



Pictured (L to R): front row—Don Park, Albert Roque, John Quijano, Jane Tatibouet, back row—Gail Dagdag, Andre Tatibouet, Michael Winchatz, Erik Kloninger

**2009 TIM Alumni
Hall of Honor Honorees**

Audrey Higuchi ('79)
Alan Ong ('73)

**2009 Hawai'i Hospitality
Hall of Fame Honorees**

Alfred Apaka, Jr.—Entertainer
Fred Dailey—Waikikian Hotel
Stanley Kennedy, Jr.—
Hawaiian Airlines
Richard Kimball—Halekūlani Hotel
Annalie Tatibouet—Royal Grove Hotel
Ruddy Tongg—Aloha Airlines

EDITOR: Kim Brooks
ASSISTANT EDITOR: Tia Ikeno

In This Issue

Celebrate a Legacy in Tourism	1-2
Ambassador Bill Lane Lecture on Sustainable Tourism	3
Hawai'i Tourism Careers Website Developed	3
Values-based Education in Tourism	3
Faculty Feature: Pauline Sheldon Wins TTRA Lifetime Achievement Award	4
Faculty Publications	5
Hastings Scholarships & TIMI Donation	6
TIM Provides Training for Abu Dhabi Tourism Authority	7
EDIT Program Experience	7
Alumni Spotlight: TIM Master's Graduates	8
TIM Alumni Awards & Honors	9
TIM Alumni Gatherings & Events	10



For information or inquiries please contact:

School of Travel Industry Management
Attn: News @ TIM
2560 Campus Road, George Hall 346
Honolulu, HI 96822
Phone: 808.956.8946
Fax: 808.956.5378
Email: timinfo@hawaii.edu
Website: www.tim.hawaii.edu

TIM Honors Six Tourism Pioneers and Two Alumni at the Annual Celebrate a Legacy in Tourism Event

The 11th annual Celebrate a Legacy in Tourism luncheon was held at the Hawai'i Convention Center (HCC) on Thursday, October 29, 2009. The TIM School partnered with the Hawai'i Hospitality Hall of Fame (HHHF) organization and TIM International (TIMI) to honor two TIM alumni and six Hawai'i tourism pioneers.

The TIM School recognized two distinguished alumni for their exemplary professional achievement and contributions to the community and TIM School. Audrey Higuchi is an independent media representative, who has operated in Hawaii since 1997, handling a variety of newspapers, magazines and cable television syndicates for the travel industry. Previously she worked for Wiegand Communications, the Reed Travel Group, and Ziff Davis Publishing. She has served on the TIM alumni executive board since 1995. Alan Ong is the Senior Vice President for Operations and Projects and General Manager of the Hotel Equatorial Kuala Lumpur. He previously held positions at the Hawaiian Regent Hotel, Kuilima Hyatt Hotel, Kapalua Bay Resort, Kāhala Resort, "Ilikai and operator of five restaurants. He served on numerous community boards on Maui including the UH Alumni Association.

The HHHF organization honors individuals who have made outstanding contributions to Hawai'i tourism industry. Entertainer Alfred Apaka, Jr. was known as the "Golden Voice of Hawai'i," whose great romantic baritone voice helped spread the art of Hawai'i's music to the world. Hotelier Fred Dailey was honored for his passion for the hospitality and tourism industry building the famous Waikikian Hotel and later, the Driftwood. Hawaiian Airlines Executive Stanley Kennedy, Jr. was instrumental in helping to expand Hawai'i's tourism industry throughout the Pacific. Richard "Kingie" Kimball brought a unique style and grace that transformed the Halekūlani into one of Hawai'i's most classic hotels. Annalisa "Annalie" Tatibouet was a pioneer who developed the famous Royal Grove Hotel during an era when hotel management was almost exclu-

sively a male domain. Ruddy Tongg, founder of Aloha Airlines, was a successful publisher who was motivated to create a "people's" airline to serve the needs of Hawai'i's locals.

The event commenced with the official blessing of the completed Hawai'i Hospitality Wall of Fame by Kahu Solomon Kekoa on the 4th floor of the HCC. This wall commemorates the contributions of all 37 honorees of the HHHF. The program, emceed by Senator Brickwood Galuteria, included a presentation of the alumni awards by Regent Chuck Gee and TIMI President Dave Evans, a screen show and presentation of poi pounder awards to the families of the six HHHF awardees, silent auction, and entertainment by Na Hoahanau. Among the attendees for the event was Chancellor Virginia Hinshaw, State Tourism Liaison Marsha Wienert, Senator Donna Kim (Ways and Means), Senator Clarence Nishihara, (Tourism), Representative Joey Manahan (Tourism), Representative Marcus Oshiro (Finance), and former first lady Jean Ariyoshi.

The event was organized by TIM staff Tia Ikeno and Frank Haas, in collaboration with Representative Robert Herkes and the HHHF Committee, Dave Evans and the TIMI Board of Directors. Mahalo to the generous corporate sponsors and supporters.



The Hawai'i Hospitality Hall of Fame (HHHF) committee members—(L to R) Peter Fithian, Representative Robert Herkes, Priscilla Teixeira and Larry Johnson untying the maile lei for the blessing of the completed Wall of Honor.



Pictured left to right: TIMI President, Dave Evans, 2009 TIM Alumni Honorees Alan Ong and Audrey Higuchi, and Regent Chuck Gee.



Pictured above: Mike & Elizabeth "Murph" Dailey, son and widow of HHHF honoree Fred Dailey

Mahalo to our Corporate Table Sponsors

Platinum Table Sponsors

*Hawaiian Airlines
Halekūlani Corporations*

Gold Table Sponsors

*Kyo-ya Hotels & Resorts
Starwood Hotels & Resorts*

Silver Table Sponsors

*ARDA-Hawai'i
Hawai'i Hotel Consultants/
The Tatibouet Family
Hawai'i Visitors & Convention Bureau
Hyatt Hotels - Kaua'i & Waikiki
Outrigger Enterprises Group
Stanley Kennedy, Jr. Family*



Pictured (L to R): Chelsea Neal Ricker-Ayala (TIM MS '09), Scott Foster, Princess Regina Kawanānakoā, Jeffrey Apaka, Pono Young, Norma Neal-Powers, Sheryl Vuillemot, and Bob Sigall.



Pictured above to the left: Hal Lum, receiving the award for the late Richard Kimball from HHHF Co-Vice Chairman Peter Fithian. Pictured above to the right: DeSoto Brown receiving the award for the late Stanley Kennedy, Jr. from Larry Johnson.



L to R: Sheryl Vuillemot, Ronnie Tongg, Susan Tongg O'Donnell, & Aloha Linda Tongg (front).



Top row - Dr. Juanita Liu, Briana Scarcelli, Brandon Church, Jessica Chang, Sara Doboski, Melissa Roy, Uta Guenther, Alvin Castro, Clarence Ncube, Sean Congdon.
Front row - Matthew Santiago, Konrad Talon, Ryan Kobashigawa.

The Ambassador L.W. "Bill" Lane Lecture on Sustainable Tourism

The Ambassador Bill Lane Lecture on Sustainable Tourism was held on October 28 at the TIM School. This year's topic was *Economic Sustainability for Hawai'i Tourism: Asian Perspectives*. Four distinguished alumni from Asia share their expertise: Aliana Ho ('73), VP of Sales and Travel Trade Marketing for Hong Kong Disneyland; Clyde Min ('71), VP of Asset Management for Pacifica Partners in Singapore; Tsuyoshi Sakata ('71), President of TSC Consulting in Hawai'i; and Alex Kong ('94), Founder of AsiaTravelMart.com in Hong Kong. The event was attended by 100 faculty, staff, students, and guests, including Senator Will Espero and Representative Karen Awana.

The presentations underscored the competitiveness of tourism as a global industry

"It is truly a measure of success of the return investment in education, when we can solicit the expertise and advice of our own graduates."

- Interim Dean Dr. Juanita Liu

and what Hawai'i needs to do in order to attract and accommodate the lucrative Asian market, which represents 60 percent of the world's population. Their message was that the tourism picture is fast changing and now other destinations in the Asia Pacific region are offering superior infrastructure and facilities, technologies and service.

The speakers warned that Hawai'i is falling behind and is in danger of being bypassed. They were consistent in calling for Hawai'i to take a hard look at its product development, service quality and innovative communication technologies. They emphasized that in order for this to work, it requires the political will and commitment, building relationships within the industry here and abroad, as well as support and collaboration from the community.



Pictured (L to R): Guest speakers for the Lane Lecture – Moderator Dave Evans, Tsuyoshi Sakata, Clyde Min, Interim Dean Juanita Liu, Aliana Ho, and Alex Kong.

As a primary vehicle for tourism education in the State that supports the visitor industry, the TIM School has a vital role to play in all these areas.

Lecture Air Dates on Olelo Ch. 55:

Mon—Thur (12/14—12/17/09)

9:00 am to 10:30 am

Mon (12/14) & Wed (12/16)

5:00 pm to 6:30 pm.

Copies will be available for \$10. If you are interested please contact Tia Ikeno at tikeno@hawaii.edu.

Hawaii Tourism Workforce Development

Workforce Training Website for Hawai'i's Tourism Industry

The TIM School has developed "Hawaii Tourism Careers", a one-stop shop for tourism training and education resources for Hawaii's tourism industry. In addition to a list of tourism-related training and education resources, Hawaii Tourism Careers also provides website users tourism career profiles, salary information, and job announcements. The project was funded by the Hawaii Tourism Authority and the Department of Labor & Industrial Relations.

<http://hitourismcareers.org>

Values-based Education in Tourism

The Business Enterprises for Sustainable Travel Education Network (BESTEN) Think Tank (which was hosted by the TIM School in 2002) this year met for the ninth time in Singapore on the James Cook University campus. The theme was *The Importance of Values in Sustainable Tourism*, whereby 56 professors discussed the integration of values into sustainable tourism curricula and development. Pauline Sheldon gave a keynote speech on values in both universal and cross-cultural contexts. BESTEN has a wealth of sustainable tourism teaching materials on its website www.besteducationnetwork.org that can be easily downloaded for free. These include powerpoints, modules and case studies. BESTEN will be convening its tenth meeting next year at Modul University in Vienna, Austria.

Faculty Feature: Professor Pauline Sheldon Wins TTRA Lifetime Achievement Award



(L to R) Dr. Richard Perdue, TTRA Awards Chair, Dr. Pauline Sheldon, and Mr. Rick Cain, TTRA Board Chairman.

Professor Pauline Sheldon was honored with the Lifetime Achievement Award at the Travel and Tourism Research Association (TTRA) Annual Conference on June 20-23, 2009 at the Hilton Hawaiian Village and at the UH Mānoa Campus.

This award is TTRA's highest honor and is given to the individual or organization who has made a highly significant contribution to TTRA, as well

as to the travel and tourism industry.

In addition to her outstanding publication record in tourism economics, information technology and tourism sustainability, Dr. Sheldon was also recognized for her service work in the international arena. She founded the Tourism Research Information Network (TRINET), co-founded the Tourism Education Futures Initiative (TEFI), served on the United Nations World Tourism Organization (UNWTO) Education and Science Council and won the 2008 UNWTO Ulysses Award.

Other long-term contributions include being the founding member and past President of the Hawai'i Chapter of TTRA and served on the board of TTRA International and past chair of the awards program. She was BEST Education Network Chair and is President of the International Academy for the Study of Tourism. She is currently TIM Faculty Senate President.

This year's TTRA conference, attended by several hundred academics and practitioners from around the world, discussed topics on sustainable tourism, marketing, crisis management, and research issues in travel & tourism. Ramsay Taum, Director of External Relations at the TIM School, gave a presentation on "Looking to Hawai'i's Past to Plan for a Sustainable Future" on how Hawaiian cultural values, practices and philosophies can contribute to Hawai'i's tourism development.

TIM instructor Frank Haas engaged a dozen TIM students in a focus group session on "Young Consumers—Where Are They Surfing for Travel Information," which surveyed young adults on their travel behaviors and how their travel decisions were made.

The TIM School sponsored the last day of the conference at the UH-Mānoa Campus for four sessions of academic presentations.

TEFI III Summit in Switzerland

The Tourism Education Futures Initiative (TEFI) held its third summit at the University of Lugano, Switzerland on April 23-26, 2009. TEFI was developed in 2007 to discuss ideas on the future of tourism education into 2010-2030 by bringing together a group of educators and industry executives. Last year's summit led by Drs. Pauline Sheldon, Daniel Fesenmaier of Temple University and John Tribe of University of Surrey, identified five TEFI values for tourism degree programs: Ethics, Knowledge, Stewardship, Mutuality, and Professionalism. This year's summit produced a White Paper, which charts a framework for values-based tourism education to foster responsible leadership in tourism graduates. Future initiatives include: 1) the creation of a TEFI Ambassadors program to be led by Dr. Darko Prebezac, former visiting professor at TIM, 2) the creation of a TEFI Faculty Code, 3) working with accreditation agencies to incorporate TEFI Values, and 4) an innovative industry panel to assist in implementation.



3rd Annual TEFI Conference Group Photo

See www.tourismeducationsummit.com for more info on TEFI.

International Academy for the Study of Tourism

The International Academy for the Study of Tourism (the Academy) held its 20th Anniversary conference in Madrid and Mallorca, Spain from June 5-12, 2009. Currently, Dr. Pauline Sheldon is the President of the Academy founded 20 years ago. The conference in Mallorca was attended by about 50 Fellows. The theme of the conference — *A 20-20 Vision of Tourism Research: Roads Traveled, Hills to Climb*, not only charted the contributions and development of tourism research to date, but also addressed future issues, challenges and opportunities. This retrospective/prospective contribution positioned the Academy to lead the future course of tourism

research and will be documented in a book of Fellows' papers edited by Dr. Douglas Pearce (twice a visiting professor at TIM) and Dr. Richard Butler. The conference also included a session on the Economic Crisis and its effects on tourism in which key Academy economists discussed with Mallorca tourism officials the need to restructure tourism into the future. A session on indigenous and minority tourism also engaged the Fellows in vigorous debate. TIM School Interim Dean Juanita Liu and Regent Chuck Gee are also Academy members.

For more info on the Academy visit www.tourismscholars.org.

Recent Faculty Publications

Dean Emeritus Chuck Gee

Gee, C. *World of Resorts: From Development to Management*. American Hotel & Lodging Association. 2010. 3rd ed.

Dr. Joyce Hwang

Niemeier, B.S., Tande, D.L., Hwang, J.H., Stastny, S., & Heckner, J.M. (In press). Using Education, Exposure and Environments to Increase Preschool Children's Knowledge about Fruit and Vegetables. *Journal of Extension*.

Hwang, J.H. & Sneed, J. (2009). Comparison of centralized and ceonventional food production systems in school districts using the Analytic Hierarchy Process. *Journal of Foodservice Business Research*, 12, 384-402.

Kim, H.C., & Hwang, J.H. (2009). Design Factors and Energy Cost of Restaurant Operations in a North-Central Region of the USA. *International Journal of Environmental, Cultural, Economic and Social Sustainability*, 5(6), 257-266.

Professor Yuka Inui

Lankford, S., Inui, Y., & Whittle, A. (2008) Exploring Social Carrying Capacity Based on Perceived Levels of Crowding: A Case Study of Hanauma Bay, Hawaii. *Tourism in Marine Environments*, Vol. 5 (1), pp. 43-53.

Dr. Ingrid Lin

Lin, I.Y. (In press). The combined effect of color and music on customer satisfaction in hotel bars. *Journal of Hospitality Marketing and Management*.

Lin, I. Y. (In press). The Interactive Effect of Gestalt Situations and Arousal Seeking Tendency on Customers' Emotional Responses: Matching Color and Music to Specific Servicescapes. *Journal of Services Marketing*.

Lin, I.Y. (2008). A cross-cultural study in understanding restaurant servers' reactions to different tipping systems. *EURO-CHRIE*. Dubai.

Dr. Juanita Liu

Juanita C. Liu, *Traveling to China on Guanxi, Experiencing China --travel experiences by tourism experts*, Hong Kong Polytechnic, Hong Kong, May 2008.

Dr. Gui Lohmann

Prideaux, B.; Lohmann, G. (2009). The Amazon – A River Tourism Frontier. In: Prideaux, B.; Cooper, M. (Eds). *River Tourism*, pp.147-164. CABI: Wallingford.

Costa, T. F. G.; Lohmann, G.; Oliveira, A. V. M. (2008). Um Modelo de Identificação de Hubs no Transporte Aéreo (A Model to Identify Air Transportation Hubs). In: VII SITRAER Symposium of Air Transportation, Rio de Janeiro: Brazil.

Lohmann, G. (2009). Cruise Ship Tourism by Ross K. Dowling. *International Journal of Tourism Policy*, 2 (1/2), pp. 148-150.

Lohmann, G., Albers, S., Koch, B., Pavlovich, K., (2009). From Hub to Tourist Destination - an Explorative Study of Singapore and Dubai's Aviation-Based Transformation. *Journal of Air Transport Management*, 15(15), 205-211.

Lohmann, G., Pearce, D.G., Conceptualizing and Operationalizing Nodal Tourism Functions. *Journal of Transport Geography*, In Press, Corrected Proof.

Dr. Sun-Young Park

Choo, H.-S., Park, S.-Y. (2009). Internal branding of tourism destinations: The influence of residents' brand identification on their behaviour. International-CHRIE Conference, July 29-August 1, San Francisco, CA.

Park, S.-Y. & Lee, H.-R. (2009). Examining factors influencing Japanese tourism in Hawaii. Annual Travel & Tourism Research Association Conference, June 21-24, Honolulu, HI.

Park, S.-Y. & Lee, S. (2009). Financial rewards for social responsibility: A mixed picture for restaurant companies. *Cornell Hospitality Quarterly*, 50, 168-179.

Dr. Pauline Sheldon

Bushell, R. and P. Sheldon., 2009, *Wellness Tourism: Mind, Body, Spirit, Place*, Cognizant Communications.

Bardolet, E., and P. Sheldon, 2008 "Tourism Development in Archipelagos: Hawaii and Balearics, *Annals of Tourism Research*.

Sheldon, P., D. Fesenmaier, K. Woeber, C. Cooper and M. Antonoli, (2008) "The Future of Tourism Education: Building the Capacity to Lead" *Journal of Teaching in Travel and Tourism*.

Katsura, Takahishi, and Sheldon, P: 2008 "A Delphi Study of Mobile Technology Applications to Tourism: A Case Study of Japan", *Journal of Information Technology and Tourism*.

Dr. Russell Uyeno

Uyeno, R.K., & Zhang, S. (Accepted for 2010 publication). A validity study of the reading subskills measured by the 2002 Hawai'i State Assessment Grade 8 and Grade 10 reading tests. *Pacific Educational Research Journal*, 14.

Dr. Ivan Wen

Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391-402.

Wen, H. I. (2009) Factors affecting online consumer travel purchasing: A review. *International Journal of Contemporary Hospitality Management*, 21(6).

Professor Gui Lohmann Publishes Third Book

Dr. Gui Lohmann has just published his third book in Portuguese called "Teoria do Turismo: conceitos, modelos e sistemas" (*Theory of Tourism: concepts, models and systems*). In this book 73 concepts, models and systems related to tourism and related areas are presented and analyzed. The aim of the book is to bring together in one single volume various theoretical aspects of the literature in tourism spread in different publications, particularly those written in English, Spanish and Portuguese.



Hastings Memorial Scholarship Established at TIM



Sixteen deserving undergraduate students studying at the TIM School received scholarships thanks to a newly established Edwin M. Hastings Memorial Scholarship donation of \$42,000. The merit-based scholarships support TIM students who are Hawai'i residents with a preference to those who graduated from local high schools.

Born in Brooklyn, the late Edwin "Ed" Hastings spent his entire career in the tourism industry, which began in New York with World Cruises. When Conrad Hilton purchased the famous Waldorf Astoria, he promoted Ed to General Manager. In 1955, Ed moved to Hawai'i to manage Matson's hotels, but returned to New York to rejoin Conrad Hilton when the Matson properties were sold to Sheraton in 1959. Eventually Ed returned to Hawaii to manage the Hilton Hawaiian Village and then the regional operations of Hilton Hotels in the Pacific and the Far East. He supervised the Hilton hotel openings in Kona and on Maui and was instrumental in developing the Japanese market by making frequent visits to Japan to establish business relationships.

Ed was honored as a travel industry pioneer at the TIM School's annual Celebrate a Legacy in Tourism Banquet in 2007. Dr. Juanita C. Liu, the TIM School's Interim Dean said, "This generous support for our hard-working students during these tough economic times is very much appreciated. It reaffirms the commitment from our community and the industry in support of preparing future professionals for the State's largest industry. We are truly grateful for the foresight and generosity of the Hastings family in supporting our students." This year total scholarships awarded to TIM students now exceed \$70,000. The Edwin M. Hastings Trust is administered by a Bank of Hawaii trustee.

Hastings Scholarship

Recipients:

Ashley Chang
Tracy Imamura
Maymy Kan
Lindsay Kikawa
Shelley Kim
Michelle Lam
Lauren LeVault
Ruth Eli Manuel
Elaine McLemore
Christina Pirscher
Tasha Rames
Natasha Takase
Matthew Tanaka
Farrah Truong
Andrea Wong
Evan Yamashita

TIM International Alumni Association Donation



Dave Evans (BS '79 & MS '06) presents Interim Dean Juanita Liu with a \$10,000 check at this year's Celebrate a Legacy in Tourism luncheon event.

These funds will be used to purchase audio-visual and computer equipment and software for the School's Conference Room and the Gee Tech classroom in George Hall. TIM International also funds the school's graduation receptions and the Netlinks networking event, and the TIM Outstanding Teaching and Student Awards.

TIM Provides Executive Training for Abu Dhabi Tourism Authority



Two TIM faculty Pauline Sheldon and Frank Haas traveled to Abu Dhabi in November to provide professional training for Abu Dhabi government officials and industry executives. The memorandum of understanding (MOU) between ADTA and the TIM School is to provide professional training to 150 government tourism officials, seminars for industry personnel, joint research and best practices. For the past two years the ADTA has been sending several officials to the TIM EDIT program during summers in Hawai'i.

In April 2009, a delegation of ADTA officials met with Juanita Liu, followed by a July visit to Abu Dhabi by Rachel Soma and Frank Haas, to work out the details of the program. The courses include topics on the travel industry, visitor attractions, product development, convention management, tourism policy and other topics.

TIM was chosen over other institutions because of its comprehensive approach to tourism management. The ADTA website states that the TIM School is "widely regarded as a pioneer in the field of integrating all aspects of the tourism industry into a single study programme, the TIM School sessions covered a wide-range of topics from transportation and tourism management to sustainable tourism practices and product development," and is "one of the world's most respected institutions for hospitality and tourism management study."

In an article in the Honolulu Star-Bulletin on November 27, 2009, Liu said "this is a very positive step for us to be looking in new directions and to be acknowledged as a leader in tourism education globally."



EDIT graduation in Hawai'i.

L to R: Al Dhaheri Ati, Acting Domestic Promotion Section Head; Al Baloushi Mohamed, Marketing Communication Executive; and Khulood Al Marzouqi, Business Tourism Officer from ADTA,

2009 EDIT Graduate Praises the Program

By Cassandra Wallace, Product Research Analyst and North America Destination Manager for *Intrepid Travels*.

As I had exclaimed how honoured and excited I was to receive the opportunity to attend the Executive Development Institute of Tourism (EDIT) program, I am equally honoured to have completed the course and had the chance to learn from such high caliber presenters from the University of Hawai'i faculty and other private sector representatives.

The course was fabulously well structured with a logical flow of course elements that culminated at the end as all the pieces started to fit together. There was a rich variety of topics covered from marketing, resort design and development, sustainability, and product development. With local expertise and input from the course participants, scenarios and case studies could be discussed adding a real practical edge to learning.

The limited number of participants in the program meant that the dynamics worked well for group discussions and knowledge sharing about how various issues are being tackled elsewhere in the world. One of the key advantages of this course is the opportunity to network and share information between different organizations. Hearing the challenges and highlights of other organizations demonstrates how we in tourism are usually tackling the same problems, regardless of geography.

Of particular interest to me in my role was the product development track, and even with the experience in developing products for Intrepid, I feel completely more equipped to make informed decisions about product strategy. A major advantage for me has been the opportunity to understand other facets of the travel industry such as government policy and aviation policy.

The EDIT program will definitely help my career. In particular, it has provided me with the confidence to make decisions based on new skills in strategic planning, inspired me to take risks by adopting new technologies as readily as they emerge, and armed me with a greater understanding of why things are the way they are. The scope for my future is much wider now thanks to my experience at EDIT.



Cassandra (center) with Aruniyk Thawatchai (left) & Ngaorungsi Sansern (right) from Thailand and Nandini Lahe-Thapa from Nepal.

Hawai'i Winter Training Session for Professionals

January 6, 7, & 21, 2010

Course Topics & Schedule

Strategic Mgmt: Creating a Blue Ocean Strategy for Hotel & Hospitality	January 6, 2010
Conflict Resolution for Hotel and Hospitality	January 7, 2010
Japanese Visitor Customer Service Skills	January 21, 2010

Course session are from 9:00 am to 4:00 pm
UH Mānoa Campus, George Hall 226 - Parking is \$5 per entrance

For more information about EDIT, winter training sessions and other customized programs, please contact Rachel Soma, Assistant Director of Professional Programs at rsoma@hawaii.edu.

Alumni Spotlight: TIM Master's Program Graduates

RANDI ALAMPAY (MPS '92)
SENIOR CONSULTANT, ASIA
PACIFIC PROJECTS, INC.



Randi worked as a travel agent for the Philippine Department of Tourism before coming to TIM to earn his Master's.

He's since gone on to teach at the University of the Philippines for 16 years, earning a Ph.D. in parks, recreation and tourism resources from Michigan State along the way. Today, he is a Senior Consultant with Asia Pacific Projects, Inc., a management consulting firm that specializes in hotel and tourism development.

Randi's future plans include more involvement in consulting with a focus on building capacities for sustainable and pro-poor tourism development here in Asia. He also sees more work related to regional tourism cooperation in Asia, the focus of his final paper at TIM. Teaching is something he will always do. He will visit Maejo University in Chiang Mai to help with their English-language track Ph.D. program and also working with the Asian Institute of Management on a "Developing Responsible Tourism" program.

When asked what trends Randi foresees with Tourism in the Philippines, he says that the next two years are going to be tough everywhere, but long-term, we're going to see Asian and domestic business grow as regional and local air services continue to expand. These markets are also becoming more discerning. Beach and island destinations will continue to be the most popular,

but there will be more focus on the activities and experiences rather than just the sun and sand. They will need to build the capabilities of the newer destinations and tourist communities outside Manila and Cebu to deliver these experiences in a responsible and sustainable manner.

TETSUJI YAMAZAKI (MPS '86)
GENERAL MANAGER,
SHERATON KEAUHOU BAY
RESORT & SPA



Tetsuji started in the industry as a doorman in a large international hotel in Tokyo as he was attending school. He moved his way up to the front desk. Today, he is the General Manager at Sheraton Keanohou Bay Resort and Spa on the Big Island.

Tetsuji has held various leadership roles in the front office departments of Starwood properties. His hospitality experience also includes guest service positions at the Waikiki Beachcomber Hotel, The New Sannnot Hotel Tokyo, Holiday Inn Tokyo Kunitachi and Hotel New Otani. He was also the Hotel Manager for Sheraton Maui Resort.

Tetsuji is most fond of seeing the networking of TIM graduates and seeing our grads move up in their careers with Starwood Hawai'i and other hotel brands, and doing a great job. He has reached one of his goals by becoming a GM and his plan is to now become an even better one.

JOVEL ANANAYO (MS '08)
TOURISM OPERATIONS
OFFICER, PROVINCIAL
GOVERNMENT OF IFUGAO
Since graduating from TIM



with his Master's degree, Jovel has co-authored succeeding I M P A C T

publications of the UNESCO-Bangkok about the Rice Terraces of the Philippine Cordilleras and the world heritage site in Vietnam. The publication regarding Ifugao discusses the positive and negative impacts of tourism on the rice terraces as well as the communities living within and around the world heritage site, and the tourism initiatives of the public and private sector in relation to the conservation of the rice terraces. The book presents learning points from the experience of a nongovernmental organization on its attempt to link tourism to the conservation of the world heritage site.

Jovel's professional background includes the Philippine Rural Reconstruction Movement (PRRM) where he handled projects on the implementation of community-based tourism and the Ifugao Provincial Planning and Development Office where he took part in the formulation of the tourism master plan for the province of Ifugao. Jovel later became Tourism Operations officer in the Office of the Provincial Governor of Ifugao and was involved developing and implementing tourism plans and programs for the Province. Today, he has returned to this position and has future plans to pursue a PhD in tourism management and work with international organizations that are implementing international tourism projects.

WHAT HAS A TIM MASTER'S DEGREE DONE FOR YOU?

"Even today, there still are only a handful of us in Southeast Asia who have an academic and professional specialization in tourism. My master's degree from Hawai'i made my niche for me. That I could speak from experience about tourism in one of the world's top destinations was already a plus. More importantly, faculty like Dean Chuck Gee and Dr. Dexter Choy were well-respected for their work with PATA and our own Department of Tourism."

-Randi Alampay

"I learned the critical thinking process from the Master's program; it is very similar to Six Sigma process we use in Starwood's system. I also learned how to start and complete projects, which is very important in my job today. All the courses gave me a good foundation and understanding of what I exercise everyday as part of a management team. I did a case study about the Waikiki Master Plan back then. I learned about how Waikiki would become a Hawaiian sense of place. Things I saw on the paper or drawing have become reality."

-Tetsuji Yamazaki

"My master's degree exposed me to a wide range of tourism knowledge with global and local perspectives. The voluminous readings, challenging exams, papers, group activities, and series of presentations, among others, have afforded me in-depth learnings that are very useful to my current job. The insights I gained from my academic exposure at the TIM School was complemented by the learnings I gathered from the surrounding environment in Hawai'i as the State is a prime tourist destination in the world. Based on my academic experience, I am now able to perform my functions better. Furthermore, having received a master's degree at TIM School has opened many doors of possibilities for me. It has increased my marketability as job seeker."

-Jovel Ananayo

Alumni News & Updates

TIM Alumni Receive Hotel Awards



Karen Li, Executive Director
Lanson Place Hotel
Hong Kong

2009 Best Hotel & Resorts in Asia Awards HotelClub Awards for Best Boutique Hotel

2009 China Best Design Hotels Award—Judge's Choice Award

2009 Finalist for the World Luxury Hotel Award in two categories: Luxury Business Hotel & Luxury City



Aldrin Leung, General Manager
Salisbury YMCA of
Hong Kong

2009 Best Hotel & Resorts in Asia Hotel-Club Awards for: Best Affordable Hotel and Most Popular Hotel in Asia

TIM Alumni Awards & Honors



KEVIN IWAMOTO ('77) - The National Business Travel Association (NBTA) honored TIM alumnus, Kevin Iwamoto, with the Industry Icon Award, which is NBTA's highest award. This award is only presented occasionally to recognize contributions to managed travel that are so important as to elevate an individual to the status of an industry icon.

Kevin has been in the travel industry for over 20 years and has gained much experience throughout his career while working for big companies such as Hewlett-Packard, Walt Disney, Northwest Airlines, and now StarCite, Inc. Kevin is currently the Vice President, Enterprise Strategy for StarCite, where he "guides the overall strategy for engaging with buyers and suppliers." He also works with key individuals from various industries across the nation to raise awareness about the benefits of strategic meetings management. He is a former President and CEO for the NBTA Board of Directors and has been honored with numerous other business travel industry accolades.



JOSEPH PLUTA ('74) - Joe Pluta, Real Estate Broker/Owner of Joseph D. Pluta, R/B Real Estate Sales, TIM alumni and Board of Director, was awarded the Small Business Commerce Association (SBCA) 2009 Best of Business Award in the Real Estate category on August 19, 2009.

The SBCA 2009 award program recognizes the top 5% of small businesses throughout the country. Using consumer feedback, the SBCA identifies companies that have demonstrated what makes small businesses a vital part of the American economy. The selection committee chooses the award winners from nominees based off information taken from monthly surveys administered by the SBCA, a review of consumer rankings, and other consumer reports.

Joe has been in real estate and the travel industry for over 30 years working from the ground up. Straight out of college Joe started the "first dedicated condominium in the State of Hawai'i" in Waikiki. He moved to Maui in 1979 to manage the Papakea Beach Resort. He later purchased the management contracts and formed Resorts Pacifica Inc. In 1991, he opened Pluta & Associates Inc. d.b.a. Maui Destination Marketing to expand his business beyond Papakea where he has maintained real estate and vacation rental clients for the past 20 years. He served on the Maui Hotel Association and Maui Visitors Bureau. He also helped raise over \$1M for the development of the West Maui Hospital and Medical Center. Joe was inducted into the 1996 TIM Alumni Hall of Honor.



ED WARY ('68) - The Hawai'i Restaurant Association (HRA) will induct Ed Wary, owner of Auntie Pasto's and Dixie Grill Restaurants, into their 3rd Annual HRA Hall of Fame.

Honorees are chosen based on their contributions to the restaurant and food & beverage industry in Hawai'i, their service to the industry through civic, philanthropic or educational outreach, and their dedication to the growth and future of the industry.

After earning his degree, Ed started the Bishop Street Café in 1979 in downtown Honolulu. Now 26 years in the restaurant business, and still going strong, Ed continues to offer great service and affordable menus to his customers while still providing fresh and innovative foods. He is Director Emeritus of the National Restaurant Association, having served twice as its president. In his role as chairman of NRA's International Committee, Ed was the first American invited to speak in China on behalf of the US Foodservice industry. Since 1995, he has taught the Restaurant Management course for the TIM School and was inducted into the 2008 TIM Alumni Hall of Honor.

TIM Alumni Gatherings & Events



TIMI President Dave Evans and Wilson Chan, owner of ZenShu Restaurant and TIMI board member.



Far left: Chuck Gee, Dave Evans, and Clinton Inouye. Middle: Kathy Inkinen, Hilda Min, Audrey Higuchi, Clyde Min. Right: Marie Kumabe, Aliana Ho, Elena Tom

TIM Alumni ZenShu Event — TIM International hosted a special event at ZenShu Restaurant on Wednesday, October 28, 2009 to celebrate the induction of Audrey Higuchi and Alan Ong into the TIM Alumni Hall of Honor and to welcome four international alumni, Aliana Ho, Clyde Min, Alex Kong, and Tsuyoshi Sakata, who were lecturers at the TIM School's Ambassador Bill Lane Lecture on Sustainable Tourism. A great time was had by 25 attendees who enjoyed the food and company.



TIM Alumni Event in Sonoma – TIM alumni met with Interim Dean Juanita Liu in Napa Valley to experience Sonoma wine tasting and cuisine. Mahalo to Ted Sakai, General Manager of the DoubleTree Sonoma Valley Hotel, and Johnson Choi for organizing a Sunday event starting with a delicious breakfast at the hotel, followed by two private wine tastings at the Sebastiani Winery and Ledson Winery. The event was attended by 15 alumni and friends.



TIM Alumni Event in Hong Kong – Johnson Choi and Roberta Wong Leung (center photo left) organized a Thanksgiving event at the Salisbury YMCA Hotel in Hong Kong on Thursday, November 27, 2009 attended by 20 alumni and friends.



Upcoming Events:

TIM School Special Graduation Ceremony and Reception - Friday, December 18, 2009 from 5:00 pm to 7:00 pm at the TIM School, George Hall 227 and the Sunset Reference Center Room 201. Ceremony starts at 5:00 pm. Heavy pupus and drinks will be served at the reception.

An Evening with Professor John Cox - Tuesday, January 12, 2010 at Hee Hing Restaurant on Kapahulu Ave at 6pm. RSVP by January 7, 2010 to Johnson Choi at jwkc8168@yahoo.com or johnsonchoi@johnsonchoi.com.

Netlinks Industry Networking Event in Spring

★
Happy Holidays!



School of **tim**
TRAVEL INDUSTRY MANAGEMENT

