



# NEWS & VIEWS

**May 2002  
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President's Message ..... 1

2002 Annual Conference ... 2

Membership Survey Report  
..... 3

New Members..... 3

ISTTE Election..... 4

Classroom Update ..... 5

Awards Announcement..... 6

Call for Papers [JTTT]..... 7

ISTTE Flyer..... 8

Board Members ..... 9

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## President's Message

Dear ISTTE Members:

I hope you all have had a wonderful semester and now the North American colleagues are ready for the summer break. Do rest, relax, and recharge.

The 2002 conference committee has been working hard and tried to line up some wonderful programs for Salt Lake City. Please mark your calendar and plan to attend. We lowered this year's conference registration for all members and offered a one-day rate for high school teachers to make your attendance a little easier.

I would like to thank the members who returned the membership survey to Ady Milman. He has prepared a report based on your responses. The ISTTE board members will review his report and discuss priorities and membership preferences. We will incorporate your comments into our future planning. The goal is to serve you better!

I have also drafted a new logo for the Society. Liping Cai, our board member in charge of membership, has designed a new flier for the Society as well. They are provided in the newsletter for your review. Please let me know if you have any suggestions on how to improve the logo. We would like to finalize the new logo soon and launch it at the 2002 conference.

The Society is the sponsor of two conferences this May: the First Asia Pacific Forum for Graduate Students Research in Tourism (May 22 in Macau) and Tourism in Asia: Development, Marketing and Sustainability (May 23-25 in Hong Kong). A flier of ISTTE will be printed in the conference programs. Liping Cai and I will attend the conference (at our own expense) to promote the Society and recruit new members.

Heidi Sung, our webmaster and newsletter editor, will move the ISTTE website from a commercial service provider to the University of Houston server. The move will be transparent to the users; therefore, the accessibility of the website will not be interrupted. However, this will represent a saving to the Society. After the move, Heidi will create a distribution list among members so that we can update you on Society matters and general travel and tourism trends without having to wait till the next newsletter publication date. Thank you Heidi for making the arrangement.

Again, I would like to remind you that the priority of the ISTTE Board is to provide service to you. Please feel free to contact me if you have any suggestions on how to improve our performance.

Sincerely,  
Cathy Hsu  
President of ISTTE

**2002 Annual ISTTE Conference**  
**"Succeeding Together: Recruit, Articulate, Educate"**  
**Salt Lake City, Utah, October 10-12, 2002**

***Need help to succeed?***

This year's conference will be a tremendous help in weathering the storm our industry is facing today.

Conference workshops will include, but not limited to:

- Presentations on recruiting
- Round table discussions will give you the opportunity to hear what others are doing that works, and to give your input to others as well.
- A report on the Hospitality and Tourism cluster project identifying knowledge and skill sets needed to succeed in travel and tourism
- The Hogan Institute mobile classroom

***All year, this is the conference you won't want to miss!***

In addition, enjoy the most recent city to host the Olympics. Several activities will allow you to see up close what the world saw with visits to the Olympic sports park and other exciting activities.

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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, and 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.

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, 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.



Photo by: Tom Berens

*For more information,  
Contact  
**Sharon Scott, CTC** at  
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(E-mail: [istte@aol.com](mailto:istte@aol.com)).*

*For conference information  
and conference registration online,  
Visit our website at  
<http://www.istte.org>.*

## REPORT

### ISTTE Membership Survey

In an attempt to improve membership services, ISTTE Board of Directors has implemented a membership survey in February 2002. The survey was mailed to ISTTE members as well as former members (who did not renew their membership in the past three years). A total of 33 questionnaires were returned from members around the globe.

The survey asked questions pertaining to the respondents' background, their past and future participation patterns in ISTTE conferences, their perception of the ISTTE Web site, and their level of satisfaction with ISTTE membership in general. The last part of the questionnaire assessed the respondents' level of importance of a number of membership services provided by ISTTE, as well as the extent to which they are implemented.

The findings revealed that over one half of the respondents were either "satisfied" (48.5%) or "very satisfied" (9.1%) with their ISTTE membership. It was also clear from the data that the top important service features for ISTTE members were: networking opportunities with other educators, affordable conference registration fee, annual conferences, and affordable annual membership dues. Less important service features were found to be: higher acceptance rate of conference papers, small cozy organization, members' benefits (e.g. discount for travel services), and the use of LISTSERV to communicate with members.

The full report of the membership survey will be available to ISTTE members at the forthcoming annual conference in Salt Lake City. The Board of Directors will evaluate the results and assess potential strategies to better meet the needs of ISTTE current members, as well as to increase its membership.

For further questions, please contact: Ady Milman (E-mail: [milman@mail.ucf.edu](mailto:milman@mail.ucf.edu)).

## NEW MEMBERS

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## 2002 ISTTE ELECTION REMINDER

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 are:

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

The term of three of the members-at-large ends in December 31, 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) 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)

Thank you.

## ELECTION NOMINATION

### ISTTE 2002 - 2005 Members-at-Large Nominations

1. Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_
2. Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

3. Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_
4. Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Your Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please Send This Form To: [zhou@niagara.edu](mailto:zhou@niagara.edu)**

## CLASSROOM UPDATE

### New Course Development

#### Professional Competencies for Marketing, Tourism and Business Central Queensland University, Queensland, Australia

The School of Marketing and Tourism, Central Queensland University (CQU), Rockhampton, Queensland Australia has developed a new course, which is currently being processed through the relevant University committees. Envisaged to come on line in 2003, the course has been prepared to enable students to gain exposure to some of the professional competencies that will aid them in both their work and lifelong learning in the fields of marketing, tourism and business.

In particular, the course intends to develop requisite skills for students enrolled in business, tourism and/or marketing programs. The course also recognizes that effective functioning in the tourism, marketing and business environments comprises sufficient awareness of being part of a professional team, working to industry and academic expectations and developing practices according to specific ethical and operational requirements. An understanding of professional competencies in written, oral, thinking and research skills is an essential step towards developing these practices. Equally important is an appreciation of the ethical and moral responsibilities of both working as a team member, cross-culturally and in terms of individual standards. This course provides an introduction to these professional competencies in an interactive format in which students are encouraged to apply the information they are learning to 'real world' scenarios, including their own experiences.

In the main, the course was developed in recognition of the diversity of backgrounds and experiences of students who undertake study at CQU. As such it undertakes, early in the commencement of their study in either a marketing, tourism or business program, to expose students to the professional competencies needed to study and work in the fields of marketing, tourism and business. Further, the design of the course encourages 'professional networking for students' and 'partnership with industry', 'high standards of intellectual, professional and ethical development' as well as to improve higher educational opportunity and equity'. The course is to be delivered in multi-campus and flexible modes, reflecting the university's commitment to regional and international student requirements.

Course topics include:

- Business, marketing and tourism as dynamic fields of study and work
- Teamwork and cultural awareness in marketing
- Tourism and business (MTB)
- Thinking and research styles and their application to MTB
- Finding and evaluating MTB information
- MTB in a global context (www, international organizations)
- Ethics in research and the workplace
- Writing for MTB
- Presentations in MTB
- Time management and professional practice in MTB
- The MTB workplace
- Case studies and business reports for MTB
- Lifelong learning strategies for a career in MTB



Further details regarding this and other tourism courses may be accessed at  
URL: <http://www.bus.cqu.edu.au>

## **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.**

College of Hospitality and Tourism Management

R412 St. Vincent's Hall, Niagara University, NY 14109

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**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  
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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.

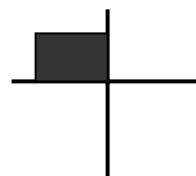
**Manuscript style.** This Journal follows the APA style as outlined in the latest edition of the *Publication Manual of the American Psychological Association*.

**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.



ISTTE is a young and growing professional organization dedicated to advancing travel and tourism education and research. Based in the United States, ISTTE boasts an energetic and diverse membership representing:

- All levels of educational institutions
- A wide range of academic disciplines
- A growing number of countries and regions
- A well-balanced mix of educators, scholars, and practitioners.

ISTTE membership comes with great benefits, including free subscription to the *Journal of Teaching in Travel & Tourism*.

*"ISTTE has allowed me to broaden my perspectives on travel, tourism and hospitality education, teaching and research. I would like to strongly recommend tourism educators and graduate students to include ISTTE as one of the professional organizations in the 'must join' category."*



Professor Kaye Chon  
Former President &  
Chairman of ISTTE

*"I grew up professionally with the networking opportunities provided by ISTTE. The research presentations I made at ISTTE conferences were well received and constructively critiqued to enhance my research confidence and skills. Attending the annual conference every year also recharges my enthusiasm for hospitality and tourism education. I would like to share this wonderful professional experience with you all!"*



Cathy Hsu,  
Current President  
Member since 1991

**ISTTE Membership —  
A Valuable Addition to  
Your Professional  
Portfolio.**

Please feel free to duplicate this page and pass it along to your colleagues and graduate students.  
For membership inquiries, please contact  
Liping A. Cai at [liping@purdue.edu](mailto:liping@purdue.edu)

## BOARD MEMBERS

### **Jean Marshall, CTC, Secretary**

Jean Marshall was elected Secretary of ISTTE in the 2001 election. She is a professor at Hesser College in Manchester NH. She developed the curriculum and has chaired the Travel and Tourism Department since 1981. She began her career in the travel industry in 1975 as a travel agent and she has maintained her certification as a Certified Travel Counselor from the Institute of Certified Travel Agents. She holds a Masters degree in Business Education from Southern New Hampshire University. Jean has served on the Advisory Board of the Hospitality Division of New Hampshire College, the Education Advisory Board of the Granite State Ambassadors Program, the Travel Agent Proficiency Test Platform Advisory Commission of the Institute of Certified Travel Agents, and the Advisory Committee of the Hospitality and Tourism Department of the Regional Technology Center. Jean has been a member of ISTTE since 1990 and has served on the Board of Directors of ISTTE since 1999.

### **Khoon Y. Koh, PhD, Board member-at-large**

Khoon Kho is a faculty member of the Department of Business Administration at Mesa State College in Grand Junction, Colorado. He earned his doctorate from Texas A&M University, his master's from Temple University, and his bachelor's from the University of Alberta, Canada. His teaching and research interests are entrepreneurship, management, marketing, and educational issues pertaining to the travel-tourism industry. Khoon has ten years of managerial experience in the industry in the countries of Singapore, Canada, and the USA. His professional memberships include ISTTE, CHRIE, and ABE.

### ***John Kesler***

Chairman of the Board  
[john.c.kesler@lakeland.cc.oh.us](mailto:john.c.kesler@lakeland.cc.oh.us)

### ***Cathy Hsu***

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Vice-President  
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