



# NEWS & VIEWS QUARTERLY

International Society of Travel and Tourism Educators

May, 2008  
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## 2008 Annual Conference

### ISTTE Ireland 2008

"The Future Success of Tourism: New Directions,  
Challenges and Opportunities"

**September 30th-October 2nd, 2008**  
**Dublin, Ireland**



## President's Message

May 21, 2008

Dear Colleagues,

As we complete another academic year, I hope you've found 2007/2008 to be a time of fulfillment, success and productivity.

Personally, this second term as President of ISTTE, has provided me with the opportunity to serve our industry, build relationships and better understand the culture of education. It also has afforded me the chance to travel domestically and internationally; share time and experiences with colleagues, vendors and industry leaders at our conferences; and, most importantly to grow and develop professionally. In short, ISTTE has proven to be an ideal vehicle for both personal and professional rewards – an experience I would strongly recommend to every member.

With that idea in mind, as you prepare your own professional development plan for 2008/2009 within the academic realm, consider the many opportunities being a member of the board can afford you. Certainly it requires time and effort; however the rewards far outweigh the sacrifices. Not only can you contribute to specific causes within the organization, but board membership also offers expanded opportunities externally as well.

A first chance to consider the networking potential of ISTTE is at the Dublin conference this fall hosted by the Dublin School of Technology. Plan to extend your travel experience by participating in the pre and post package stays.

Finally, a reminder that numerous ISTTE student scholarships are available – in fact, the number is at an all-time high. Be sure to encourage deserving candidates to apply so that allocated funding does not go unrewarded. Thanks for your support.

Happy summer!



Michael J. Sabitoni, CHE, MS  
ISTTE President

*ISTTE Annual Conference 2008*  
*Sep 30th – Oct 2nd*  
*Dublin*  
*Ireland*

The future success of tourism  
New Directions, Challenges and opportunities.



To register for the ISTTE 2008 Annual conference and get the early bird registration rate, go to our website <http://www.istte.org/conference.html> - Register before July 15<sup>th</sup>.



# *The Venue*

The conference venue is Clontarf Castle. Located in Dublin's leafy Northside suburbs, Clontarf Castle Hotel is a stone's throw from a city bursting with life, energy and vitality, history and history in the making. The castle is located on the site of the famous battle of Clontarf at which the High King of Ireland Brian Boru defeated the Vikings in 1014AD. The ancient Castle walls hold firm the traditions of Ireland - a welcome as warm and grand as the Great Hall itself, its private grounds ensure a peaceful nights sleep. Rest, daydream or play.



For further information on Clontarf Castle go to hotel website <http://www.clontarfcastle.ie/>

For further information on Dublin go to Dublin tourism website <http://www.visitdublin.ie/>



## Relax and Network at ISTTE 2008

### Opening Reception-September 30th

The opening reception will be hosted by the Lord Mayor of Dublin Cllr. Evelyn Byrne at the famous Mansion House-home of all the Lord Mayors since 1715.



### Visit the home of Guinness-October 1<sup>st</sup>

Enjoy a tour of the famous Guinness Storehouse the home of Guinness followed by an evening of music, conversation and fun at the famous Guinness Gravity Bar overlooking the city of Dublin. Find out more about one of Ireland's most famous visitor attractions at <http://www.guinness-storehouse.com/Index.aspx>

### Conference Gala Dinner-October 2<sup>nd</sup>

Enjoy the unique experience of a medieval Irish banquet at Clontarf Castle. Medieval banquets are a lavish tradition of the Emerald Isle, taking guests on an unforgettable journey to the sights, sounds and tastes of the past. Attendees delight in a sumptuous multi-course feast while costumed entertainers perform music, singing, dancing.



## Conference Special sessions

### September 30<sup>th</sup> International Collaboration

Is your School/ College or University interested in developing international partnerships with other **colleges** for research, faculty and student exchange or for programme development? If the answer is yes then this session will be of great interest to you. There will be a presentation on the European Union funding schemes to promote international educational partnerships between Europe and the US and between Europe and Asia. Other sources of funding will be outlined and how they can be accessed will be explained.

### October 1<sup>st</sup> Tourism and the Environment – Changing Climate Future Trends.

This session will explore the increasingly important area of tourism and the environment. Hear how climate change will influence travel and tourism industry in the years to come. Explore how these issues are currently being taught on tourism and hospitality programmes internationally. Consider the interactions between and the management of tourism and the environment from the perspective of key stakeholders including business, government, non-governmental organizations, tourist and local communities.

### October 2<sup>nd</sup> - Food Tourism

This session will explore the growing realization of the importance of food as an essential element of the tourist experience.



2008 ISTTE Annual Conference - September 30th-October 2nd, 2008  
Dublin, Ireland

"The Future Success of Tourism:  
New Directions, Challenges and Opportunities"

To register for the ISTTE 2008 Annual conference and be listed in the roster of attendees, you must register no later than September 15, 2008.  
After September 15, you may register on site, but your name will not appear on the roster of attendees.

For complete Online Registration and payment information go to our website below:  
<http://www.istte.org/conference.html>

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

Membership Type – Please Check Box:

FEE	MEMBER	NON-MEMBER
Prior to July 15th	\$349 <input type="checkbox"/>	\$474 <input type="checkbox"/>
Prior to August 15th	\$399 <input type="checkbox"/>	\$524 <input type="checkbox"/>
August 15th or after/Onsite	\$475 <input type="checkbox"/>	\$599 <input type="checkbox"/>
Graduate Student	\$275 <input type="checkbox"/>	\$370 <input type="checkbox"/>
One Day	\$175 <input type="checkbox"/>	\$175 <input type="checkbox"/>
Spouse/Significant Other	\$249 <input type="checkbox"/>	\$249 <input type="checkbox"/>

Well, now is your opportunity of a lifetime!!

Join us at the Clontarf Castle Hotel  
for our Dublin conference!!

Please make reservations directly with the hotel.  
Mention that you are an ISTTE member for special rates of €150.00.

For reservations call: +353 1 8332321  
or register online: <http://www.clontarfcastle.ie/>



## The International Society of Travel & Tourism Educators' Mission Statement

ISTTE is a nonprofit international organization dedicated to improving the quality of education and research in the travel, tourism and hospitality industries by promoting the exchange of information, ideas and outstanding service to our members.

### **Our ISTTE WEBSITE.... WWW.ISTTE.ORG**

The ISTTE website is designed and maintained to provide you with easy access to current information about the society, industry activities and useful professional information. Hopefully you are taking the opportunity to log-on to [www.istte.org](http://www.istte.org) on a regular basis for updates, news and new features. If you have ideas for enhancements that will benefit our members, send them to Joann Bruss, our Executive Director ([joannb@istte.org](mailto:joannb@istte.org)). Thank you!

### **Check out the "Resources" link on the ISTTE website.**

One item of interest you will find there is  
Eric Casey's NBTA Charleston Presentation ~ "Careers in Corporate Travel"

Eric Casey, CAE  
Senior Director, Marketing, Membership & Communications  
National Business Travel Association  
110 N. Royal Street, 4th Floor, Alexandria, VA 22314  
[ecasey@nbta.org](mailto:ecasey@nbta.org); [www.nbta.org](http://www.nbta.org)

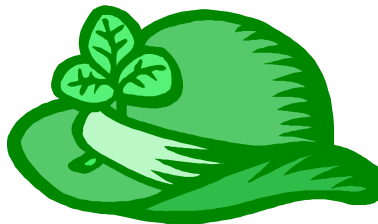
Here is the link: <http://www.istte.org/istte08.ppt>

### **ISTTE Membership application link:**

<http://www.istte.org/membership-application.html>

### **CD order form:**

<http://www.istte.org/order.html>



Dear ISTTE Members:

We are all very excited about this year's ISTTE annual conference in lovely Dublin, Ireland and its international appeal. This is not only a great opportunity to combine the conference with some vacation abroad, it will also be a great opportunity to meet, network and exchange knowledge with many colleagues from Europe and other parts of the world. **If you have contacts abroad that will benefit from participating in our conference please inform them about this great opportunity.** Please feel free to forward my contact details. We'll be more than happy to send them all the information needed to attend the conference and joining the society.

Thank you and see you in Dublin!

Florian Hummel (International Marketing)  
[f.hummel@angell.de](mailto:f.hummel@angell.de) / +49 761 70329 64

## Elections

Nominations are open until August 1, 2008.  
Please use the forms on the ISTTE website.

Roberta Schwartz  
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Johnson & Wales University  
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305-892-7609  
305-892-7069 FAX  
[Roberta.Schwartz@jwu.edu](mailto:Roberta.Schwartz@jwu.edu)

## 2008 ISTTE Executive Board & Members-at-large:

<u>NAME</u>	<u>POSITION/Responsibilities</u>	<u>TERM Expiry</u>
Michael Sabitoni	President	2009
Dominic Dillane	Vice President	2009
Janet Zinck	Secretary/Treasurer	2008
Sharon Scott	Chairman of the Board	2009
Roy Cook	Web Site	2008
John Crotts	Vendor Fair	2009
Rebecca Ann Fields	Awards/Silent Auction	2009
Joanne Giampa	Newsletter	2008
Clark Hu	Research Papers	2008
Florian Hummel	International Marketing	2010
Anna Kulinski	Media Relations	2010
Roberta Schwartz	Elections/Scholarship	2010
Heidi Sung	Marketing & Membership	2009

## HAVE YOU COMPLETED THE 2008 ISTTE MEMBERSHIP SURVEY YET?

The purpose of this survey is to learn more on how ISTTE can better serve your needs. Please help ISTTE to improve its membership services by taking a few minutes to complete the questionnaire. All responses are completely anonymous and will be kept confidential. We would appreciate your participation.

Sincerely,

*Michael Sabitoni, President*

*Heidi Sung, ISTTE Board*

Follow the below link to go to the membership survey:

<http://FreeOnlineSurveys.com/rendersurvey.asp?sid=o0d2p04nufpnsqw437203>



## Please join us in welcoming our new ISTTE members!!

### **Oswaldo Gelabert**

Inter American University  
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(F) 787-860-3470  
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### **Olga Junek**

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Dept. of Tourism Management  
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### **Sylvie Fafard**

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Who is this adorable little girl blowing bubbles?? She is one of our current ISTTE Board members. Look for the answer after the trivia...



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## People read our newsletter ~ it pays to advertise!!

**Newsletter Frequency: FEB / MAY / AUGUST / NOVEMBER**

**Full page or insert: \$200.00 an issue**

**One-half page ad: \$150.00 an issue**

**One-third page ad: \$100.00 an issue**

**One-sixth page ad: \$75.00 an issue**

Format required for text: Microsoft Word document or for pictures: jpg or gif file  
All major credit cards are accepted.

Make checks payable to: ISTTE, 23220 Edgewater St.  
St. Clair Shores, MI 48082 / (P&F) 586-294-0208 / (E-Mail) [joannb@istte.org](mailto:joannb@istte.org)

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## HERE IS A TAD BIT MORE OF IRISH TRIVIA FOR YOU...

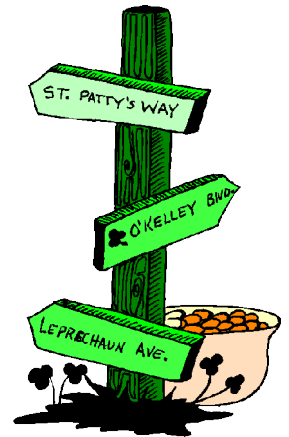
- Galway is in which Province?  
A. Connacht      B. Leinster      C. Munster
- The Prime Minister of Ireland is known as:  
A. an TanAiste      B. an Taoiseach      C. the Prime Minister
- The name of John Wayne's character in the film 'The Quiet Man' was:  
A. Sean Thornton      B. Jack Ryan      C. Michael Collins
- Phil Lynott was the lead singer with which famous Irish rock band:  
A. The Chieftains      B. Clannad      C. Thin Lizzy
- Who is the female patron saint of Ireland?  
A. Saint Maire      B. Saint Patrick      C. Saint Brigid
- The book 'Angela's Ashes' by Frank McCourt was principally based in which Irish city?  
A. Limerick      B. Sligo      C. Dublin
- The Irish beer 'Murphys' is brewed in which Irish town?  
A. Kilkenny      B. Waterford      C. Cork
- The County with the shortest coastline in Ireland is:  
A. Louth      B. Leitrim      C. Wexford
- Town of Waterford is famous for:  
A. water rides      B. fine cut crystal      C. castles
- Ireland is called the Emerald Isle because it is:  
A. very green      B. the source of that gemstone      C. hilly and mountainous
- The highest point in Ireland is:  
A. Cliffs of Mohr      B. Gattymore      C. Carranuntoohil
- The Book of Kells is located in:  
A. Dublin      B. Galway      C. Wexford
- The Ring of Kerry is:  
A. Ancient Celtic Disease      B. Ring owned by original King of Kerry  
C. Road outlining the Kerry Peninsula



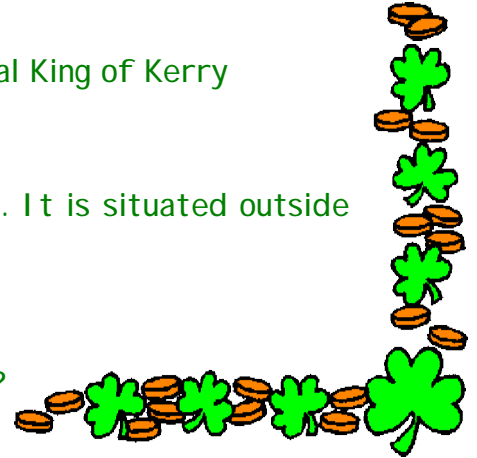
14. Blarney Castle is the most visited tourist spot in Ireland. It is situated outside of which major city?  
 A. Dublin                      B. Cork                      C. Galway
15. Which Irish town was the last port of call for the Titanic?  
 A. Derry                      B. Galway                      C. Cobh

## TRIVIA ANSWERS

1. Galway is in which Province?  
 A. Connacht                      B. Leinster                      C. Munster
2. The Prime Minister of Ireland is known as:  
 A. an TanAiste      B. an Taoiseach      C. the Prime Minister
3. The name of John Wayne's character in the film 'The Quiet Man' was:  
 A. Sean Thornton                      B. Jack Ryan                      C. Michael Collins
4. Phil Lynott was the lead singer with which famous Irish rock band:  
 A. The Chieftains      B. Clannad                      C. Thin Lizzy
5. Who is the female patron saint of Ireland?  
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Something most people don't know about me... I was on Jeopardy twice! The next logical answer is "no comment" and the question is "How did Roberta do on the show?"

