



39th Annual

Executive Development Institute for Tourism

May 1-12, 2017 • Honolulu, Hawai'i

Leading University Tourism Educational Program for Executives since 1978

For nearly four decades, the Executive Development Institute for Tourism (EDIT) at the University of Hawai'i at Mānoa has provided professionals from the travel and tourism industry the knowledge and skills to work effectively in an environment of change and innovation. The School of Travel Industry Management's flagship program builds leadership proficiency and managerial skills for rising executives, heads of businesses and leaders of governmental agencies from the public and private sectors.

The eleven-day institute offers a rigorous and interactive curriculum, preparing leaders to develop strategic approaches to international destination marketing, product development, and international tourism policy. **Hawai'i is the ideal learning environment within a living laboratory because of the many decades of planning and managing tourism growth.**

Graduates from EDIT say that they appreciate the breadth and depth of the program, enabling them to take on increased leadership and executive roles thanks to their participation in EDIT. The program encourages participants to broaden their thinking and develop higher thinking skills for creativity and enterprise in the travel industry. It also expands professional networks with industry colleagues from the Pacific Asian regions and other parts of the world.



School of Travel Industry Management,

University of Hawai'i at Mānoa



www.tim.hawaii.edu

Program Objectives

The **TOURISM DESTINATION MARKETING AND PROMOTION** focus area provides an overview on destination marketing with a framework to develop a marketing strategy that will help participants build and learn how to create and sustain customer and stakeholder value for their destination.

Learning objectives:

- » Understand current and anticipate future consumer markets and buying behaviors
- » Capture created value for the marketing organization
- » Structure leadership roles in a fully integrated strategic marketing plan
- » Gain insight on the growth and purpose of sales promotion
- » Learn:
 - The nature of travel distribution channels
 - Current trends in services marketing
 - The newest trends in service marketing and leadership position
 - How to forecast and interpret research on market demand.
 - How to use tourism research for planning
 - How participation in joint marketing schemes create synergies

The **INNOVATION IN TOURISM PRODUCT DEVELOPMENT AND MANAGEMENT** focus area provides an in depth interdisciplinary overview of core, facilitating, and supporting products that satisfy the wants and needs of the consumer.

Learning objectives:

- » Understand the product lifecycles and sustainable development
- » Study current destination product trends and niche products
- » Consider new product development and market testing options
- » Understand the process of developing, designing and introducing a new product brand
- » Understand how various forms of management and use-risk management practices offer a more sustainable product
- » Learn
 - The process of designing, positioning, and managing the product
 - The process behind product screening
 - How to use tourism management practices to promote community development
 - How to maximize your destination by enhancing your community and physical product



"The course was fabulously well structured with a logical flow of course elements that culminated at the end as all the pieces started to fit together"

CASSANDRA WALLACE
Intrepid Travel, Australia

The **INTERNATIONAL TOURISM POLICY** focus area recognizes the interdependence of policy issues and the need to work collaboratively towards the development of integrated policy initiatives.

Learning objectives:

- » Gain an understanding of the benefits of policy coordination
- » Learn how tourism policies emerge from within organizations
- » Develop an understanding of the potential gains from integrated policy development
- » Draw on the creativity and expertise of departmental inputs
- » Jointly develop policy with stakeholder and community input

Participant Profile and Geographic Representation

EDIT is designed for individuals with managerial responsibilities in tourism or travel-related businesses and participation is limited to 24 individuals every intake. The geographic representation of participants is one of EDIT's unique features. Since 1979, over 600 participants from 50 countries have included government officials, hoteliers, educators, tour operators, airline personnel, representatives of nongovernmental organizations, and other sectors of the industry.

All courses are conducted in English and require oral presentations and group discussions. Participants are expected to have a medium-to-high level of proficiency in English comprehension. Participants without this level of ability may find it difficult to get the full value from the experience.

COURSES IN TOURISM DESTINATION MARKETING AND PROMOTION

Information Technology, Marketing and Tourism

The focus will be on the importance of information technologies to the industry and how they are being put to use in nearly all aspects of the tourism value-chain. Sessions will include permission marketing and new media technologies and understanding social media metrics, web analytics, and e-commerce in tourism. Participants will learn about the impact of information, communications, and database technologies on industry distribution channels, electronic commerce and Internet business activities related to travel and tourism.

As an integral part of the studies in IT, executives will learn about and participate in an outdoor Geocaching activity to experience a high tech treasure hunting game that combines tourism, technology, geography, environmental responsibility, and destination promotion. Geocaching is one of the newest advances in combining promotion, technology, and travel.



"This is one of the best programs I had ever attended. Some lectures have a good balance of academic and real scenarios. The field trips are excellent and the sharing brings new perspectives. I have learned a lot from it and will take time to review and apply it."

JOHN LOW
National Association of Travel Agents
Singapore

Tourism Destination Marketing

The complex and rapidly changing environment of destination marketing will be assessed in order to allow industry partners to ensure that their product and prices are designed to appeal to and reach the rapidly changing needs of the customer. This requires that personnel in the industry stay on top of changes in customer preferences, retail and wholesale levels, technological advances, new competitors, and new emerging partners. In depth discussions on service marketing, integrated branding and communication, lifestyle and customer preferences, and product and price will be incorporated.

Tourism Marketing Research

Practical linkages will be made between market research and strategy development to ensure that marketing research plays an appropriate role in tourism and destination management organizations. Low-cost and no-cost marketing research techniques will be examined.

Tourism Promotion

An overview of current tourism promotion concepts and practices in the travel industry will be examined focusing on the development of travel marketing strategies including the assessment of the travelers' needs; designing a product/package to meet those needs; and communicating the availability of the product via advertising, sales promotion, and public relations. Session discussions will be on strategic tourism promotion through stakeholder relations.

Innovation in Product Development

Participants will explore tourism products that are designed to enhance the visitor experience. Tourism product discussions will vary and may include adventure, sports, nature-based, and seniors' tourism. The role of festivals and events in providing unique tourism experiences will be explored.

International Tourism Investment

Participants examine both public and private sector investment with an emphasis on private sector activity. Topics to be considered include: private sector equity players, investment objectives, barriers to investment, investment incentives, risk factors, and the lenders' perspective.

Meetings, Events, Expositions and Conventions

The course will offer a general overview of MEEC and considers DMO services for meetings professionals. Topics include top ten convention cities in the world, new technologies that support meeting networking, best web portals that are used for researching industry information, technology that impacts convention centers, and ways trade fairs and exhibitions vary around the world.

Product Channels of Distributions

Travel sales distribution systems have undergone dramatic changes in recent years through electronic global distribution systems and the Internet, which have facilitated direct access to customers. The discussion will focus on these changes as well as assess traditional sales distribution systems.

"I have just received a contract for a promotion to a senior position here at the Canadian Tourism Commission. I am taking on the role of Executive Director, Strategy Management. Many thanks to the great learning, thinking and discussion at the EDIT program. It really helped elevate my thinking."

PAUL NURSEY
Canadian Tourism Commission

Resort Planning and Development

The course will offer an in-depth interdisciplinary overview of land use, architectural design, and the development process. Participants will experience the evolution of resorts and the differences and similarities in approach to design, land engineering, and policy making. Resort planning and development examples and illustrations from Hawai'i and Asia are used throughout the session. Sessions include challenges and opportunities in the 21st century and a developer's perspective on the leading trends in resort designing.

An afternoon site visit to Ko'Olina Resort on O'ahu will enhance the learning experience and showcase a ground breaking resort development model that captures the natural beauty of the location while dealing with environmental challenges.

Strategic Tourism Management and Human Resource

Various aspects of strategic management and organizational development together with case studies of both successful and failed companies in the travel industry will be studied. Discussions will include the definition and theory of strategic management, concepts of management, strategic perspectives, organizational culture and values and their application to the travel industry.

COURSES IN INTERNATIONAL TOURISM POLICY

Cultural and the Social Perspective in Tourism Defined by the Host Culture

This use of key Hawaiian cultural values and practices as a template for studying tourism and culture will examine the current state of culture and tourism in Hawai'i and explore the significance and importance of developing good governmental policies on cultural values and practices in tourism.

Global Tourism Trends and Leadership in Tourism

Examine a number of global tourism issues including a brief overview of the present tourism and travel situation, existing and emerging forms of tourism, maintaining and optimizing tourism demand in times of crisis, and safety and security short- to medium-term forecasts and trends.

Public Policies for Sustainable Tourism Management

Concepts and principles of sustainable and responsible tourism including conservation-based activity, specific management concerns, including resource inventory and assessment, determining carrying capacity, certification, site management and the development of visitor plans will be examined.

Transportation and Tourism Policy for Airlines and Surface Transportation Systems

An overview of the key components of travel and tourism industry air and surface transportation systems including discussion of terminal services and interconnecting service modes, assessment of immigration and customs services and the impact of new security measures on surface and air transportation.



"I've been assigned to manage the development of the 10 year China Development Plan. This will involve the development of several strategies (including consumer marketing, market expansion, policy development, aviation and product development strategies) to enable the Australian industry to capitalize on the immense opportunities presented in China. What an opportunity to put all of the great EDIT knowledge to practice!"

HEIDI ANDREWS

Market Services Coordinator,
S/SE Asia and Gulf International (Eastern)
Operations, Tourism Australia

Program-related site visits and tours

O'AHU PARTIAL ISLAND TOUR

The tour will introduce participants to the central and east side of the host island of O'ahu; the home of the University of Hawai'i at Mānoa. It showcases the island's unique tourism product and later, as an integral part of the learning, the knowledge is used for an island tourism product comparison to the Big Island of Hawai'i.

HAWAI'I CULTURAL PRESENTATION

A must-do cultural event in Hawai'i includes participating in a lu'au or Hawaiian feast or participating in one of Hawai'i's cultural reviews.

HAWAI'I NEIGHBOR ISLAND WEEKEND VISIT

Participants will fly to a neighboring island to see firsthand the diversity in tourism products it has to offer. Shared accommodations included.

KO'OLINA MASTER PLAN DEVELOPMENT TOUR

Hawai'i is known for its resort master plan developments and the Ko'Olina Resort and Marina, located on the island of O'ahu, is an excellent example of innovative resort development. Participants will see man-made lagoons and beaches, a championship golf course, an ocean front resort, luxury condominium residences and a full service 43-acre marina.

Faculty

Experienced industry and academic experts conduct the intensive and interactive sessions and are chosen for their excellence in communication skills, strong professional backgrounds and knowledge. EDIT instructors have included:

Caroline Anderson, *Tourism Brand Manager*, Hawai'i Tourism Authority, Honolulu, HI, USA

James Brennan, *Retired Vice President*, Pacific South, United Airlines, Seattle, WA, USA

Tom Bell, *Vice President of Operations*, Royal Lahaina Resort, Lahaina Maui, HI, USA

Carolyn Cain, *Tourism Specialist*, International Finance Corporation, Washington D.C., USA

Shari Chang, *President*, SWC Marketing, Honolulu, HI, USA

Rick Egged, *President*, Waikiki Improvement Association, Honolulu, HI, USA

Mary Fastenau, *President*, StarrTech Interactive, Honolulu, HI, USA

Chuck Gee, PhD. (Honorary), *Dean Emeritus*, University of Hawai'i at Mānoa, School of Travel Industry Management, Honolulu, HI, USA

"The experience and knowledge I obtained at the EDIT programme helped me immensely on my new project."

SHINTHAKA WEERASINGHE
SriLankan Airlines, Sri Lanka

Faculty cont.

Frank Haas, *Dean (retired)*, Kapi'olani Community College, University of Hawai'i System, Honolulu, HI, USA

Mufi Hannemann, *President & CEO*, Hawai'i Lodging and Tourism Association, Honolulu, HI, USA

Peter Kaanapu, *Managing Principal*, LATENT S.E.A. LLC., Honolulu, HI, USA

Chris Kam, *Director- Market Trends*, Hawai'i Visitor and Conventions Bureau, Honolulu, HI, USA

John Koldowski, *Director*, Strategic Information Centre, Pacific Asia Travel Association, Thailand

Paul Lawler, *Principal*, Net Results and Lecturer, University of Hawai'i at Mānoa, School of Travel Industry Management, Honolulu, HI, USA

Juanita Liu, PhD., *Professor*, University of Hawai'i at Mānoa, School of Travel Industry Management, Honolulu, HI, USA

Oliver Martin, *Vice President*, Insignia Marketing Research Inc, Toronto, CANADA

Elliot Mills, *Vice President and General Manager*, Aulani, a Disney Resort & Spa, Ewa Beach, HI, USA

Daniel Nahoopii, *Chief, Tourism Research Branch*, Department of Business, Economic Development & Tourism, Honolulu, HI, USA

Bruce Schneider, *Vice President of Operations*, Hospitality Services of Outrigger Enterprises Group, Honolulu, HI, USA

Kwanglim Seo PhD., *Assistant Professor*, University of Hawai'i at Mānoa, School of Travel Industry Management, Honolulu, HI, USA

Daniel Spencer, PhD., *Professor*, University of Hawai'i, School of Travel Industry Management, Honolulu, HI, USA

Michael B. Terry, *President*, Belt Collins, Ltd., Honolulu, HI, USA

Dan Wacksman, *Senior Vice President of Integrated Marketing*, Outrigger Hotels and Resort, Honolulu, HI, USA

Jason Umino, *Former Sr. Digital Strategist and Marketing Analyst*, Hawaii Visitors and Convention Bureau, Honolulu, HI, USA

Tony Vericella, *President*, Island Partners Hawai'i, Honolulu, HI, USA

Ivan Wen, PhD., *Associate Professor*, University of Hawai'i at Mānoa, School of Travel Industry Management, Honolulu, HI, USA

Marsha Wienert, *Former Regional Director*, Public Relations Starwood Hotels & Resorts, Honolulu, HI, USA

Koen Witteveen, *President*, Hawai'i Ventures LLC, Honolulu, HI USA



"The amount of things covered and learnt was very vital for a developing tourist destination like PNG. PATA's continuous support for EDIT for PNG has resulted in a lot of things taking place in PNG. The Program has elevated my way of thinking and instilled very vital tourism concepts."

JERRY AGUS

Senior Planning & Development Officer, PNG Tourism Authority

Program Fee

The program fee of US \$3,395 includes tuition and course materials, site visits on O'ahu and the island of Hawai'i, and program-related transportation. The program fee does not cover hotel accommodations, meals (except hosted functions as noted), supplementary textbooks and personal expenses. To reserve a place, a pre-registration fee of US \$1,000 together with your EDIT application is due by **February 15**. Candidates accepted for participation will be informed by **March 15**. The deadline for full payment of the balance of the program fee of US \$2,395 is **April 1**. A non-refundable fee of \$500 will be charged to applicants who are accepted but withdraw from the program after they have been notified.

Application

The EDIT application is available online at www.tim.hawaii.edu or you may email or fax the TIM School for an application at rsoma@hawaii.edu or (808) 956-5378.

Scholarships

Scholarships to cover up to half of the program fee are available for participants from member organizations of the Pacific Asia Travel Association. Prospective participants may apply for the scholarship directly by sending the EDIT application (also see Section III of EDIT application) directly to PATA by **February 15**. The following items are required by PATA:

- 1) A brief essay on why you wish to attend EDIT
- 2) A current resume or curriculum vitae
- 3) An official sponsor recommendation letter including your organization's ability to finance the balance of the cost

The EDIT application and attachments should be sent to:

PATA EDIT Scholarship

PATA, Unit B1, 28th Floor
Siam Tower, 989 Rama I Road
Pathumwan, Bangkok 10330
THAILAND

Tel: (66-2) 658-2000
Fax: (66-2) 658-2010
Email: edit@PATA.org

If you are not selected as a recipient of the PATA Scholarship and your participation is contingent on receiving the scholarship you will receive a full refund of the US \$1000 pre-registration fee.



Payment

Payments are accepted in the form of money orders, bank drafts/ checks and bank-to-bank wire transfers. Credit card charges are not accepted. Bank-to-bank wire transfers require an additional US \$25 to the amount being transferred. Money orders and bank drafts are to be made payable in US dollars to the Research Corporation of the University of Hawai'i or RCUH. EDIT inquiries, application forms and payment(s) may be sent to:

EDIT

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Fax: (808) 956-5378
Email: rsoma@hawaii.edu
Web page: www.tim.hawaii.edu

Accommodation

There is a range of accommodation choices in Waikīkī. May is a particularly busy period and participants are encouraged to make reservations as soon as possible and no later than **April 5**. Special rates for moderate hotels room range from \$145 and up per night plus tax will be available for EDIT participants. Payment and reservation for accommodations are to be made separately from the tuition fee and made payable directly to the hotel no later than **April 5** in order to secure accommodations. Further information on hotels will be available in **February 2017**.



*EDIT is co-sponsored by the Pacific Asia
Travel Association*



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School of
TRAVEL INDUSTRY MANAGEMENT

The School is accredited by the AC PHA (Accreditation Commission for Programs in Hospitality Administration) and received TedQual (Tourism Education Quality) certification by the United Nations World Tourism Organization (UNWTO).



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