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## Welcome

Welcome to the latest Bulletin. Since the last issue, there have been many changes in the world of tourism and hospitality, driven mainly by changes in the world economy. At this point it seems that New Zealand has to a large extent avoided many of the excesses that have impacted some countries quite dramatically, even though we are all greatly influenced by international markets events. Recent increases in promotional activities with our close friends in Australia will help both countries weather the storm. A weaker New Zealand currency has seen a large increase in international students coming to the University of Waikato to study. It is of interest to note that this increase has a positive impact on tourism spending at the local, regional and national levels.



## Graduate Profile - Simone de Jong (BTour)

Simone de Jong knows every event in Hamilton, right down to the tiniest detail. She helps promote and implement events for Hamilton, including Hamilton 400 V8 Supercars, Balloons over Waikato, World Rally, Hamilton Gardens, Summer Festival, as well as smaller community events. Tourism is constantly evolving in Hamilton, a city where tourism is booming.

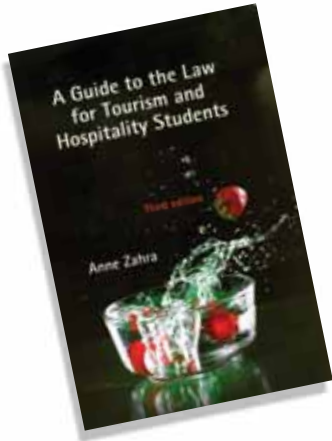
One thing is for sure, no two days are the same for Simone. One day she is assisting with brand recognition at an event Hamilton has sponsored, and the next she is hosting VIPs at a national event such as the V8's.

"Hamilton is attracting tourists through hosting hallmark events and conference. It is very interesting to be involved with events like the V8's and see how Hamilton really got put on the map worldwide. Visitor numbers keep growing and we make Hamilton an attractive area to host these type of world class events. In return our visitor numbers go up and we create more employment opportunities, and

income for local businesses. At the same time we also need to keep count of the negative impacts such as on the environment. Therefore we also run campaigns such as 'Greening the V8s' and we try to get as many people to bus, bike or walk in the city when events are on"

Simone also markets the Hamilton brand to New Zealand, through various methods including working with key Council services and facilities to implement and co-ordinate marketing plans.





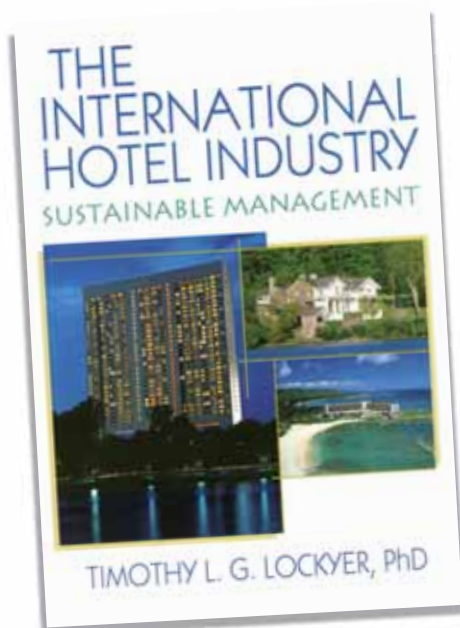
**A Guide to the Law for Tourism and Hospitality Students**  
3rd edition  
Anne Zahra

**Regional Tourism Organisations: A Multi-disciplinary Analysis**  
Anne Zahra

**Regional Tourism Organisations: A Multi-disciplinary Analysis**  
Anne Zahra



Regional Tourism Organisations: A Multi-disciplinary Analysis



**The International Hotel Industry: Sustainable Management**  
Timothy L. G. Lockyer, PhD

**About the author:**  
Timothy L. G. Lockyer, PhD, is a senior lecturer in Hospitality Management at Waikato University, New Zealand.

Timothy L. G. Lockyer, PhD, is a senior lecturer in Hospitality Management at Waikato University, New Zealand. He has provided some insightful working knowledge of the hotel industry which Tim has shared in the book. (email: lockyer@waikato.ac.nz)

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# New Zealand International Hospitality Management Conference 2009

Anne Zahra

## Taking Hospitality into the Future

Monday 16th November and Tuesday 17th November, 2009.

Bay of Plenty Polytechnical Institute,  
Tauranga,  
New Zealand

### Conference Aim

The aim of the International Hospitality Conference is to bring senior managers from the hospitality industry and university researchers together to discuss issues within the current high-growth business environment by:

- Examining current issues
- Identifying future trends
- Disseminating new industry relevant research
- Examining sustainable management approaches
- Assessing profitability strategies
- Providing a forum for new and creative industry relevant thinking

### Main Conference Themes

- Hospitality Operations Management
- Yield Management & Profitability

- Human Resource Management, People & Skills
- Workforce Diversity and Labour Mobility

### Call for Papers

Authors of accepted papers (at least one author in the case of joint papers) must register for inclusion in the conference proceedings publication. There are two categories:

1. Fully refereed papers – abstract (3 pages) to be submitted no later than August 15, 2009.
2. Working papers – abstract to be submitted no later than September 1, 2009.

All papers to be submitted electronically to the Conference Coordinator Anne Zahra  
email: [a.zahra@waikato.ac.nz](mailto:a.zahra@waikato.ac.nz)

Full registration is NZ\$495.00 which includes:

- Lunch, morning and afternoon Tea
- Conference Dinner
- Conference Proceedings

Day Registration fee is NZ\$350.00 which includes morning and afternoon tea, lunch and conference proceedings.

Please see Website for full submissions details: [www.management.ac.nz/ihmc](http://www.management.ac.nz/ihmc)

