

# 2007 EDIT Highlights Strategic Planning and Changing Trends

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2007 EDIT Participants.

of their classmates, Noriman Rojulai of the Ministry of Tourism and Patricia Rajeriarison of Projet Poles Integres de Croissance, entertained guests as they summed up the experience.

Many thanks to the Pacific Asia Travel Association (PATA) for its support of the EDIT program. Gloria Keller Henderson, a long time supporter of PATA and the TIM School and currently the PATA Hawaii Chapter President, endowed a scholarship worth \$2,100.00 and awarded it to PATA recipient Vincent Tafileluw from Yap.

For information about the 2008 Executive Development Institute for Tourism program, contact Rachel Soma at 808.956.4902 or at [rsoma@hawaii.edu](mailto:rsoma@hawaii.edu).

Every summer the TIM School offers its Executive Development Institute of Tourism (EDIT) program to tourism professionals. Thirteen participants, representing eight destinations, attended this year's intensive tourism study program. EDIT students were given 120 hours of classroom instruction that included team assignments working on case studies for companies such as Euro Disney and Club Med, which offered them valuable insight to a strategic tourism perspective as it applies to the functions of planning, decision making, human resource management and marketing.

Cain, Principal Tourism Specialist, who provided extensive information regarding feasibility studies and funding procedures for tourism investment projects and the Tourism Futures course taught by Jake Dunagan of the Hawai'i Research Center for Futures Studies, who focused on new ideas and concepts in considering future tourism trends. In the area of technology and tourism, instructor Paul Lawler led participants in lively sessions of Geocaching to familiarize them with the use of the Global Positioning System (GPS) and its application to their work.

Instructors introduced new insights for participants regarding changing trends in international tourism. Highlights of 2007 EDIT included the course in International Tourism Investment led by Carolyn

A formal graduation reception and lunch was held on July 27, 2007 at the historical Sheraton Moana Surfrider. EDIT participants shared both their excitement about what they had learned and sadness over leaving new friends. Honorable Mayor Mufi Hannemann, served as keynote speaker at the dinner. Speaking on behalf



EDIT Participants in class with Dean Emeritus Chuck Y. Gee.



EDIT Participants with Mayor Mufi Hannemann.



## Dean's Message



Aloha

The school term has started with a group of new energetic and committed students joining us. I wish to welcome Ingrid Lin who joined us as an Assistant Professor in August. We are truly fortunate to have someone of Ingrid's experience and qualifications to join our faculty group.

In August Erika Lacro was promoted to Interim Vice Chancellor for Academic Affairs at Honolulu Community College. Erika will be very much missed and I wish her the best of luck in her new position. Frank Haas has been appointed as Acting Assistant Dean and is now providing strong leadership in this area.

The faculty and research staff have had an incredibly busy summer with conferences, project development and publications. There are several exciting projects under way in both Hawaii as well as Asia. This activity is essential to allow the school to continue to show industry leadership.

The school is in the process of revising its strategic plan in order to take advantage of new opportunities and challenges. We have also been very active in meeting with stakeholders throughout the state.

In July the Board of Regents approved the establishment of a legal entity in Singapore that is an important step in establishing our bachelor's program in that country. More details on this will be provided very shortly but this is truly an exciting time for the school.

I have continued to be active in positioning the School and have made the following presentations "Investment in the Development of the Urban Tourism and Travel Industry", The 3<sup>rd</sup> Tourism Promotion Organization for Asia Pacific Cities General Assembly, Guangzhou, China; with Sun Young Park "Using Knowledge Management to Assist Hawaii in Destination Planning And Development", United Nations World Tourism Organization Ulysses Conference, Madrid; "The Role of Responsible Tourism Development in Poverty Reduction in Asia", Shanghai Institute of Tourism, Shanghai Normal University, Shanghai, China; "An Integrated Perspective to Developing and Managing Sustainable Urban Tourism Destinations", Shanghai Municipal Tourism Administrative Commission, Shanghai, China. And "The Human Resource Challenge: A Regional Perspective", First UNWTO/PATA Tourism Trends and Research Conference, Guilin, China. 2007.

With warm regards,  
Walter

## External Relations and Community Partnerships

The TIM School continues to work with Marriott Hotels and Resorts on developing a scholarship program to encourage Hawai'i high school students to consider a management career in a tourism and travel by creating experiential learning opportunities for them before they leave high school. This partnership with Marriott Hotels builds upon an existing program already in place at the JW Ihilani Marriott on the Wai'anae coast but will seek similar partnerships and opportunities statewide.

Summer outreach activities included presentations at the State Department of Transportation's (DOT) conference on Implementing Context Sensitive Solution (CSS) and Community Impact Assessment (CIA) in Hawaii Through Planning & Process. At Maui Community College, Director of External Relations and Community Partnerships Ramsay Taum served as the first speaker of a new class exploring Topics of Sustainability, a distance learning course that reaches students across Maui county and those residing on Moloka'i.

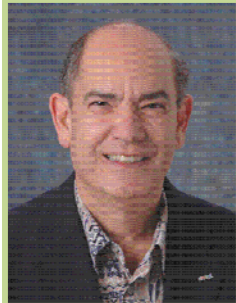
The TIM School's efforts and commitment to improve the presence of Native Hawaiians, both at the school and in the leadership of Hawai'i's tourism industry most recently on the Office of Hawaiian Affairs (OHA) Na 'O'iwi Olino radio show. This fall, Ramsay will be appear as a the keynote or featured speaker at several events including the Native Hawaiian Chamber of Commerce Board Installation, Chamber of Commerce of Hawai'i Sustainability for Business Forum, the first Youth Sustainability Summit being held in conjunction with the Hawai'i 2050 Sustainability Summit, Hawai'i Science Teachers Association (HaSTA) annual conference, the Hawai'i Water Works Association (HWWA) annual conference, and the 2007 SHRM Hawai'i State Conference entitled "Facing Our Future."

## TIM Bids Aloha to Erika Lacro, Assistant Dean



The TIM School bids a fond aloha to Erika Lacro, as she takes leave at the School as the Interim Vice Chancellor for Academic Affairs at Honolulu Community College.

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 spent over 10 years working in the travel industry. The TIM School wishes Erika good luck at the Honolulu Community College!



**Frank Haas** joined the School of TIM as a senior instructor in March 2007. The School is pleased to announce his appointment to Acting Assistant Dean of Academic Affairs at the TIM School.

Frank brings to the TIM School invaluable industry experience as well as leading-edge experience with destination marketing and branding. His appointment will no doubt build upon the leadership that Erika Lacro leaves behind.

## TIM Welcomes New Appointments and Visitors for the Fall



**Darko Prebežac** has been with the University of Zagreb for over 10 years, involved in the teaching of tourism and transport, transport policy, airline management and entry strategies for the international markets. From 2002 to 2006 he served as Head of the Department of Tourism. His research interests include airline industry trends, marketing management and analysis of tourism transport from a multidisciplinary perspective.

Dr. Prebežac is a member of the WTO Education Council, the Croatian Society of Economists, the Association Internationale d'Experts Scientifiques du Tourisme, the World Leisure and Recreation Association, and is currently the Vice President of the Humanitarian Initiative.



**Thi Thanh Thuy Nguyen** will be joining the TIM School for the majority of the fall semester as a Visiting Scholar. From the Hue University of Economics in Vietnam, Ms. Nguyen will be working on developing a training hotel for Hue, and researching options for hotel simulation software. She seeks to share and learn more information on choice modeling.

During her time here she will be meeting with those involved in professional development education for hopes of creating a successful program in Hue, Vietnam. Her plans also include meeting with local industry to discuss ways universities and industry can cooperate in applications for Hue.



**Michelle Whitford** joins the School of TIM for a short time from the University of Queensland (UQ), Australia. She is researching indigenous Hawaiian events, particularly the Aloha Festivals, and will serve as a guest lecturer in faculty classes during her time here.

Dr. Whitford comes from the UQ School of Tourism with 20 years of both practical and managerial experience in the Performing Arts. Michelle's extensive work in both performance roles and management roles affords her the opportunity to now articulate her vast experience into research projects and education in tourism and event management.

## TIM School Visits Asia

The TIM School visited their future facilities at the Tourism Academy at Sentosa (TAS) in anticipation for the launch of the Bachelor's program in Singapore.



The TIM School with colleagues from The Tourism Academy @ Sentosa (TAS). From L to R: Walter Jamieson, Jenny Weinman, TAS Instructor Maeve O'Brien, Frank Haas, and Director of TAS Philip Lim.

Numerous meetings were held with the Singapore Tourism Board (STB) on Integrated Resorts, Human Resources and Value Chain management, and Futures planning. The School also met with the Singapore Workforce Development Agency (WDA) to discuss plans for the upcoming diploma starting in Fall 2007. Assistant Professor Jack DeJong, Senior Instructor Frank Haas, and Instructor Jason Horkin, are developing courseware modules for this diploma in partnership with the Tourism Academy at Sentosa.

The TIM School also met with Economic Development Board (EDB) in Singapore to update the board on our Bachelor's program progress. The School was very fortunate to meet with the Dean of University of



From L to R: UNLV Singapore Dean Andy Navarechuk, Jenny Weinman, Frank Haas and Walter Jamieson.

Las Vegas (UNLV) The William F. Harrah College of Hotel Administration based also in Singapore. He seemed very eager to work together in the future and collaborate while both schools emerge in Singapore.

The TIM School also had the opportunity to catch up with two of our alumni. We met with Clyde Min, now Vice President of Asset Management for Asia Pacific for King-

dom Hotel Investments and with Anthony Wong, President of Creative Eateries, Ltd. Both Anthony and Clyde will sit on the Board of Directors for our new campus in Singapore.

Dean Jamieson and Jenny Weinman, International Relations Manager, attended a two-day workshop in Hue, Vietnam entitled, "Managing Sustainable Tourism Development between International and Local Experts". It was co-hosted by Hue University and the Dutch development agency, SNV, and Dean Jamieson served as the keynote speaker for both days, whose audience consisted of approximately 50 government officials from various Vietnamese tourism related houses.



Walter Jamieson lecturing at Hue University and SNV's workshop in Vietnam.

Dean Jamieson and Jenny also attended a graduation ceremony for the first batch of graduates from Hue University's Bachelor of Business Administration in Tourism, in conjunction with the Ford Foundation and the TIM School. Students received a certificate of achievement for completion of the courses taught by fellow TIM faculty and lecturers including Professors Walter Jamieson and Pauline Sheldon, Instructor Ed Wary, and Instructor Dave Evans.

Very exciting developments were discussed with our partners at Thammasat University



In Bangkok, Thailand with colleagues at the Asian Center for Tourism Planning and Poverty Reduction. From L to R: Jenny Weinman, Pawinee Sunalai, Khun Jumbo, Khun Jitti, Walter Jamieson and Frank Haas.

in Bangkok, Thailand. It was determined that the Asian Center for Tourism Planning and Poverty Reduction (ACTPPR), our joint center with the university, would now develop proposals for training and market the center as the leading experts in areas such as community tourism, heritage preservation and management and rural and urban tourism growth. This comes after our center was recently awarded over a \$200,000 US contract with the Thai government for development in community-based tourism.

Senior Instructor Frank Haas gave his presentation on Destination Branding, which was extremely well received by the 50 attendees, many from the Tourism Authority of Thailand and PATA. He lectured on Hawaii's development as a brand, and introduced new concepts being utilized by other brands today.



From L to R: Frank Haas, Thailand Ministry of Tourism official, Walter Jamieson.

# TIM Research Affiliate at UNESCAP Conference



Dr. Nadkarni, second from right, with participants from the UNESCAP e-Tourism conference.

At the invitation of UNCTAD, Dr. Sanjay Nadkarni, Research Affiliate at the TIM School, facilitated a workshop on Knowledge Management with Mr. Ryuji Yamakawa of UNESCAP at the Asia-Pacific e-Tourism Conference in Kotal Kinabalu on 13 and 14 of March.

The participants comprised of practitioners at senior and operational levels from Ministries, National Tourism Authorities and tourism business. The focus of the workshop was on knowledge management as a driver in pro-poor tourism interventions. The role of Information and Communication Technologies in sustainable and socially inclusive tourism driven growth in developing and less developed countries was discussed and stakeholder responsibilities were debated upon.

Sanjay also attended the 14th Meeting of the Network of Asia-Pacific Education and Training Institutions in Tourism (APETIT) Executive Committee and Seminar on Eco-tourism held in Singapore in June 2007. Sanjay presented a possible roadmap to the Executive Committee for the implementation of the Tourism Open Educational Resources (TOER), a TIM initiative which was endorsed by the 13th Meeting of the APETIT Executive Committee in Shanghai in 2006. With the objective of facilitating tourism capacity building in economically disadvantaged geographies of the Asia Pacific region, a call for contribution of quality courseware (TOER) for hosting on the recently rejuvenated APETIT website was made.

# Alumni Update



Sheraton Hotels and Resorts is pleased to announce that Ryan Laskey has been appointed General Manager for the **Sheraton Universal Hotel** in Universal City,

California. Ryan has over 15 years experience in the hospitality industry. He began with Starwood as a busboy at the Sheraton Waikiki Hotel. Since then he has been promoted through various roles such as Guest Services Manager, Beverage Manager, Front Office Manager and then as Director of Revenue Management for the Sheraton Maui Hotel. In his most recent role, he served as the Hotel Manager for the Sheraton Waikiki Hotel in Honolulu, Hawaii. Ryan earned a Bachelor of Science degree in TIM.



The **Kauai Marriott Resort and Beach Club** is proud to announce the appointment of Robert Burk to the Front Desk Management Development Program position.

Robert brings a wealth of experience from the hospitality industry. Most recently, Robert was a National Parks Ranger with the USS Arizona Memorial National Park where he would meet and greet up to 5,000 visitors each day. In addition, Robert has worked as a research assistant at UH and a systems engineer with Queen's Medical Center. He also completed a coveted fellowship with the U.S. Department of Interior. Robert has been involved in many volunteer community associations including, Hawaii Eco tourism Association, Pacific Asia Travel Association, the Sierra Club

and Bishop Museum. Robert earned both the Bachelor of Science and Master of Science degrees in TIM.

The **Sheraton Maui** is pleased to announce the appointment of Jesse

McCarty to Property Operations Manager. Jesse is a recent TIM graduate. While in school, Jesse worked in various retail and hospital-ity positions with Mandara Spa, UH Intramural Sports and Quick-silver.

