



ISTTE

International Society of Travel and Tourism Educators

October 15-17, 2009
San Antonio

Destinations...it's all about the experience!

Even the savings are **BIGGER** in Texas.



The beautiful Holiday Inn Riverwalk Hotel has generously offered you a new nightly rate of **\$129!** That's a **\$30 per night savings** for being on the door step of the world famous *Paseo del Rio* (the Riverwalk). Don't wait. Just "click" on the picture of the hotel and register on-line today.

CONFERENCE HIGHLIGHTS

RESEARCH: More than 20 refereed full paper presentations plus a research poster session. Selected papers to be announced soon.

WORKSHOPS: "Teen Leaders and Effective Habits of Leaderships", "Hotel Companies' Growing on Tourist Experience", "Enhancing the Learning Experience", "The Safe Travel Planner for Travel Counsellors", and more to come.

CONFERENCE AGENDA

Wednesday, October 14

8:00am - 5:00pm Board of Directors Meeting

Thursday, October 15

Noon - 1:15pm Lunch "ISTTE, the Next Decade"
1:30pm - 4:15pm Workshops & Research Sessions
5:00pm - 6:15pm Reception
6:30pm - 8:00pm Dinner on San Antonio River Barges

Friday, October 16

7:30am - 9:00am Breakfast/Keynote Speaker
9:15am - Noon Research Sessions & Workshops
12:15pm - 2:00pm Lunch with Vendors
2:15pm - 5:00pm Workshops & Research Sessions
6:00pm - 9:00pm Private Tour/Dinner at "The Alamo"
9:00pm - *Paseo del Rio* Pub Crawl

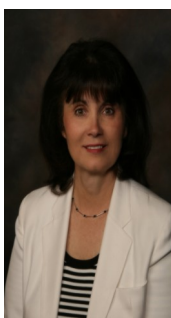
Saturday, October 17

7:30am - 9:00am Breakfast/Silent Auction Results/
Business Meeting

"ISTTE - THE NEXT DECADE"

Luncheon

Thursday, October 15



ISTTE Chair, **Sharon Scott**, will share the results of an upcoming on-line membership survey about enhancing membership value. A workshop will follow.



"Click" the logo to see the San Antonio story.

Volume 1, Issue 1: June

BUDGET SHRINKING? WE'RE THINKING OF YOU

This year's conference ends after the Saturday morning breakfast meeting. One less night will definitely help with a tight budget. But, if you want to arrive early and/or stay a couple more days, the same great hotel rate still applies!

KEYNOTE SPEAKER

Friday, October 16



Scott White, executive director of the San Antonio Convention & Visitors Bureau shares their awarding winning

branding campaign "Deep. In the Heart." Learn how one of the best CVBs in country achieves results.

EDUCATIONAL TOUR & DINNER

Friday, October 16



The Alamo's sacred grounds is the site for a private educational tour and dinner. Plus, the grounds and gift shop will be open only for ISTTE members. Don't miss this once in a lifetime experience under the Texas stars.

2009 Conference Host
Tourism Management Program
College of Business
University of Texas
at San Antonio