



NEWS & VIEWS

International Society of Travel and Tourism Educators

May 2005
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President's Message

Dear ISTTE Members,

Another school year is drawing to a close. I believe that sometimes, in our survival mode, we lose track of the lives we have an impact on.

Last week I had the opportunity to visit with a young lady that recently graduated from a program in Travel and Tourism. She is making a difference in her company. Thanks to dedicated teachers, she has begun a very promising career. You are all to be commended for what you do, for the difference you make and for your dedication to your job and our industry. It has been my pleasure to serve as both your vice president and president for many years. I am proud to be associated with you!

It is time for you to be thinking about running for an office in our great Society. You have the opportunity to run for President, Vice President or one of three board member at large positions. Please throw your hat in the ring or think of someone you would like to nominate. We need you! Nominations for offices can be handled online at <http://www.istte.org/members/election.html>.

Please take time to get familiar with the ISTTE web site, <http://www.istte.org>. We have worked hard to make information readily available to you, including a new feature, "Post a Job". Currently, there are several jobs posted. As a member of the Society, your institution can post a job free of charge. It's a great way to get the word out!

Best wishes for a relaxing summer. I definitely look forward to seeing you in Chicago in October.

Warmest Regards,

Sharon Scott, CTC
President

REPORT FROM CHICAGO

2005 ISTTE Annual Conference (October 20-23) "Architects of the Future of Tourism Education"

Don't miss this opportunity to visit the Windy City this October 20 -23, 2005 for our annual conference!

We are staying at the Hotel Allegro, which is a delightful, boutique type property. Every evening between 5:00pm and 6:00pm we will have a free wine tasting in the hotel lobby to enjoy!

The Opening Session keynote address will be presented by Scott Ahlsmith, CTC, and the title of the keynote address he will be giving is "**Learn More – Earn More, Continuous Learning – the Great Differentiator.**" Scott has more than 30 years industry familiarity including incentive travel, travel agency, tour operator, travel publishing and travel technology experience. Along the way, he wrote, *The Complete Idiot's Guide to the Perfect Vacation*, hosted daily radio shows for Voice of America, and continues serving on The Travel Institute Board of Trustees as the current Acting President and Chairman of the Board. In 2001, Scott founded Magellan Travel Technologies which has six operating divisions that help travel agents and agencies take care of business, so they can take better care of their customers.

Free time on Friday night can be filled with casinos or culture:

- Trump Casino or Majestic Star Casino or Horseshoe Casino, nearby gambling, entertainment, and dining.
- The Art Institute will be hosting "**1945: Creativity and Crisis, Chicago Architecture and Design of the World War II Era**" a collection of drawings and models showcasing American architecture and design of the 1940s and commemorates the 60th anniversary of the war's end.
- The Chicago Symphony Orchestra will be performing at 8 PM the 1925 silent film classic "Phantom of the Opera."
- The Goodman Theater will present "Purlie" a revival of the hit 1970 Broadway musical comedy in which a career ne'er-do-well decides to become a preacher and sets out to con a former slaveholder into financing his new church.
- The Civic Opera House will have the opera, "Carmen" by Bizet at 7:30 PM.

Joanne Giampa, College of DuPage, 2005 Conference Chair
College of DuPage
email: giampa@cdnet.cod.edu

LODGING

Hotel Allegro Chicago, 171 W. Randolph St. Chicago, IL 60601 Please make reservations directly with the hotel. Mention that you are an ISTTE member for special rates of \$139.00. For reservations call: 866-672-6143, or register online: www.allegrochicago.com

WELCOME NEW MEMBERS

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Breakout Sessions

CALL FOR PRESENTERS

2005 Annual ISTTE Conference

October 20-22, 2005

Chicago, IL, USA

The International Society of Travel and Tourism Educators (ISTTE) 2005 Annual Conference will devote several breakout sessions and a panel discussion to 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.

- Building relationships with industry
- Constructing new tourism curriculum
- Implementing innovative teaching techniques
- Structuring methods of tech-based selling
- Effectively communicating security policies and procedures
- Designing and shaping specialty travel for niche markets
- Drawing up a successful marketing plan

SUBMISSION GUIDELINES

The submission deadline for all proposed breakout session topics is July 1, 2005. Electronic submission of the presentation outline as a Microsoft Word file is preferred. The length of the presentation should be approximately one hour.

Send submissions to:

Joanne M. Giampa, CTC
Coordinator, Travel and Tourism, College of DuPage
425 Fawell Blvd. Glen Ellyn, IL 60137
Phone: (630) 942-2556 Fax: (630) 858-7263
E-mail: giampa@cdnet.cod.edu

For further details regarding the 2005 Annual International Society of Travel and Tourism Educators (ISTTE) Conference please visit the following website: <http://www.istte.org>

*Don't forget to register by July 15th to get our "**Early Bird Special Offer.**"*

To register for the ISTTE 2005 Annual conference and be listed in the roster of attendees, the registration form must be received no later than September 15, 2005. After September 15, you may register on site, but your name will not appear on the roster of attendees.

TO REGISTER

VIA FAX: (586) 294-0208

Online: <http://www.istte.org/conference.html>

VIA MAIL: International Society of Travel & Tourism Educators
23220 Edgewater, St. Clair Shores, Mi 48082

CONFERENCE REGISTRATION FORM

2005 Annual ISTTE Conference

"Architects of Tourism Education"

October 20-22, 2005

Chicago, IL, USA

To register for the ISTTE 2005 Annual conference and be listed in the roster of attendees, this form must be received no later than September 15, 2005. After September 15, you may register on site, but your name will not appear on the roster of attendees.

NAME: _____

TITLE: _____ SPOUSE: _____

SCHOOL-AFFILIATION: _____

ADDRESS: _____

CITY/STATE/COUNTRY/ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

*Registration fee includes admission to all Conference activities.
Prices are in US funds.*

FEE	MEMBER	NON-MEMBER
Prior to July 15th	\$299	\$424
Prior to August 15 th	\$349	\$474
August 15 th or after/Onsite	\$425	\$550
Graduate Student	\$225	-----
Friday October 23, 2005	\$125	-----
Spouse/Significant Other	\$199	\$199

A copy of the 2005 CONFERENCE PROCEEDINGS on CD ROM, which includes all academic and research papers presented at the conference, is included in your conference registration.

**PAYMENT: My check for \$_____ is enclosed (Payable to ISTTE).
All Major Charge Cards are also accepted**

PURCHASE ORDER: If you want to guarantee payment with a purchase order, we must receive a hard copy with your registration form.

CANCELLATION POLICY: Full refund will be given when cancellation is received in writing prior to August 19, 2005. A refund less \$50.00 will be granted to requests received between August 19 and September 18, 2005. No refunds after September 18, 2005. All refunds subject to a \$25.00 administrative fee.

STUDENT ESSAY CONTEST

Global Summit on Peace Through Tourism

October 2-5, 2005 (Pattaya, Thailand)

Dear Colleagues:

I would like to bring your attention to the students essay contest for the upcoming Global Summit on Peace Through Tourism, scheduled for 2-5 October, 2005 in Pattaya, Thailand.

In part of the Summit, undergraduate and postgraduate students studying tourism are invited to enter an essay writing competition. Students have to submit an essay of 15 pages or less on the topic of "Building a Culture of Peace through Tourism." The winner of the best essay will receive a prize of US\$1,000 as a scholarship.

In the meantime, colleagues are invited to submit a 3 page abstract by 31 May 2005 if you wish to attend and present a paper at the Summit. Registration fees will be waived if your paper is accepted for presentation. Full details for both student essay contest and Summit paper submission can be found in the following website: http://www.polyu.edu.hk/htm/conference/global_sub_cfp5401.pdf

Best regards,

Kaye Chon

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Third Global Summit on Peace through Tourism
October 2-5, 2005
Royal Cliff Beach Resort
Pattaya, Thailand

Organized by the International Institute for Peace through Tourism (IIP)
Supported by Thailand Convention & Exhibition Bureau (TCEB), and
With the support of the World Tourism Organization (WTO)

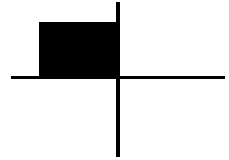
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ISTTE

International Society of Travel and Tourism Educators



ISTTE is an energetic 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!"

Professor Cathy Hsu
Former President
& Current Chairman

The International Society of Travel and Tourism Educators has been of great benefit to my professional career. As a teacher, an administrator and a curriculum developer, participation in ISTTE has produced insights and ideas to aid in all areas of my work. The bonus is the life long friendships, which have developed through my participation in ISTTE.

Sharon Scott, Current President

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

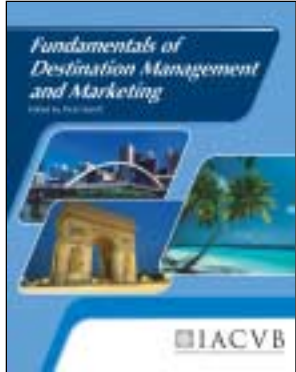
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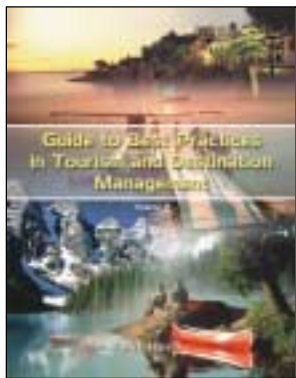


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Editor: Rich Harrill, Ph.D.

Published under the sponsorship of the International Association of Convention and Visitor Bureaus (IACVB), this textbook is the first comprehensive guide covering basic functions of the contemporary convention and visitors bureau. Contributors to this textbook are internationally-recognized experts, offering professional insights into key issues related to destination management and marketing. Global in scope, the book also features chapters that explore destination management outside the United States.

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