Executive Development Institute for Tourism Application Form

Please type or print clearly

☐ Check here if you are applying for a PATA scholarship
Please provide your PATA Membership number below:

PATA Membership Number

SECTION I: NAME AND ADDRESS
☐ Mr.  ☐ Ms.  ☐ Mrs.  ☐ Miss
Name:

<table>
<thead>
<tr>
<th>Family Name</th>
<th>M.I.</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
</tr>
</tbody>
</table>

The organization you work for

Your sponsoring organization

<table>
<thead>
<tr>
<th>Title/Position</th>
<th>Years in the position</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

Business street address (program materials may be sent to you via express mail)

<table>
<thead>
<tr>
<th>City, State/Province</th>
<th>Zip/Postal Code</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Business Telephone (include country & city code)
Facsimile (include country & city code)
E-mail

SECTION II: CURRENT INDUSTRY EXPERIENCE
Person to whom you report:

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Title/Position</th>
<th>Telephone (include country &amp; city code)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

What are the primary responsibilities of your position?

<table>
<thead>
<tr>
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<tbody>
<tr>
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</tr>
</tbody>
</table>

What type of organization are you currently employed with? (select one)

☑ Educational Institute  ☐ Government  ☐ Hotel
☑ Media  ☐ Publication  ☐ Transportation
☑ Travel Service  ☐ Tourism Assoc.  ☐ Other:

SECTION III: PATA SCHOLARSHIP INFORMATION (FOR PATA MEMBERS ONLY)
If your organization is a member of the Pacific Asia Travel Association and is interested in applying for a partial scholarship (covering approximately half of the program cost), include with your application:

- A brief essay on why you wish to attend the EDIT program and your future career plans
- Your most recent curriculum vitae or resume
- An official sponsor recommendation letter including information on you or your company’s ability to finance the balance of the cost

Your EDIT application and scholarship materials should reach PATA Operational Headquarters by February 1. Send to:

Attention: EDIT Scholarship
Pacific Asia Travel Association
Unit B1, 28th Floor, Siam Tower
989 Rama 1 Road, Pathumwan
Bangkok 10330, Thailand
Tel: (66-2) 658-2000
Fax: (66-2) 658-2010
E-mail: edit@PATA.org

You are also required to register for EDIT with the School of Travel Industry Management by faxing a copy of the EDIT application to (808) 956-5378. The preregistration fee of US$1000.00 should also be sent to the School of Travel Industry Management directly. (see Section VI for more information on payment)
SECTION IV: PREVIOUS INDUSTRY EXPERIENCE & EDUCATION

What special professional interest in tourism do you have?

Principal positions held previously:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Dates</th>
<th>Position</th>
</tr>
</thead>
</table>

How proficient are you in English?

- **Reading:**
  - ☐ Fluent
  - ☐ Very Good
  - ☐ Fair

- **Speaking:**
  - ☐ Fluent
  - ☐ Very Good
  - ☐ Fair

- **Writing:**
  - ☐ Fluent
  - ☐ Very Good
  - ☐ Fair

Higher Education:

<table>
<thead>
<tr>
<th>Higher Education Institution Attended</th>
<th>From</th>
<th>To</th>
<th>Degree</th>
<th>Main Field</th>
</tr>
</thead>
</table>

Experience or familiarity in the following areas:

- **Human Resource Management**
  - ☐ Strong
  - ☐ Moderate
  - ☐ Little/None

- **Information Systems**
  - ☐ Strong
  - ☐ Moderate
  - ☐ Little/None

- **Marketing and Promotion**
  - ☐ Strong
  - ☐ Moderate
  - ☐ Little/None

- **Product Development**
  - ☐ Strong
  - ☐ Moderate
  - ☐ Little/None

- **Research and Planning**
  - ☐ Strong
  - ☐ Moderate
  - ☐ Little/None

- **Strategy Development/Implementation**
  - ☐ Strong
  - ☐ Moderate
  - ☐ Little/None

- **Tourism Policy**
  - ☐ Strong
  - ☐ Moderate
  - ☐ Little/None

SECTION V: PERSONAL DATA

In case of emergency contact:

Name of Contact | Relationship | Telephone (include country & city code)
|----------------|-------------|-----------------------------------|

Please sign here giving TIM authorization to use photos of yourself in marketing materials.

Date

SECTION VI: DEADLINE & PAYMENT

The application and preregistration fee of US$1000.00 (which will be credited toward the total program fee of US$3,395) must be submitted to the School of Travel Industry Management by **February 1**. Balance of the program fee is due by **March 20**. Please remit payment to the **Research Corporation of the University of Hawaii** and send to:

EDIT
School of Travel Industry Management
University of Hawai‘i at Mānoa
2560 Campus Road, George Hall 225
Honolulu, HI 96822 USA