviews for our graduates including:

- Four Seasons Hualalai
- Four Seasons Maui
- Grand Wailea
- Hilton Hawaiian Village
- Hyatt Corporation
- Kahala Hotel & Resort
- Marriott International
- Marriott's Ko Olina Beach Club
- Sheraton Keauhou
- Sheraton Maui
- Sheraton Moana Surfrider
- Sheraton Princess Kaiulani
- Sheraton Waikiki
- Starwood Vacation Ownership
- The Fairmont Orchid

- The Royal Hawaiian
- Westin Maui

In addition to the on-campus activities, companies including Hawaiian Airlines, Horizon Lines, HIS Hawai'i, The Fairmont Kea Lani and DFS Hawai'i showed great interest in our graduates.

Mahalo to these companies for their continued support of our graduates.

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TIM Alumni Host Reception for Spring and Summer 2007 Graduates



TIM International, the TIM School Alumni Association, hosted a ceremony and reception for the Spring and Summer 2007 graduates on May 11th. Nearly 175 attendees including family, friends, alumni, faculty and staff celebrated the momentous occasion with the graduates.

Paul Yokota, TIM International President and Hawai'i Prince Hotel General Manager, greeted the new graduates and their families, providing sound advice as an alumni and a parent of a TIM graduate. Dean Jamieson introduced Neal Smatresk, UH Mānoa Vice Chancellor for Academic Affairs, who will be leaving Mānoa this month for a post at the University of Nevada, Las Vegas.

Venus Bravo spoke on behalf of her TIM peers and presented the School with a "class" photo.

Kawehi Sellers, TIM Internship & Career Placement Coordinator, introduced each graduate, sharing special thoughts and accomplishments with the audience. A special photo presentation acknowledging each graduate ended the special ceremony.

At the reception that followed, guests enjoyed a pupu buffet and mingled with fellow graduates and other TIM alumni in the Sunset Reference Center. Mahalo to members of Eta Sigma Delta and other student volunteers for their help. A warm congratulations to the Spring and Summer graduates!



Paul Yokota, Dean Jamieson, Dr. Juanita Liu, Frank Hass, Vice Chancellor Neal Smatresk.



Venus Bravo (middle) presents Dean Jamieson and Assistant Dean Erika Lacro with commemorative class photo.