

ISTTE

News & Views

**SAVE THE DATES!
30th Annual ISTTE
Conference**

**“The International
Sounds and Tastes of
Tourism Education”
(ISTTE)**

**Miami, Florida –
October 20-22, 2011**

**November, 2010
Volume 26, Issue 4**

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President's Message

November, 2010

Dear ISTTE Member:

As we come to the end of November and approach the Christmas holiday season, it is a good time to reflect on the past year and to look forward to the year ahead. The highlight of the past year was undoubtedly our very successful conference cruise from Long Beach to Ensenada on board Carnival's *Paradise*. As it was my first cruise, I must admit to being a bit nervous about how the whole conference would run on a cruise ship but I think you will all agree, it was a great success and something to consider again at some point in the future. I would like to thank all who helped organize the conference and in particular Michael Sabitoni, the conference chair, whose innovation in proposing the idea of a conference cruise and huge work commitment over the past year made the conference a resounding success. I would also like to thank all our new conference attendees and particularly the large group from Purdue. We hope it will be the first of many ISTTE conferences that you will attend.

The Board elections took place during the conference also and we are delighted to welcome two new Board Members, Lorrie Tuma and Nicole Davis, and Roberta who is staying on the Board. We, also, say goodbye to two wonderful Board Members, Paul Michael Klein and Anna Kulinski. We express our gratitude for their great contributions to the Society over the past number of years.

At our Board meeting in October, we began the process of developing a strategic plan for the Society. The aim of the plan will be obviously to develop the Society and enhance the service to and resources for members. We will be consulting with members as we move forward with this process. We are also planning for next year's conference in Miami, Florida. Full details and booking information are available on the ISTTE website.

Finally, can I take this opportunity to wish you and all your loved ones a very Happy Christmas and Holiday Season? I hope that 2011 will be a great year for you all and a successful one for the Society.

Best wishes,

Dominic

Dominic Dillane, PhD
President



Actions taken by the ISTTE Board of Directors on October 17, 2010

- ✿ Reviewed financial statements and projected cash flows.
- ✿ Decided that an email will be sent to all members and an announcement will be included in the next Newsletter requesting proposals for the 2013 conference. Members will also be surveyed as to preferred locations for future conferences.
- ✿ Received report on the 2010 conference.
- ✿ Received a preliminary report on planning for the 2011 Miami conference. The conference will begin with a general session on Thursday starting at 1:00 p.m., followed by three sessions and then an opening reception.
- ✿ Received a preliminary report on planning for the 2012 Freiburg conference.
- ✿ Decided that throughout the year, we will continue to have telephone conference calls to keep Board members up-to-date with Society activities.
- ✿ Agreed that the following rate structure for future conferences be implemented:
 - Early Bird rate prior to July 1 will be \$359,
 - Prior to September 15 the rate will be \$399,
 - After September 15 the rate will be \$499,
 - One day registrations will be \$175, and
 - Graduate student rates will be \$275.
 - Non-member rates will remain at the same differential.
- ✿ Began a preliminary strategic planning process and agreed to:
 - Develop a sponsorship package;
 - Update the website;
 - Explore ways to be more inclusive;
 - Attempt to negotiate a reciprocal relationship with ICHRIE whereby the *Journal of Teaching in Travel & Tourism* could be distributed to ICHRIE members;
 - Have ISTTE host and maintain a list of travel and tourism programs;
 - Add an institutional rate of \$400.00 for up to three members;
 - Remove the category of Allied memberships;
 - Add an incentive to encourage increased membership, whereby an individual bringing in two new full members into the organization in one calendar year would receive a half-price membership rate for that calendar year and an individual bringing in four new full members, would receive a complimentary membership for that calendar year; and
 - Offer the following range of sponsorship levels:

- Gold - \$3,000,
- Silver - \$1,500, and
- Bronze - \$500.

- ✿ Received a printed report detailing statistics on research paper submissions and acceptances.
- ✿ With regards to research papers, agreed that only three categories will be used for future conferences: full papers, posters, and working papers.
- ✿ Agreed that the deadline for submissions for the 2011 Conference will be March 30th.
- ✿ Established new advertising rates for the Newsletter of \$25 for a half page and \$50 for a full page.
- ✿ Received a report recognizing the following scholarship recipients:
 - High School/Propriety Schools – Rachel S. Whaby, Conlin & Halissey Travel School
 - Two Year Colleges – Amie Cantarella, College of DuPage
 - Four Year Colleges – Mary Gibson, College of Hospitality & Tourism Management, Niagara University
 - Graduate Students – Tyler Hampton, St. Thomas University
- ✿ The board regretfully accepted the resignation of Paul Michael Klein.

Bios of ISTTE Scholarship Winners (You can read their essays on our ISTTE website!)



My Name is **Rachel Whaby**, and I am currently enrolled in Conlin and Hallissey’s Travel School. I have completed two full years of university, stopping for a while to explore the world around me. I have been involved with humanitarian aid projects, as well as, teaching English as a Second Language in various Asian countries. Because of my experiences, I have come to love travel and tourism and the eye opening experiences it gives people. My heart is to see others enrich their lives through travel. I would like to work as an independent agent with a host, because of the flexibility in schedule and the endless possibilities, challenges, and creativity it offers.

My name is **Tyler Hampton** and I will be graduating with my MBA in December 2010. I am originally from Louisville, KY and I graduated in May 2009 from the University of Kentucky with a bachelor’s degree in Finance and Marketing. I came to south Florida in August 2009 to study at St. Thomas University and break into the world of sports administration. I have interned with a variety of professional organizations to gain experience and network with those in the industry. My experiences include working with the PGA TOUR and NFL to bring tourism to south Florida in conjunction with the events they host in the area. I am currently working part-time for a sports marketing agency, where my duties focus primarily on sponsorship and event management. The ISTTE scholarship will definitely help lighten the financial load associated with graduate school. I thank you very much and I hope to represent ISTTE in the best light possible.





Mary Gibson, Strykersville, NY - Niagara University

First of all, I just wanted to *sincerely* thank you for choosing me as a 2010 ISTTE Scholarship Recipient! I am truly honored and am very encouraged to be recognized for my goals and accomplishments in the Hospitality and Tourism Industry.

I am in my third year of study at Niagara University, but am a senior by credit. My primary major is a Bachelor of Science in Tourism-Special Events and Conference Management from the College of Hospitality and Tourism Management. Instead of graduating early, I am obtaining a double degree in Accounting from the College of Business, in order to help me to better understand the business practices that will allow me to be successful in owning my own small businesses.

Following graduation, I hope to own a catering operation and country inn on an organic farm. My inn will be a refuge of peace and tranquility in a fast-paced world. I believe that keeping the farming heritage alive in my community is very important, so my inn would welcome families to live in a rural farm setting for a few days to immerse themselves in a refreshing way of life. I would like to share the rural life with those who have never experienced it. My catering operation will specialize in making nutritious meals for pick-up or delivery to busy families who don't have time to create a wholesome, delicious meal. I aspire to create beneficial "family time" when, after a long day, family members can sit down to enjoy a meal that took them no time to create. A hybrid of travel/tourism and foodservice careers offers me the perfect opportunity to positively impact the lives of others through food, leisure, travel, and rural experiences.

I have had much experience working in various aspects of hospitality. I continue to work for Catered Creations Inc., a local catering company based in Arcade, NY, where I started my hospitality career path in April 2006. I started out serving and cleaning up, but quickly earned the trust and respect of the owner and my fellow workers. I was asked to help out in the set-up of the event and preparing of the food during the days before an event. From September 2007-September 2009, I took up a second job as a hostess with The Roycroft Inn, an internationally known inn and four-star dining room in East Aurora, NY. I took reservations, showed patrons to their tables and answered any questions they may have concerning the property, ensuring that all the guests were welcomed heartily and left happy. For the summer of 2009, I obtained a position as an intern at the IACC-accredited Beaver Hollow Conference Center in Java Center, NY. I experienced most aspects of a luxury corporate conference center working as a prep cook in the kitchen, a conference-coordinator intern, a front desk/guest services representative, a banquet server, and, by shadowing housekeeping, I returned this past summer as a full-time front-desk/guest services representative. I look forward to continue furthering my experience in and knowledge of the fields of travel, tourism and hospitality.

Mark your calendars for our 2011 ISTTE Conference



30th Annual ISTTE Conference

“The International Sounds and Tastes of Tourism Education” (ISTTE)

Miami, Florida – October 20-22, 2011

Our conference will be held in the:

**Marriott Miami Airport Hotel
1201 NW 42nd Avenue
Miami, Fl 33126
Reservations: 1-800-228-9290**

INTERNATIONAL SOCIETY OF TRAVEL & TOURISM EDUCATORS
“The International Sounds and Tastes of Tourism Education (ISTTE)”
2011 Annual Conference
October 20-22, 2011
Miami, Florida
REGISTRATION FORM

To register for the ISTTE 2011 Annual conference and be listed in the roster of attendees, this form must be received no later than September 15, 2011. After September 15, you may register on site, but your name will not appear in the roster of attendees.

NAME: _____

TITLE: _____ SPOUSE: _____

SCHOOL-AFFILIATION: _____

ADDRESS: _____

CITY/STATE/COUNTRY/ZIPCODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

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

FEE	MEMBER	NON-MEMBER
Prior to July 15 th	\$359	\$509
Prior to September 15 th	\$399	\$549
September 15 th or after/Onsite	\$499	\$649
Graduate Student	\$275	\$370
One Day	\$175	\$175
Spouse/Significant Other (includes all events)	\$249	\$249
Individual Social Event Tickets	N/A	N/A

A copy of the 2011 CONFERENCE PROCEEDINGS will be available on our web site. It includes all academic, research paper and workshop presentations presented at the conference.

PAYMENT: My check for \$ _____ is enclosed (Payable to ISTTE).
All Major Charge Cards are also accepted
Visa and Master Card preferred

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

CANCELLATION POLICY: A refund less \$50.00 for attendees will be granted to requests received prior to September 1, 2011. No refunds after September 18, 2011. All refunds subject to a \$25.00 administrative fee.

****Pictures taken at the conference may be posted in ISTTE publications and on the “Members Only” area of the website.**

Marriot Miami Airport Hotel: Please make reservations directly with the hotel. Mention that you are an ISTTE member for a special rate of \$103.00. For reservations call: 1-800-228-9290.

TO REGISTER VIA FAX: (586) 294-0208

VIA MAIL: International Society of Travel & Tourism Educators

Meet one of ISTTE's newest Board Members and learn some of her Teaching Techniques



Lorie Tuma is a doctoral candidate at Walden University, Minneapolis, Minnesota. Her dissertation measures sense of community using Facebook in tourism and recreation classes. Tuma lives in Mt. Pleasant, Michigan with her husband – a police detective for the city. She teaches tourism, international tourism, management in leisure services, and commercial recreation at Central Michigan University (CMU). Tuma earned a B.S. degree in community development and an M.S.A degree in human resources

from CMU. She also served as a graduate research assistant at the University of Nevada Las Vegas for a major project on faculty retention for the Office of Administration.

In 1987, Tuma launched her career in travel/tourism by serving as an international flight attendant for Pan American World Airways. She was based out of JFK in New York and flew Europe, South America and Caribbean routes. In 1993, Tuma purchased a small travel agency which she eventually transitioned into a Carlson Wagonlit Travel franchise. She spent the next six years building market-share and expanding to four branch offices. In 1999, Tuma sold her agencies to the largest travel franchise in the state of Michigan. She developed training programs for the franchise and managed the mid-Michigan offices for two years before returning to college.

In 2008, Tuma was recruited to develop a global curriculum for MPI (Meeting Professionals International) and teach in the Middle East (Qatar). Over 18 months, she traveled to Qatar three times and taught representatives of the nation state how to build a special events/meetings/conference industry. She involved her students at CMU in her adventures by using Web 2.0 tools, social networking, and an active blog. It was Tuma's experiences in the Middle East and her student's passion for Facebook that provoked the integration of social media in her classroom instructional strategies.

In practicum, Tuma uses Google documents for course readings and YouTube for video supplements. A Word Press blog extends class discussion, Slide Share allows students to view copies of her power point presentations, and Facebook hosts (unofficial) office hours and replaces email. Assignments in Tuma's classes are also non-traditional as students no longer create power point and poster presentations. Instead, the minimum expectation includes the production of a digital media piece that is posted to her Facebook wall. This assignment allows students to demonstrate mastery of content with the integration of technology. The instructional strategy however, provokes case-method discussion and provides students with opportunities to explore ethical reasoning behind the construct as it relates to public perception of the brand.



Tuma is an avid believer in the protection of the online brand. She frequently speaks to student organizations and industry professionals about online content, computer mediation, social media management, and the proactive initiatives that should be taken while maintaining an online presence. However, when it comes to Facebook, she is as much an advocate as she is a cautious adversary. "I don't think it's a trend, and I don't think it's going anywhere" says Tuma. "Just like we have taught our students to weather the storms [of an industry that has changed more in the last five years than the last 20], we must also teach them how to manage their careers and represent their companies in the digital era." She adds. "After all, if we don't teach them, who will?"

Please share your **Best Practices**, your **Teaching Techniques** or your **Secrets to your Success**. We would like to include your ideas in the next or future newsletters. Please email the newsletter editor, Joanne Giampa at giampa@cod.edu with your tips. Thanks!

Close to Home



Mrs. Mutner liked to go over a few of her rules on the first day of school.

Dear ISTTE Member:

It's that time of the year to renew your **ISTTE** membership. I understand how busy you must be with your teaching activities. However, please take a few minutes to complete the enclosed membership renewal form and send it back to Joann Bruss, our Executive Director or, for your convenience, you may now renew online at <http://www.istte.org/membership.html>.

I personally find the **ISTTE** membership a valuable addition to my professional portfolio. With the paid membership, you will have access to the annual conference proceedings and a free subscription to the *Journal of Teaching in Travel and Tourism*, a very useful journal for experienced as well as new teachers. You will have access to the members' only area on our website, which will include election nominations and voting, minutes of board meetings, **ISTTE's** by-laws, access to past proceedings, scholarship and award applications, as well as, a roster of members.

If you have visited our newly updated website, you know that **ISTTE** has one of the best websites among all educator associations. Members are entitled to have a link between the **ISTTE** website and their school homepage. In addition, you can post a job and look at employment opportunities free of charge with your paid membership. Our newsletter provides useful information to update members on Society matters, member activities, and member school developments. The newsletter also includes ideas and resources to help you prepare your teaching more effectively and efficiently.

Your membership also entitles you to reduced conference registration fees. We have an exciting conference planned. In 2011, we are going to Miami, FL. The dates are October 20-22. More information will be available shortly. This is the **MUST ATTEND** conference of the year.

Please renew your membership. **ISTTE** appreciates your continued support.

Sincerely,

Dominic

Dr. Dominic Dillane
President



MEMBERSHIP APPLICATION/RENEWAL FORM

PLEASE RETURN TO: ISTTE
 23220 Edgewater
 St. Clair Shores, MI 48082

Name:	Title:
School/Company:	
Street/PO Box:	
City/State:	Country:
Zip/Postal Code:	Work Phone:
Fax:	Email:
Membership Category Preference*	Dues**
Active Member	U.S. \$150 Per Annum <input type="checkbox"/>
Associate Member	U.S. \$175 Per Annum <input type="checkbox"/>
Institutional Member for up to three members	U.S. \$400 Per Annum <input type="checkbox"/>
Emeritus Member	U.S. \$ 75 Per Annum <input type="checkbox"/>
Graduate Student Member	U.S. \$ 95 Per Annum <input type="checkbox"/>
Which of the following are you affiliated with? (Please check only one)	
<input type="checkbox"/> 2-Year College <input type="checkbox"/> High School <input type="checkbox"/> 4-Year University (with graduate program)	
<input type="checkbox"/> Corporate <input type="checkbox"/> Trade Association <input type="checkbox"/> 4-Year University (with no graduate program)	
<input type="checkbox"/> Small Business <input type="checkbox"/> Other. Please specify _____	
Which of the following best describes your organization? (Please check only one)	
<input type="checkbox"/> Private School <input type="checkbox"/> Public School <input type="checkbox"/> For-Profit Business Not-for-Profit Entity	
How many travel and tourism educators (employees) are there in your organization? _____	

Active - Individual who is employed in the capacity of teacher, administrator, or researcher.
 Associate - Individual who has an interest in enhancing the quality of travel and tourism education.
 Institutional - Any organization with up to three members. All must renew together.
 Emeritus - Person who is retired and has been a member of the Society for at least 3 years.
 Graduate - Full-time student for a maximum of 4 consecutive years. Must not be a fulltime educator.

Name on Card: _____ **(Please Print) Amount:** _____
Credit card number: _____ **Expiration Date:** _____

** Membership year is January 1 - December 31, 2011. Please note your name on any corporate, company, or school check. Make check payable to: ISTTE in USD. Visa and Master Card preferred. All major credit cards accepted.

Thank you for your application! If you have any questions or need more information, please contact Joann Bruss, Executive Director, ISTTE, 23220 Edgewater, St. Clair Shores, MI 48082. Phone: 1-586-294-0208, email: joannb@istte.org The website address of ISTTE is <http://www.istte.org>

PolyU Teaching and Research Hotel – Hotel ICON

An icon for hospitality education taking shape in Hong Kong

Members may have heard about the unique project that The Hong Kong Polytechnic University (PolyU) has undertaken over the past several years. PolyU has invested 170 million US dollars to develop dedicated premises for its School of Hotel and Tourism Management (SHTM) to further enhance its world leadership position in hospitality and tourism education as well as to embrace the strong demand for its further contribution to Hong Kong, the region and the world. The project is one impressive complex of 28 stories, comprising three components: the SHTM home base, the teaching and research hotel and the PolyU staff quarters. The US\$170 million accounts only for the project cost but not the land cost.



With the building now at its full height and nearing completion, the teaching and research hotel has been named Hotel ICON. An icon is an image that represents something more than we can see at first. It suggests an experience that awaits, which is very much true of the dedicated premises built for the SHTM by PolyU. As a teaching and research hotel in a commercial district, Hotel ICON is set to become a pre-eminent symbol of advanced hospitality and tourism education around the world. Hotel ICON is an upscale, first-of-its-kind integrated hotel teaching school and commercial operation. It has 262 deluxe rooms and suites, three F&B outlets, a 300-seat "Silver Box" ballroom, a conference centre, a swimming pool and a harbor-facing fitness centre. The hotel also features a magnificent spa which will be managed by the world-renowned resort and spa company – Banyan Tree.

Another significant aspect of Hotel ICON is its three dedicated "prototype guestrooms" used primarily for research and innovation. Each of these three prototype guestrooms will be developed according to its respective theme, namely "design," "technology" and "well being." While tailor making experiences for guests, the prototype guestrooms also allow further research into and the application of advanced concepts in hotel management fashioned to make possible a more sustainable future.

"In recent years, the hotel and tourism industry in Asia has risen so rapidly that it creates a new 'Asian paradigm' with new waves of innovation and development," said Professor Kaye Chon, SHTM Director who's also bestowed the Chair Professorship by the University. "Our teaching and research hotel will definitely be looked up to as a monument that celebrates our achievement in hospitality education and research."

"As Hotel ICON will have to serve the teaching needs of the school, we have already undergone the strenuous process of revising the course syllabi of more than 40 courses so as to facilitate and ensure a full Hotel and School integration" said Professor Chon.

The school facilities in the complex will include offices for more than 100 faculty and staff members, classrooms, a training restaurant, a wine lab "Vinoteca", a hospitality and tourism resource centre, as well as, the state-of-the-art "Samsung Digital Lab for Hospitality Technology" supported by the international electronics manufacturer, Samsung Electronics.

The third component of the complex is the university staff quarters with 33 apartments built for qualified staff members of PolyU.

A purpose-built hotel, Hotel ICON has an objective of paving the way for the future and grooming the next generation of Asian hospitality. "Hotel ICON" is a very appropriate name for the Hotel as it will truly become an "icon" for the hospitality and tourism education as well as the industry. Hotel ICON has the advantage of consolidating its niche as an independent commercial business, and connecting to PolyU with the university's strong support. Located in the bustling part of Tsim Sha Tsui, one of the most exciting addresses in Hong Kong, Hotel ICON is only a 5-minute walk from the PolyU main campus.

Hotel ICON is fully owned and operated by PolyU's subsidiary "Hotel ICON Company Limited". About 200 full-time employees will work in the hotel supported by some 100 students of the school who will proudly serve as Hotel ICON interns when operations get underway. Key members of the hotel management team are already on board. The General Manager of Hotel ICON, Mr Richard Hatter, is a hotel industry veteran bringing with him over 25 years of international experience in the hospitality industry. Having most recently served as General Manager and Director of the Shangri-La Group's Asia region covering Hong Kong, Mainland China, Singapore and Indonesia, Mr Hatter has extensive experience in managing hotel repositioning, rebranding, refurbishment, renovation, pre-opening development and operations. While anticipation builds for Hotel ICON's grand opening in April 2011, the entire School of Hotel and Tourism Management will move to the new premises in December 2010.

The School of Hotel and Tourism Management was established in 1979 as the Department of Institutional Management and Catering Studies and was renamed as Department of Hotel and Tourism Management in 1992. The Department was designated a School in October 2001, which became an independent and autonomous academic unit within the PolyU structure in July 2004. The School currently enrolls about 2,200 students across undergraduate, masters and doctoral degrees and employs about 160 faculty and staff members.

The School of Hotel and Tourism Management was ranked No. 4 in world ranking in 2005 when PolyU unveiled the plan to develop dedicated premises for the School. With the Hotel reaching its pre-opening stage, the School has moved up its ranking to No. 2 in the world based on research and scholarship according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009, exemplifying the School's motto "Leading in Hospitality and Tourism". The School believes that its international status as a world-class institution will be further strengthened through the success of Hotel ICON.

Hotel ICON will be the venue for the next APacCHRIE conference scheduled to take place from 2 to 5 June 2011.



Kaye Chon, Ph.D., CHE
Chair Professor & Director - School of Hotel and Tourism Management
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Tel: +852-2766-6382; Fax: +852-2362-6422
Email: hmkchon@polyu.edu.hk; <http://www.polyu.edu.hk/~htm/>

Meet our newest ISTTE member:

Polyxeni Moira from the Technological Education Institute of Piraeus
Parnithos 58 Peristeri, Athens, Greece 12136
W: 0030-2105724834 F: 0030-2155724834 polmoira@teipei.gr



Pictures from the ISTTE Conference 2010 are on Facebook waiting for you to tag yourself and see pictures of all your friends!

Thanks for smiling!

Joanne Giampa

Mission Statement

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.

NEW ~ Member Incentive! Any ISTTE member bringing in two new full members into the organization in one calendar year would receive a **half-price membership** rate for that calendar year and an individual bringing in four new full members, would receive a **complimentary membership** for that calendar year! **Get your colleagues to join ISTTE!!**

ISTTE TALK:

Our organization is made up of educators from all over the globe. One of the greatest parts of our yearly conference is the ability to get together and share thoughts and ideas. *ISTTE Talk* can be an invaluable tool to permit us to talk with one another during the rest of the year. We all teach in the tourism profession, and this forum will allow us to “pick each others’ brains” and learn from one another. *ISTTE Talk* is up and running; it is waiting for you. It is a chat room where members can pose questions and other members can provide their expertise and share experiences. If you have a question, have a concern, want to throw out a comment or a thought, we encourage you to do so.

STEPS:

1. Sign into the **ISTTE** member area.
2. Click *ISTTE Talk* on the top tool bar.
3. Click on Post a message.
4. Fill in your name, email address, subject, then fill in the information you want to share or the question you would like to pose.
5. If you make a mistake, contact Joann Bruss (joannb@istte.org), and she can delete the post.



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 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). Thank you!



People read our newsletter ~ it pays to advertise!!

Newsletter frequency: FEB / MAY / AUGUST / NOVEMBER

NEW PROMOTIONAL RATE!

Full page ad: \$ 50.00 an issue
One-half page ad: \$ 25.00 an issue

Format required for text:
 Microsoft Word document or for pictures: jpg 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

ISTTE Ambassador:

**Who is the ISTTE Ambassador in your area? Contact them today!
We each want to know you and communicate with you!**

THE ISTTE AMBASSADOR PROGRAM ~ The ISTTE Ambassador Program was established to involve active members in representing the Society through an expanded outreach program in their respective geographic areas. Last year, a variety of press releases aimed at the tourism and hospitality industry and educational institutions were disseminated by the newly established Public Relations (PR) Committee and some of our Board Members.

During our recent Dublin conference, the Ambassador Membership drive was very successful in recruiting several new Ambassadors to serve as PR contacts for the Society throughout the world. This, however, does not mean that YOU cannot join the list of ISTTE's Ambassadors TODAY! We welcome new Ambassadors, especially in the underrepresented areas of the world.

The role of the Ambassador includes:

- Informing **prospective members** about the Society and its mission to improve the quality of education and research in the travel, tourism and hospitality industries.
- Explaining how practitioners as well as educators from all levels of educational institutions can **benefit** from ISTTE membership.
- **Providing information** to prospective conference participants
- **Disseminating** ISTTE press releases to the industry and other publication outlets in their regions.

Join our Ambassador program and help us reach audiences that are still not aware of **ISTTE** but who could benefit from all that **ISTTE** membership has to offer.

To join or learn more about the Ambassadors' Program, email Anna Kulinski at anna.kulinski@humber.ca. Become an Ambassador; help **ISTTE** grow in prominence; and as a way of saying thank you, enjoy the benefit of paying the EARLY BIRD registration rate for the conferences during your active membership in the program.

ISTTE Ambassadors are:

Roy A. Cook

cook_r@fortlewis.edu Colorado, USA

Dominic Dillane

dominic.dillane@dit.ie Ireland

Joanne Giampa

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Dr. Amitabh Upadhya

amitabh@upadhya.com Middle East

Peter Wood

peter.wood@jcu.edu.au Australia



Where in the World is Carmen Sandiego?

"Carmen Sandiego is rapidly traveling the world, can you keep up with her?"

1. Carmen Sandiego starts her trek in a capital of a country its citizens refer to as Nippon. Others may refer to this country as "The land of the Rising Sun". Where does she begin her run from the law?

- a) Beijing
- b) Bangkok
- c) Seoul
- d) Tokyo

2. Carmen Sandiego heads west from her first destination and is thought to be hiding in South Korea. She was spotted in Seoul and bolted southeast towards the country's second most populated city. Where did Carmen flee?

- a) Daegu
- b) Kwangju
- c) Incheon
- d) Busan

3. From here, Carmen heads southwest to a nation which recently hosted a war during the mid 1950s to mid 1970s. Their flag consists of a yellow star in the center with a red background. Do you know where Carmen went?

- a) Vietnam
- b) North Korea
- c) China
- d) Myanmar

4. Carmen is heading further south to go island hopping in a nation with over 17,000,000 people. She figures that she would be safe in the 4th most populated

country. Unfortunately, she cannot stay long because she is out of Rupiahs. Do you know where Carmen is currently residing?

- a) Indonesia
- b) The Philippines
- c) Malaysia
- d) Singapore

5. Carmen is now headed west to a country without a formal or working government. Perhaps Carmen is planning on joining the pirates, or she plans on visiting the markets of Mogadishu where the movie Black Hawk Down was located. Where did Carmen head now?

- a) Eritrea
- b) Ethiopia
- c) Somalia
- d) Kenya

6. After realizing that Carmen was halfway through her journey around the world, she decided to celebrate by watching the heralded soccer (or football) match between the USA and England in the 2010 World Cup. After leaving Rustenburg after the 1-1 draw, she headed for the nation's largest city. Where is she now?

- a) Cape Town
- b) Pretoria
- c) Johannesburg
- d) Bloemfontein

7. After having enough of soccer/football, Carmen developed a taste for global competition amongst more events. She decided to head to where the modern Olympics began, and later resumed in 2004. In what city is Carmen located?

- a) Corfu
- b) Athens
- c) Thessaloniki
- d) Lamia

8. Carmen made a daring escape from the Olympics, and would have gotten off free had she not left a mysterious flag behind. This flag has a green rectangle on the left of a larger red one, with a yellow circle with a coat of arms just left of the center. The nation is part of the Iberian Peninsula and has never won the World Cup to date. Where is she now?

- a) Spain
- b) The Netherlands
- c) Andorra
- d) Portugal

9. Carmen is in the mood for a long walk on the beach, and decides to head to a

country that was colonized by the nation she left, and that is well known for its beaches and owns one of the world's largest coastlines. She picked up her swimsuit and is relaxing on Copacabana beach. She is also in the largest lusophone country in the world. Where is Carmen visiting?

- a) Venezuela
- b) Brazil
- c) Argentina
- d) Colombia

10. Carmen decides that she is done with crime and wants to head to a place where she can get away from it all and relax. She decides to go north to Great Slave Lake and retire in Yellowknife, about 250 miles south of the Arctic Circle. Which Canadian province (or territory) is she relaxing in?

- a) Alberta
- b) Nunavut
- c) Northwest Territories
- d) Yukon

For answers, please go to the [ISTTE](http://www.istte.org) web-site.

Source: www.funtrivia.com

RFP ~ Request For Proposals!! Here Ye! Here Ye! ISTTE is seeking a United States mid-west area location for the 2013 conference! If you are interested in your town location being considered, please contact Joann Bruss, ISTTE Director, via email at joannb@istte.org.

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