



# NEWS & VIEWS

International Society of Travel and Tourism Educators

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## President's Message

Dear ISTTE Members:

Greetings from Hong Kong (please be rest assured that the greetings are virus free)!

I have received so many caring notes and e-mails from ISTTE members and friends over the past two months regarding the news bombarded you on a daily basis. Thank you all for thinking of my colleagues and me here in Hong Kong, one of the hardest hit areas by SARS. As a member of the travel and tourism profession, it is particularly heartbreaking to see the dramatic impact of the disease on our industry. Five-star hotels are running less than 5% occupancy; and regionally focused airlines carry less than 10% of their regular number of travelers. The overall travel business is down by an estimated 70-80%.

However, things are getting better. We resumed classes on April 22, after 3 weeks of suspension, just in time to do a final wrap up for the semester. Much of the teaching was carried out online during the suspension period. Masks are a requirement in the classrooms and meeting rooms and have become a fashion statement. Consumers have begun to dine out again. Restaurant businesses are back up to about 80% of normal for this time of the year. We certainly hope that the worst is over and the industry shall recover soon.

We are, however, business as usual when it comes to the planning of the October ISTTE conference. Programs are being put together and research paper submissions are coming in nicely. If you plan to attend the conference and have not made your hotel room reservation, please do so as soon as possible because the rooms are hard to come by during the weekend of October 15-18—a high season for the fall foliage in New England and a major event hosted by the Brown University.

As the annual election comes close, I would like to encourage your nomination of your colleagues or yourself for the positions open on the ISTTE Board of Directors. The success of the Society depends on members' participation and commitment. If you have any questions about the nature of the various positions or the time and other commitments you have to make once elected, please feel free to contact me. I will be happy to discuss the details with you on an individual basis.

Please take care, stay healthy, and get some deserved R&R during your summer/winter break.

Sincerely,  
Cathy Hsu  
President of ISTTE

## Call for Workshops, Roundtable or Panel Discussions

*2003 Annual ISTTE Conference*

October 16-18, 2003

Providence, Rhode Island, USA

The International Society of Travel and Tourism Educators (ISTTE) 2003 Annual Conference will devote several sessions to workshops, roundtable discussions, and panel discussions. It is the intent of these sessions to focus on a broad range of topics related to education in the field of travel and tourism services. **ISTTE is an international organization; therefore, submission from international scholars is 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
- ◆ Bridging the gap between industry and education needs
- ◆ Teaching for excellence; innovative and creative teaching techniques
- ◆ Perspectives on the changing directions of travel education
- ◆ Perspectives on articulation and/or accreditation
- ◆ How to teach niche travel, i.e. sports tourism, adventure tourism, heritage tourism, etc.
- ◆ 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
- ◆ Meeting and convention management
- ◆ Strategic management of travel and tourism services
- ◆ Trends in travel and tourism

Electronic submissions of workshop outline, audiovisual needs, etc. are required. A file (Microsoft Word file) as an attachment to e-mail is preferred.

Deadline for submission of all proposed workshop types for inclusion in the selection process is **June 15, 2003**. Presentations may not exceed 1 hour 15 minutes in length. It is suggested to make copies of the presentation to hand out.

For all accepted workshops, the presenter *MUST* be prepared to register for and attend the conference. A Presentations Publication will be published to include submitted outlines of workshops.

Send Submissions to:

**Michael Sabitoni, Chairperson**

The Center for International Travel/Tourism Studies

Johnson & Wales University

8 Abbott Park Place

Providence, RI 02903 USA

E-mail: [michael.sabitoni@jwu.edu](mailto:michael.sabitoni@jwu.edu)

Phone: (401) 598-4639

Fax: (401) 598-4764

*For updated conference information including  
Preliminary conference schedule, Optional tours, and other useful traveler information,  
Visit [www.istte.org](http://www.istte.org)*

## Exhibitor Registration Form

2003 Annual ISTTE Conference

October 16-18, 2003

Providence, Rhode Island, USA

### **"Changes in Attitude, Changes in Latitude, Changing the Direction of Travel Education"**

COMPANY NAME \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Products on display and description of the company's specialty or service as appropriate (20 words or less):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please circle the appropriate category:

- Single Booth member rate      \$350.00
- Single Booth non-member rate      \$550.00
- Double Booth member rate      \$500.00
- Double Booth non-member rate      \$700.00
- Additional Buffet Luncheon      \$25.00

Single booth includes 8' draped booth, 6' draped table, 1 chair and electrical outlet, signage and one complimentary buffet luncheon.

\_\_\_\_\_ Yes, I need an electrical outlet.      \_\_\_\_\_ No, I do not need an electrical outlet.

We have enclosed the full payment for the exhibit space at the Vendor's Fair for 2003. Payment **MUST** be received no later than **September 15, 2003** or space will be canceled.

**PAYMENT: My check for \$\_\_\_\_\_ is enclosed (Payable to ISTTE in USD drawn on US bank.)**

Please complete and mail form and payment to: ISTTE, 23220 Edgewater, St. Clair Shores, MI 48082  
or fax to **(586) 294-0208**

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Name on card \_\_\_\_\_

## 2003 ISTTE Elections

Dear members:

We are seeking nominations for a number of board positions.

The positions of the current Executive Board are:

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

Nine members-at-large (3-year term) are:

Liping Cai	Heidi Sung
Karin Weber	Ady Milman
Dominic Dillane	Ann Fields
Paul Howe	Zongqing Zhou
Gayle Jennings	

The executive board positions for election include President, Vice-President, Secretary/Treasurer, and 3 members at large positions. The successful candidates will take up their positions on the last day of the 2003 conference. Thus we seek your assistance in identifying willing members to serve in these positions.

Please forward all your nominees (as many as you can) by **June 30<sup>th</sup>** to:

**Dominic Dillane**  
School of Hospitality Mgmt & Tourism  
Dublin Institute of Technology  
Cathal Brugha St.  
Dublin 1 Ireland  
Tel: (1) 4024391  
Fax: (1) 4024496  
Email: [dominic.dillane@dit.ie](mailto:dominic.dillane@dit.ie)

Thank you.

## Election Nomination

### *ISTTE 2003-2006 Executive Board Nominations*

**The executive board positions for election include  
President, Vice-President, Secretary/Treasurer,  
and 3 member-at-large positions.**

1. Nominee: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Executive Board Position: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

3. Nominee: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Executive Board Position: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

2. Nominee: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Executive Board Position: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

4. Nominee: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Executive Board Position: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please Send This Form To: [dominic.dillane@dit.ie](mailto:dominic.dillane@dit.ie).**

## **Announcement**

*ISTTE Awards Program 2003*

**The International Society of Travel and Tourism Educators (ISTTE)  
is seeking nominations for**

### **TWO AWARDS**

**To be given at the  
Annual Conference  
In Providence, Rhode Island,  
October 16-18, 2003.**

- **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 Haworth Hospitality Press. It will be given again in 2003. **Please refer to nomination form #1 in our website.**

- **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. It will be given again in 2003. **Please refer to nomination form #2 in our website.**

**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.

**For submission of award nominations by June 20<sup>th</sup>, please contact:**

**Zongqing Zhou, Ph.D.**

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)

## Industry Update

### ***Fact Sheet for 'A Hospitable Hong Kong' Education Kit***

The Hong Kong Tourism Commission appointed The Hong Kong Polytechnic University's School of Hotel & Tourism Management to develop and produce a Tourism Hospitality Education Kit in August 2002. The Education Kit has the theme of 'Can I help you?' and it is aimed at encouraging secondary students developing a positive and helpful attitude towards visitors. It spreads the message of hospitality to the young people at schools. 2,500 sets of the Education Kit were produced and delivered to all secondary schools in Hong Kong in December 2002.

The Kit is designed to serve as reference material to assist classroom teaching as well as offering ideas for extracurricular activities. The Kit comprises a programme booklet, teacher's guide, a set of CD-ROMs and a board game. All the components are in English and Chinese.

Two characters are created and used throughout the Kit: 'Tim', a Westerner who is visiting Hong Kong for the first time, and 'Xiao Ling', an Asian woman visitor. 'Tim' is used in the English-language version and 'Xiao Ling' is used in the Chinese-language version.

The programme booklet covers the questions (and answers) Tim might ask; the things he would do as a tourist in Hong Kong; the special heritage, eco-tourism and cultural events; cultural sensitivities; a series of conversations between Tim, who needs assistance, and a person from Hong Kong; and basic information regarding tourism in Hong Kong.

The teacher's guide consists of 10 different tourism hospitality activities for students, which can be used in class or as extracurricular activities. The objective of the activities is to help students learn more about Hong Kong and how to be a good host.

The programme booklet and teacher's guide are both available in the CD-ROM format. In addition, the 10 conversations between Tim, who needs assistance, and a person from Hong Kong can be heard on the CD. The CD also has three series of self-administered interactive quiz for

students to challenge their own knowledge of tourism and hospitality.

The board game helps impart tourism and hospitality message and is fun to play. A maximum of six players can play the game by competing for being the first one to reach a number of tourist spots. The game requires the player to go to different tourists destinations in Hong Kong by moving along the various transportation routes on the board. In order to move to the different destinations, the players will be required to correctly answer questions on the cards they draw.

The content of the main programme booklet and the quiz are also available on Tourism Commission's website <http://www.info.gov.hk/tc/hospitable/education.htm> for public access.



*by Tony Tse, Industry Partnerships Director  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University*

## Useful Resources on the Web for tourism education and research

This column offers useful information and materials relevant to teaching and research in the travel and tourism disciplines. If you are searching for materials to facilitate teaching or researching into a tourism specific topic, one or more of the websites below may contain some useful information for you.



### Digital Book Index

<http://www.digitalbookindex.com/about.htm> is an online index that gathers both commercial and non-commercial eBooks. Users can search for eBooks via either “search by author”, or “search by title key words” or “search by author & title”.



### A Report on “Travel & Tourism in Travel Economies”

The report of a study prepared by DEI.WEFA, Inc indicated that major American cities have suffered declines in travel and tourism over the past two years due to depressed economies and the aftermath of Sept 11.

<http://usmayors.org/uscm/news/publications/>



### US Economics Statistics

<http://stats.bls.gov/home.htm>

is the US Department of Labor's website which contains basic economic statistics regarding the United States or locations within the United States.



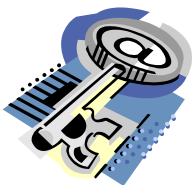
### Intellectual Property on the Internet: A Survey of Issues

The World Intellectual Property Organization (WIPO) published the above report recently. The report addresses the impact of digital technologies, with specific references to the Internet, had on intellectual property (IP) and the international IP system. Full text version available on <http://ecommerce.wipo.int/survey/>.

### Case based teaching and learning

For those who are interested in using cases in undergraduate teaching may refer to this website for case method research reports or other links to case-based teaching and learning.

<http://www.geocities.com/orgscience/case.htm>



### Hospitality and Tourism Associations

For hospitality and meeting industry associations contacts in US, try <http://www.unlv.edu/Tourism/assoc.html>. The list is compiled by the Tourism and Convention Department faculty at the University of Nevada, Las Vegas.

### Travel and Tourism “Viewed on-demand” TV

AdventureTV.com is a broadband media company - serving as an aggregator and distributor of travel, educational, nature, and adventure destination content. This content can be viewed on-demand on the AdventureTV.com website and through its distribution partners - on PC's, TV set-top boxes, and portable media devices. <http://www.adventuretv.com/>



Compiled by Monique Yeung, School of Hotel and Tourism Management  
The Hong Kong Polytechnic University

## CALL FOR PAPERS

*Journal of Teaching in Travel and Tourism (JTTC)*  
*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 JTTC 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.

**CONFERENCE ANNOUNCEMENT**  
**2003 Convention & Expo Summit**  
**August 29-31, 2003**  
**Hong Kong, SAR, PRC**

**- RESCHEDULED -**

The Convention & Expo Summit has now been re-scheduled to run from **29-31 August 2003** at the InterContinental Grand Stanford Hong Kong, instead of the previously published dates of 27- 29 May 2003. This decision has been made after considerable consultation with currently confirmed presenters, delegates, keynote speakers and panelists in response to the continuing global concerns relating to SARS.

In your decision-making to attend our C&E Summit in August please consider the following:

**OPPORTUNITY FOR A BIGGER AND BETTER EVENT IN AUGUST**

**Sessions**

**All keynote speakers and panelists** detailed on our Summit website at <http://www.polyu.edu.hk/htm/ces> **have reconfirmed their attendance** at our new Summit date in August. We are also approaching further high profile international convention & exhibition industry professionals and academics to speak at the Summit who can offer the **latest insights on the actual impacts on the convention & exhibition industry following SARS and the Iraq war.**

The **first meeting of the DOME Academic Council** will still be held in conjunction with the Convention & Expo Summit in Hong Kong – it has been scheduled for 30 August 2003.

Following our previous Call for Papers we have accepted **30 research papers** dealing with various aspects of convention, exhibition and event management from around the world, including **Australia, China, Germany, Korea, New Zealand, South Africa, the United Kingdom, and the United States** – the vast majority of accepted paper presenters have reconfirmed their attendance and presentation of papers at the Summit in August.

**Re-Opening of Call for Papers**

In view of the new Summit dates we have **RE-OPENED** our earlier **Call for Papers** (as per our website at <http://www.polyu.edu.hk/htm/ces>) to allow further interested individuals to still participate in the Summit in August 2003. **The submission deadline for this Second Call for Papers is 6 June 2003.**

**For submission and further information, please contact:**

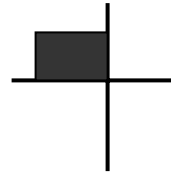
Karin Weber, Conference Chair

at [hmkweber@polyu.edu.hk](mailto:hmkweber@polyu.edu.hk)  
or by phone on (852) 2766 4031.



# ISTTE

International Society of Travel and Tourism Educators



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*.

*"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 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*

**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)