



# NEWS & VIEWS

**February 2002  
Volume 18, Issue 1**

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## **President's Message**

Dear ISTTE Members:

I would like to thank all of you who voted for me during our election last year. Due to the cancellation of our 2001 conference, I did not have the opportunity to thank you in person at the exciting election results announcement ceremony. Here is my opportunity. Thank you for your vote of confidence! I look forward to seeing and communicating with many of you in the next year and a half of my term as the President.

Before we get into business, I would like to thank our prior President, John Kesler, for his service and leadership to ISTTE. Serving as the President for two terms took a tremendous amount of commitment and a lot of time and effort. He did a great job of putting the Society's finances back on track. He will, of course, continue to be involved in the ISTTE as the Chairman of the Board and provide valuable advice to me and other board members. I also wish to thank all departing officers and board members, Kaye Chon, Dawne Flammger, Jim O'Shaughnessy, Brent Ritchie, Irene Trunick, and Marjorie Young, with whom I served on the board during the past few years. Without their contributions and sacrifices, ISTTE would not have been as strong as it is today.

I am happy to report to you that the new Board of Directors has many new faces who brought many creative thoughts and new perspectives with them. The Board of Directors met in Salt Lake City, where the October 2002 conference will be held, on January 12 and 13. The meeting was very productive and many great ideas were generated and discussed. Several board members have already begun to work on their assignments once they returned home. The list of new board members and brief minutes of the board meeting appear elsewhere in the newsletter.

Our focus this year will be membership recruitment and service. Our webmaster, Heidi Sung at University of Houston, is working hard on redesigning the ISTTE homepage. She has also set up a LISTSERV for members to communicate with each other. As you can see, the newsletter is now distributed online. Vice President, Sharon Scott, with the help from many board members is working hard on bringing you an exciting conference this October 10-12. You will see many more changes and improvements to come in the very near future.

I would like to hear from you about your suggestions or comments about ISTTE and how can I and/or the Board do a better job of serving you. Please send me an e-mail or two. I look forward to hearing from each and everyone of you!

Sincerely,  
Cathy Hsu  
President of ISTTE

## 2002 Annual ISTTE Conference Salt Lake City, Utah, October 10-12, 2002

October 10 - 12, 2002, the International Society of Travel and Tourism Educators will be holding their annual conference in Salt Lake City, Utah. Our theme for 2002 is "Succeeding Together; Recruit, Articulate, Educate." One of the major focuses of this year's conference is articulation, partnering high schools with colleges to provide credit and continuity for high school students who desire to further their education. To allow time for specific interaction, an Articulation Fair will be added to our annual Vendor's Fair, Friday October 11 during the buffet luncheon.

In addition to the Articulation Fair, there will be many workshops which may be of interest to you such as: a breakout session of executives from major airlines; hotels, tour companies, etc. giving us their perspective on the future of the industry; new teaching methods; an international perspective of travel and tourism; travel entrepreneurs, how to get started; writing for publication and hands on networking, just to name a few.

Finally, we have invited the Hogan Foundation to join us with their mobile classroom. The Mobile Classroom is the showcase for a video series that was designed to educate young people and the general public about travel and tourism and the many exciting career opportunities that are available within the field. If you like what you see, you can invite the mobile classroom to visit your school during the school year.

Conference registration is \$299.00, which includes the entire conference, Thursday through Saturday, most meals and an educational field trip. As a special offer, there will be a rate of \$125.00 extended to those wanting to attend only the Friday conference when the vendor and articulation fairs take place.

### CALL FOR RESEARCH PAPERS

The 2002 Annual International Society of Travel and Tourism Educators (ISTTE) Conference will devote several sessions to the presentations of research and/or academic papers. It is the intent of these sessions to focus on a broad range of topics that are related to the education, research, and management in the field of travel and tourism services. **ISTTE is an international organization; therefore, submissions from international scholars are highly encouraged.** Contributions are invited in any of the subject areas listed below or in related areas:

- ◆ Technological applications in travel and tourism education
- ◆ Travel and tourism education and curriculum
- ◆ Human Resources planning in travel and tourism
- ◆ Ecotourism and responsible tourism development
- ◆ Marketing and sales management in travel and tourism
- ◆ Marketing research in travel and tourism
- ◆ Meetings and conventions management
- ◆ Strategic management of travel and tourism services
- ◆ Trends in travel and tourism

Electronic submissions are encouraged. A file (Microsoft Word files as attachment to e-mails are preferred) of 3-page double-spaced, typed abstract (1,000 words) for proposed presentations should be submitted for the selection process. **All submitted papers must represent original research that has not been presented in other conferences or published in any journal.** Papers longer than 3 pages including tables, figures, and appendices will be reviewed based on the first 3 pages only. Authors' names and affiliations should only be indicated on the first page and not shown in the body of the abstract.

Deadline for submission of abstracts is **May 3, 2002**. The Paper Review Committee will conduct a double-blind review. A best paper award will be given at the conference. Award recipients will be selected based on reviewers' evaluation of abstracts submitted. Authors of accepted abstracts are required to submit completed proceedings article by **August 3, 2002**.

For all accepted presentations, at least one (1) of the authors *MUST* register for and present the paper at the conference. A *Conference Proceedings* will be published to include articles of all accepted presentations. Send abstracts to:

Gayle R. Jennings, PhD  
Faculty of Business and Law  
Central Queensland University  
Rockhampton, QUEENSLAND, 4702  
AUSTRALIA  
e-mail: [g.jennings@cqu.edu.au](mailto:g.jennings@cqu.edu.au)  
Phone: -61-7-49309-041  
Fax: -61-7-49309-700

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## About Salt Lake City



Photo by: Tom Berens

### Visiting Salt Lake City

**The ISTTE Annual Conference for 2002 will be held in Salt Lake City, UT, host of the 2002 Winter Olympics.**

After watching the Olympics in February you will be glad you marked your calendar for our Conference October 10 - 12, 2002.

The conference will be held at the Salt Lake City Marriott Downtown, 75 West Temple. This is in the heart of reenergized Salt Lake City. The Marriott Downtown is attached to Crossroads Mall and within walking distance of

- ZCMI Center Mall
- Historic Temple Square
- Symphony Hall
- The Delta Center
- The Galivan Center.

Other sight-seeing and shopping attractions such as Trolley Square and The Gateway are only blocks away.

Join us for a tour of the Olympic Sport's Park, just a few miles from beautiful Park City, home of the U.S. ski and snowboard team. We are also excited to announce that the Hogan Institute Bus, a mobile tourism education attraction, is working on their schedule so they can join us in Salt Lake City.

Come a few days early and enjoy the splendor of Utah. There are thousands of acres of breathtaking National Parks including Zion's, Arches, Bryce Canyon, Canyonlands, Cedar Breaks, Glen Canyon, home of beautiful Lake Powell and the Grand Staircase Escalante. Each of these unique and remarkable parks can be reached in a few short hours by car or motorcoach.

So much to see and do, you won't want to miss anything. Come learn, support each other and enjoy a truly beautiful part of the world in October 10 - 12, 2002. See you there.

For more information,  
Call **Joann Bruss**, 313-526-0710  
or email Joann at [istte@aol.com](mailto:istte@aol.com)

To present a workshop or paper,  
Contact **Sharon Scott, CTC** at  
[travel@educationsystems.com](mailto:travel@educationsystems.com).

## **ISTTE BOARD OF DIRECTORS MEETING SUMMARY**

### **Salt Lake City, Utah**

### **Jan 12-13, 2002**

The ISTTE Board of Directors meeting was held at the Marriott Downtown Hotel in Salt Lake City, Utah on January 12<sup>th</sup> and 13<sup>th</sup>. Those present were Carl Boger, Liping Cai, Paul Howe, Cathy Hsu, Gayle Jennings, John Kesler, Khoon Koh, Jean Marshall, Ady Milman, Michael Sabitoni, Sharon Scott, and Zongqing Zhou. Those unable to attend were Executive Director Joann Bruss, Gwen Donaldson, and Ann Fields. Minutes were taken by Jean Marshall.

John Kesler reviewed the board's decision to cancel the October 2001 conference in Houston. There were many deciding factors including the confusion on dates, a hurricane in Houston that damaged the hotel and the low number of registrants previous to the September 11 disaster. John distributed an updated Procedures Manual and requested that all members review the manual.

Cathy Hsu stated that generating revenue is most important this year because of the loss of income created by not having the fall conference. Conference fees and membership are the major income generating areas. Membership in 2001 went down. The board discussed what could be done to make the ISTTE membership more valuable to its members. Cathy distributed the Status Report of the Journal of Teaching in Travel & Tourism prepared by Kaye Chon. In 2003, Cathy will be editor-in-chief.

Carl Boger distributed the treasurer's report and explained that the cash reserve was low because of the cancellation of the Houston Conference. Carl also explained that the by-laws state that the treasurer is responsible for filing taxes. This is a problem because treasurers have left before the end of the term. A discussion followed concerning changing the by-laws to read, "Executive Director needs to file taxes with the approval of the treasurer". Carl also agreed to make arrangements to allow members to pay by credit card.

Sharon Scott, the 2002 conference chairperson, reviewed the plans for the ISTTE conference to be held on October 10 through 12 in Salt Lake City. The theme for the Salt Lake City Conference will be "Succeeding Together: Recruit, Articulate, Educate".

Board members will work together and share responsibility for the success of the conference. Some of the areas that were discussed were advertising and sponsorship, a career fair, working with ASTA and ICTA, staff development, working with state level vocational education directors, and a session on articulation. The board will also work to get more sponsorship for the conference.

Gwen Donaldson and Ann Fields will be responsible for the Vendor's Fair.

A motion was approved to reduce the conference registration fee, considering the budget constraints of many schools. It was decided to charge \$299/424 (member/nonmember) prior to July 15, \$349/474 prior to September 15, and \$425/550 on or after September 15<sup>th</sup>. Graduate students will pay \$225. A 1-day charge for Friday only would be \$125 and would include breakfast and lunch.

Michael Sabitoni will be the conference chairperson for the 2003 Conference in Providence, RI. He is working on selecting a hotel. Classrooms at Johnson & Wales University can be used during the conference.

The site for the 2004 conference will be an international destination, Hong Kong. It will be held in early January of 2005 instead of the fall of 2004.

Zongqing Zhou will be responsible for the ISTTE awards that will be given in 2002.

Michael informed the board that members are not taking advantage of ISTTE membership benefits and questioned their value to members. Ady Milman offered to conduct a survey of members concerning benefits and membership.

Liping Cai will put his emphasis on expanding membership. He will work to get graduate students as new members. He stated that early commitment to ISTTE is important.

Paul Howe will assume silent auction responsibilities. He will place a notice in the newsletter encouraging members to donate items to the silent auction.

Gayle Jennings will be responsible for the research papers. The call for papers is on the web site and the deadline is May 3. The board discussed the lowering of standards on papers and agreed that standards would not be lowered. Gayle offered to run a session on "Writing for Publications" at the conference. A motion was also approved to offer the proceedings in CD-ROM only.

Khoon Koh will assume election responsibilities for 2002. Three members-at-large will need to be replaced. He will encourage members to send in their nominations.

Heidi Sung will assume the responsibility of the newsletter and web site. All board members will have their e-mail address on the ISTTE web site. Distribution of the ISTTE newsletter was discussed and a motion was approved that the newsletter would be distributed electronically. The few members that do not have e-mail can request a hard copy.

The practice of allowing members to get the early conference rate when they send in the conference registration form with no form of payment or purchase order was discussed. The board decided to allow members to get the early conference rate only if they included their check or a purchase order number.

## ISTTE ELECTION

Dear members:

It is time to elect new officers for our organization!

The positions of the current Executive Board are:

Chairman of the Board.....John Kesler  
President .....Cathy Hsu  
Vice-President .....Sharon Scott  
Secretary ..... Jean Marshall  
Treasurer..... Carl Boger

Nine members-at-large:

Liping Cai  
Gwen Donaldson  
Ann Fields  
Paul Howe  
Gayle Jennings  
Khoon Koh  
Ady Milman  
Michael Sabitoni  
Zongqing Zhou

The term of three of the members-at-large ends in October 12, 2002. As such, we seek your assistance in identifying three willing members to serve from October 12, 2002 to the last day of the 2005 conference (3-year term).

Please forward all your nominees (as many as you can by April 5) to:

Khoon Y. Koh, Ph.D.  
Dept. of Business Administration  
Mesa State College  
Grand Junction, CO 81501-3122  
USA

Tel : (970) 248-1944  
Fax : (970) 248-1730  
Email : [kkoh@mesastate.edu](mailto:kkoh@mesastate.edu)

## ELECTION NOMINATION

International Society of Travel & Tourism Educators  
2002 - 2005 Members-at-Large Nominations  
Deadline for nominations: April 5, 2002.

1. Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

2. Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

3. Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

4. Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

5. Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

6. Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Your Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Please Send This Form To: Khoon Koh, [kkoh@mesastate.edu](mailto:kkoh@mesastate.edu)**

.....  
*PLEASE DETACH AT THIS LINE*

## MEMBERSHIP SURVEY

We need your help!!

You should have received a membership survey in the mail. Please fill it out and return it to Ady Milman at the University of Central Florida either by fax or mail. We need to know your

professional needs and expectations of ISTTE to make the Society better. Please take a few minutes out of your busy schedule to help us do a better job!

***The copy machine cut off part of the question #9. Please use the same scale as question #8 (5 = very likely, 1 = very unlikely).***

**CALL FOR PAPERS**  
**Journal of Teaching in Travel and Tourism (JT TT)**  
**The Official Journal of ISTTE**

**Editor-in-Chief:** Cathy Hsu  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
Hung Hom, Kowloon  
Hong Kong  
Telephone: 852-2766-4682  
Fax: 852-2362-9362  
E-mail: [hmhsu@polyu.edu.hk](mailto:hmhsu@polyu.edu.hk)

The *Journal of Teaching in Travel and Tourism*, published by the Haworth Press, is the official journal of the International Society of Travel and Tourism Educators. The JT TT serves as an international interdisciplinary forum and source of reference for travel and tourism education. It publishes quality manuscripts relating to travel and tourism education at various levels, ranging from proprietary schools to advance degree granting universities.

Manuscript submissions are encouraged. Articles may be empirically or conceptually based and will undergo a double blind review process. Possible topics include, but are not limited to:

- International travel and tourism curriculum
- Teaching and learning assessment
- Latest developments in travel and tourism teaching methods and/or technology
- Emerging content for inclusion in travel and tourism courses
- Careers for travel and tourism students

#### **Instructions for Authors**

**Original articles only.** Submission of a manuscript to this Journal represents a certification on the part of the author(s) that it is an original work, and that neither this manuscript nor a version of it has been published elsewhere or is being considered for publication elsewhere.

**Manuscript length.** Typical manuscripts should be approximately 5,000 words (15-25 double spaced pages, including references, tables, and figures). Longer or shorter papers will be considered at the discretion of the editor.

**Manuscript style.** This Journal follows the APA style as outlined in the latest edition of the *Publication Manual of the American Psychological Association*.

**Manuscript preparation.** Leave at least 1" margins on all four sides of the paper. Three hard copies of the manuscript should be submitted. The cover page stapled to the manuscript should contain only the title and a 100-word abstract. A separate cover page, not attached to the manuscript, should include the following: full authorship; an introductory footnote with authors' academic degrees, professional titles, affiliations, mailing addresses; and any desired acknowledgements of research support or other credit.

Once accepted for publication, tables will be printed as is and will not be typeset. Figures, tables, and illustrations must be prepared on separate sheets of paper. In the text, indicate where the items should be inserted. Always use black ink and professional drawing instruments.

Electronic submissions are accepted. When submit manuscripts via e-mail attachments, only Microsoft Word for Windows format is accepted. All information should be included in one file (i.e., cover page, text, references, and tables/figures). The separate cover page should be in the e-mail message.

For inquiries or submissions, contact Cathy Hsu at the above address.

## ANNOUNCEMENT

### ISTTE Awards Program 2002

*The International Society of Travel and Tourism Educators (ISTTE)  
is seeking nominations for six awards to be given at the  
Annual Conference in Salt Lake City, Utah, October 10-12, 2002.*

- **ISTTE Community College Achievement Award**  
The award recognizes and honors an individual who has made significant lifetime contributions to the field of Travel and Tourism Education at the two-year level. This award is given once every two years and is supported by the Haworth Hospitality Press. It will be given again in 2002.
- **ISTTE Institutional Achievement Award**  
This award recognizes and honors an institution that has made significant long-term contributions to the field of Travel and Tourism Education. The contributions may be at any educational level and may be anywhere in the world. This award is given once every two years and is supported by Delmar Publishers. It will be given again in 2002.
- **Four Year University and College Achievement Award**  
The award recognizes and honors an individual who has made significant lifetime contributions to the field of Travel and Tourism Education at the four-year level. This award is given once every two years and is supported by Delmar Publishers. It will be given again in 2002.
- **ISTTE Martin Oppermann Memorial Award for Lifetime Achievement**  
This award recognizes and honors an individual who has provided significant service to the Society. This award is given once every three years and is supported by the Haworth Hospitality Press. It will be given again in 2002.
- **ISTTE High School Achievement Award**  
This award recognizes and honors an individual who has made significant lifetime contributions to the field of Travel and Tourism Education at the high school level. This award is given once every two years and is supported by the Haworth Hospitality Press. It will be given in 2002.
- **ISTTE Proprietary School Achievement Award (NEW)**  
This award recognizes and honors an individual who has made significant lifetime contributions to the field of Travel and Tourism Education at the proprietary school level. This award is given once every two years and is supported by Haworth Hospitality Press. It will be given for the first time in 2002.

#### **Procedures:**

- Nominations can be made by any ISTTE member.
- The nominated individual does not necessarily have to be a member of ISTTE
- Nomination forms are available from the ISTTE Website ([www.istte.org](http://www.istte.org)).
- As the awards will be made at the ISTTE Annual Conference, the recipient should be present at the conference to accept the award.
- Winners will be notified in advance so they can bring guests, if they so desire.
- An announcement of the winners will be prepared and placed with the conference registration materials or printed in the program.

**Deadline: Please return your nomination forms by August 1<sup>st</sup>, 2002 to the ISTTE Awards Program Chair:**

**Zongqing Zhou, Ph.D.**  
Associate Professor  
College of Hospitality and Tourism Management  
R412 St. Vincent's Hall, Niagara University, NY 14109  
Phone: (716) 286-8271 Fax: (716) 286-8277 E-mail: [zhou@niagara.edu](mailto:zhou@niagara.edu)

## Board Members

### **Cathy H.C. Hsu**, *President*

Cathy Hsu is a Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. Prior to joining the Hong Kong Polytechnic University in July 2001, she was on Kansas State University faculty for 3 years and on Iowa State University faculty for 9 years.

Cathy has been an ISTTE member since 1991. She has participated in the past 10 conferences with a perfect attendance record. Cathy has served as the Chair of the Academic and Paper Review Committee for the past 6 years and been on the Board of Directors for the past 3 years. As ISTTE launched the *Journal of Teaching in Travel & Tourism*, Cathy was appointed as a member of the editorial board; she will be the Editor-in-Chief of JTTT commencing Volume 3.

ISTTE is Cathy's favorite professional association. She was "hooked" ever since her first conference experience in Indianapolis. Her priority as President of ISTTE is membership — membership service, communication, benefits, and recruitment. Her commitment in service quality and the travel and tourism profession will help her lead the Society to meet future demands of its members.

### **Sharon Scott, CTC**, *Vice President*

Sharon Scott, CTC, CEO of Education Systems has been involved in Travel Education for 20 years. Sharon began as the director of a private post-secondary travel school. Under her guidance, this travel school was expanded into a series of travel schools in the western United States. For many years she was the Director of Murdock Travel's Education division. She, and her husband Roy, currently own Education Systems LLC, a company that operates private post-secondary travel schools, develops and publishes Travel and Tourism textbooks, writes reservations training software and partners with High Schools, private post-secondary travel schools, Colleges and Universities to implement travel and tourism programs in their locations. Sharon's company has been hired by dozens of agencies to train employees, establish travel schools in their locations and has given workshops for ISTTE, ASTA, CITC and NAF. Sharon has been training travel professionals on teaching techniques, and professional teachers on becoming proficient in travel knowledge for years. She is currently serving as the Vice President of ISTTE, an advisory board member of the Salt Lake City Academy of Travel and Tourism and is a member of the ASTA Scholarship Foundation Committee.

### **John Kesler**

Chairman of the Board  
[john\\_c\\_kesler@lakeland.cc.oh.us](mailto:john_c_kesler@lakeland.cc.oh.us)

### **Cathy Hsu**

President  
[hmhsu@polyu.edu.hk](mailto:hmhsu@polyu.edu.hk)

### **Sharon Scott**

Vice-President  
[travel@educationsystems.com](mailto:travel@educationsystems.com)

### **Jean Marshall**

Secretary  
[jeanmarsh@mediaone.net](mailto:jeanmarsh@mediaone.net)

### **Carl Boger**

Treasurer  
[Cboger@gwm.sc.edu](mailto:Cboger@gwm.sc.edu)

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**Gwen Donaldson**, Vendors Fair  
[gwen@tourismcollege.com](mailto:gwen@tourismcollege.com)

**Zongqing Zhou**, Awards  
[zhou@niagara.edu](mailto:zhou@niagara.edu)

**Ady Milman**, Membership Benefits  
and Marketing  
[milman@mail.ucf.edu](mailto:milman@mail.ucf.edu)

**Michael Sabitoni**, Membership Benefits  
[msabitoni@jwu.edu](mailto:msabitoni@jwu.edu)

**Paul Howe**, Silent Auction  
[phowe@pct.edu](mailto:phowe@pct.edu)

**Gayle Jennings**, Research Papers  
[g.jennings@cqu.edu.au](mailto:g.jennings@cqu.edu.au)

**Khoon Koh**, Election  
[kkoh@mesastate.edu](mailto:kkoh@mesastate.edu)

**Liping Cai**, Membership  
[liping@cfs.purdue.edu](mailto:liping@cfs.purdue.edu)

**Ann Fields**, Vendors Fair  
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