

ASSESSMENT 2 - TO490 Tourism Development of Hawaii

Assignment 2 is;

an essay and involves a choice of three sessions. (1000~1300 words)

A. Describe the main factors that enabled Hawaii to succeed as a visitor destination during the period 1960-present? * (especially, see Session 7 & 9 lecture in the web)

B. Hawaii can be seen as having reached the "maturity" stage in its life cycle as a destination. Describe the challenges facing Hawaii that it will have to address if it is to "rejuvenate" itself as a destination. * (especially, see Session 7 & 9 lecture in the web)

C. Select three of the strategic areas identified by the Hawaii Tourism Authority strategic plan that you feel are the most important for the continued success of the tourism industry, and describe the importance of those areas. * (especially, see Lecture 5 part 1 & 2 in the lecture presentation in the web)

AND

How would you improve what you learnt in this class for your further study? (200 words)

Length: 1200~1500 words (English) excluding tables and figures

Paper size: A4

Value: 20% (50% - Attendance & Attitude, 20% - Assignment 2)

Due Date: 15th February 2013 *Send to Dr. Russell Uyeno ruyeno@hawaii.edu

and c.c. to Uechi Sensei keiuechi@tm.u-ryukyu.ac.jp

an attachment file not later than 16:00, 8th February 2013

* Add a FRONT COVER including;

1. Student ID
2. Name
3. Course / Major
4. Title

Criteria for Assessment 2

1. Evidence of wide and critical reading of course material, slides and collection of secondary information on the topics/issues based on your searching.
2. Ability to identify key issues facing Hawaii's tourism industry.
3. Ability to understand the issues are interlinked and vitally affect all aspect of tourism industry.