

2013

北美洲台灣旅館公會聯合總會

青年部 返國參訪團特刊



北美洲台灣旅館公會 聯合總會

2013 Special Edition

**Taiwan Hotel & Motel
Association of North America**

**THMANA Youth Group
Taiwan Discovery Journey**



2008



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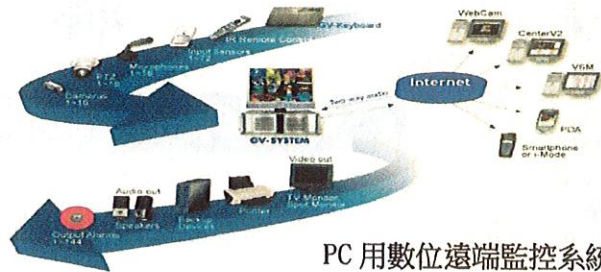
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總會長的話

A message from President

More than Money

President Gerald Wang

總會長 汪俊宇



“More than money” is a phrase derived from a speech delivered by Mr. Michael A. Leven, President and Chief Operating Officer of Las Vegas Sands Corp., during our Director’s Meeting last year at The Venetian/Palazzo Resort and Casino. In his speech, he mentioned that in our life, there is something that is more important than making money and more important than our business. It is our passion that drives our success.

When I think of this quote, I think of Dr. Y.Y. Wu, the Minister of Overseas Chinese Affairs Commission Republic of China, who was generous to help finance and sponsor our event last year. I would like to take the opportunity to thank him for supporting our organization. I would also like to thank all of the others who were able to support the event including our past President, Directors, members throughout North America, and sub-chapters from California, Houston, New Jersey, Phoenix, New Orleans, Florida, and Taiwan. In addition, I would also like to recognize the support of the Taiwanese Chamber of Commerce of Greater Los Angeles and Orange County, Las Vegas Taiwanese Business Woman Association and Las Vegas Chinese News network.

I would also like to thank Mr. Hong Jen from the Overseas Chinese Affairs Council, Mr. Trust Lin from Taiwan Tourism Bureau, Mr. Jaime Ming-Shy Chen and Mr. Wu of the Commercial Department of Taipei Economic and Cultural Office in Los Angeles at the time. With the support of these organizations and individuals, we were able to accommodate a record-breaking 200 attendees at our event this year.

As we end one event, we begin to prepare for another glorious event, which will be our organization’s annual youth trip to Taiwan. Our mentors during the trip will include past President Mr. Stephen C. Hsu from Los Angeles, Mr. Steven Hsu from Houston, Ms. Mei Fen Chen from Houston, and Ms. Minnie Chou and Mr. Tom Wu, as well as our Commissioner of Overseas Chinese Affairs Commission Republic of China (Taiwan).

The purpose of the trip is not only to have fun, but it will also be an educational trip. It will be an opportunity to network and discuss long-term plans for our organization and how we can use our group’s affiliation with Taiwan to help our Motherland. During our visit, we will be able to introduce new ideas, new concepts and exchange information on other industry-related issues including: hotel franchise, management, architecture, interior design, online marketing, yield management, lodging finance, as well as planning and development. It is also important to note that the youth group trip would not be possible without the sponsorship and support from our past Presidents, Directors, Taiwanese government, as well as all of the participants who will be joining us on our trip.

Lastly, I would like to take this opportunity to thank all the participants and supporters for making our last Director’s Meeting a successful one and our upcoming trip an enjoyable one.

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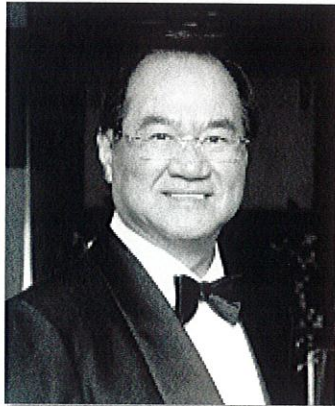
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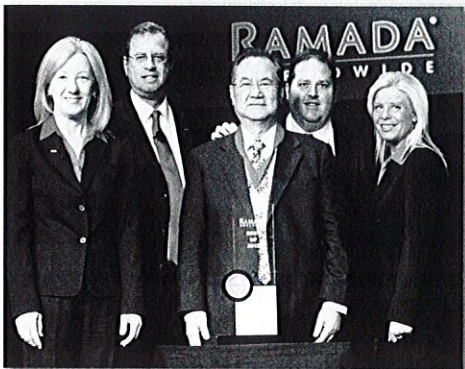
By Stephen Hsu

On behalf of the board of editor, I am proud to announce that we once again successfully host the 'Annual Taiwan Youth Group Trip'. The missions and goals of this special event are to provide our second generation an opportunity to explore authentic Taiwanese culture and heritage, to have them gain awareness of their parents' efforts on the immigration path and in the lodging business, to make them obtain intuitive understanding and confidence in hospitality industry.

Hospitality industry, which is also related to real estate, tourism, and hotel management, is considered a sunrise industry by more and more business counterpart in recent years. As a matter of fact, it is important that we see our younger generations exposed and learnt more in our wonderful industry. My genuine belief is that by educating our talented next generation on how their parents earn respects in America's hospitality industry, and how they could hone their leadership and business potential, we will ensure a brighter and stronger future for lodging business.

Furthermore, we would like to thank our previous youth participants for their exemplary commitment to our organization and the tours, as well as their wiliness to share positive comments on our dedication. We are also glad to tell that we are continuously making improvements, but we still need to encourage greater engagement and more experience sharing to make our future trips more memorable and educative. So we highly recommend our youth members to read our publications and to share more of your memorable moments during your trip. Your participation today helps us move towards our next step. And you are in the right place, as you will have such a great opportunity to actively engage with some of the most prominent hospitality business and government leaders in our beautiful Taiwan. Learn from them, and take away invaluable knowledge on what it takes to be a successful future hotelier.

Last but not least, I would like to extend my deepest appreciation to the Oversea Compatriot Affairs Commission Taipei, and the Taiwan Tourism Bureau for their dedication and efficient work in supporting our trips. With their heartwarming coordination, the missions and goals of our trips were able to be fulfilled. I truly appreciate all their efforts and believe the 2013 trip will mark the climax and set the further step for our future success.



Ramada Worldwide's "BEST of 2012" award

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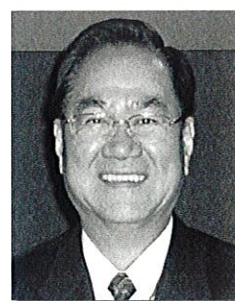
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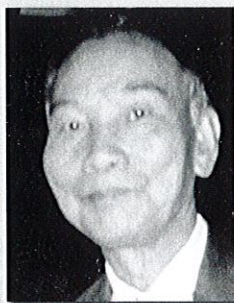
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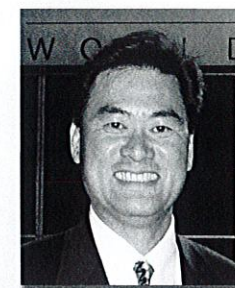
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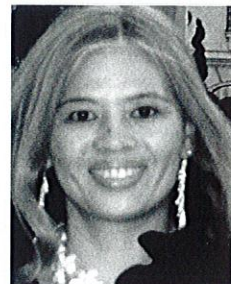
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北美洲台灣旅館公會聯合總會青年部活動報導

Attention all Second Generation Hoteliers!

By Teddy Lin

現任本團 團長

To all my friends and colleagues,

I am very proud to announce the beginning of a new era for the Taiwan Hotel Motel Association of North America. Last fall, we held our inaugural second generation meeting at the World Famous China Palace in Tustin, California. Let me be the first to tell you that the turn-out and participation that day was truly inspiring! Thank you to all the dedicated young leaders that attended!

As a group, we are looking forward to hosting our own junior events every quarter. We've got big plans ahead of us including social and business networking events, hotel property tours, and developing a mentor program within our community. Our goal is to cater to all of our members with varying backgrounds in hospitality.

If you are serious about a career in hospitality, have family assets in the hotel/motel business, or are following in your family's entrepreneurial footsteps, you need to take action today. Several companies and franchises are currently identifying the need to build relationships with second generation hoteliers. Big players like InterContinental Hotels Group and Marriott Corporation have already noticed our achievements. They are willing to invest significant resources and funding to support our association, but we must collaborate together in order to fully recognize these benefits.

Your active participation is the key. Together, as a community, we can learn from each other and leverage our growing numbers. Please don't wait until tomorrow. Let's start today! After having so much great momentum at year's end, we really need your support to establish our success.

I'm counting on each and every one of you.

THMANA 2G – 4th Quarter Event



I am very excited to report that this quarter has been very productive. Our community continues to grow with every event and meeting that we host. The challenge is to keep everyone engaged. With that said, we had a really great time at our fourth quarter event touring member hotels in Anaheim, California.

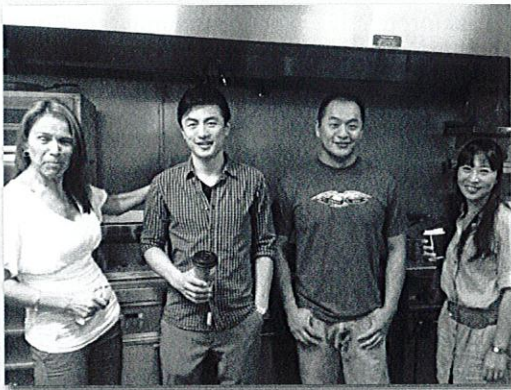
Residence Inn Anaheim Maingate Second Generation Hotel Tour November 17, 2012



Being within walking distance to the Disneyland parks certainly has its advantages and operational woes. Standing out above the rest, the 200-unit Residence Inn by Marriott in Anaheim gracefully achieves a distinguished level of operational excellence in a highly transient market.



Our hotel property tour started the moment we arrived. On a Friday morning in October, we observed families of 4+ guests everywhere. The hotel was clearly operating at 100% occupancy and many of us had trouble finding parking spots due to a completely full parking lot. And while we found the parking lot to be busy, the breakfast room serving a full hot buffet drew even more traffic. (Don't any of these kids go to school?)



Our group was well met by Rosa, the General Manager, of the property—our tour guide for the day. Together, we toured the room types in this all suites hotel which included studio suites, one bedroom suites, one bedroom lofts, and the highly coveted two bedroom suite.

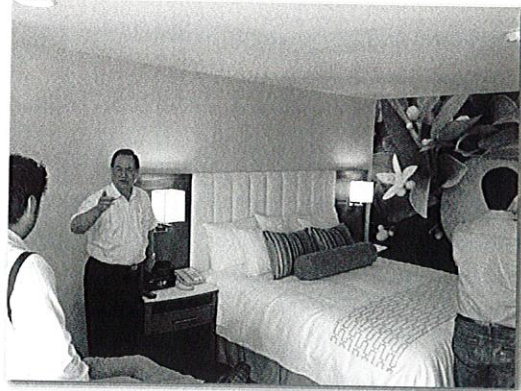
These rooms, in this market, cater to quadruple+ occupancy. Definitely not an easy business! We learned that the hotel houses several facilities and amenities that cater specifically to its transient guests. The on-site barbeque grills, twenty-four hour swimming pool, basketball court, in-suite fireplaces, and even a playground with picnic tables make the Residence Inn Anaheim a very convenient place for families.



The next portion of our tour led us to the back of house areas. I was very impressed by the cleanliness and organization of the kitchen. It was still in perfect order despite having just served a full breakfast buffet for 300+ guests. For those with restaurant management experience, that is certainly no easy feat!

As we continued through the back of house, Rosa explained to us that her staff participates in guest engagement activities on a daily basis. A guest staying at the Residence Inn Anaheim can expect fun surprises throughout their stay. Seasonal favorites revolving around Halloween included trick-or-treating, arts and crafts contests, and other family fun events.

The staff is instructed to perform two “above-and-beyond” service acts per day which results in strong advocates for the hotel property and produces referral business and positive internet reviews. An example shared by the General Manager was her staff surprising their guests with an anniversary or graduation cake after overhearing a guest conversation in the lobby.



Boutique hotels have been growing in popularity with travelers looking for unique hotel experiences. Each Hotel Indigo represents its own unique storyline inspired by the surrounding neighborhood. The Hotel Indigo Anaheim has its own unique story. Anaheim is best known for its affiliation with the Disneyland theme parks. However, the town of Anaheim before Disney was best known for its agriculture and farms.



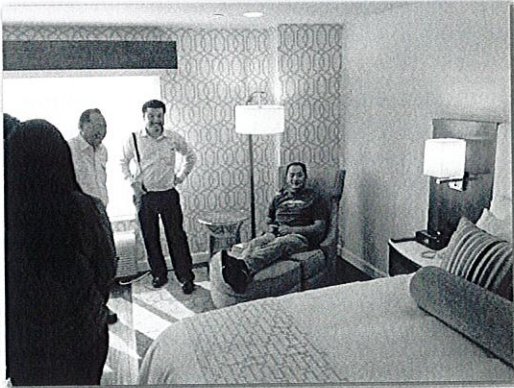
*Hotel Indigo Anaheim Maingate Second Generation
Hotel Tour November 17, 2012*

Our next scheduled hotel tour led us to the Holiday Inn Express Anaheim Maingate which is currently under renovations to become the new Hotel Indigo Anaheim.

We were very fortunate to be hosted by Uncle Stephen Hsu, Chairman of the Taiwanese Hotel Motel Association, and to have him as our tour guide. Hotel Indigo is one of InterContinental Hotels Group's (IHG) newest brands, representing a line of branded boutique hotels supported by IHG's central reservation system and Priority Club Rewards program.



The Hotel Indigo Anaheim will tell the story of Katella Farms founded in Anaheim in the late 1800s. Named after farmer's daughters, Kate and Ella, the Katella Farm was a well-known walnut grove in Anaheim. As the Hotel Indigo nears its completed renovations and grand re-opening, it continues to develop its story. Guestrooms are adorned by vinyl accent walls depicting the walnut groves of the early 1900s.



As hotel developers, we recognize the significance of an alternate, less commercial, hotel story. Before the Hotel Indigo, the property existed as one of the first Holiday Inn Express hotels. In the 1990's, the Holiday Inn Express brand was an untested concept developed by IHG. IHG needed brave, ambitious hotel developers to buy into their new concept Holiday Inn Express.



Twenty years later, IHG is still looking for brave, ambitious hotel developers to build their Hotel Indigo brand. Once again, Uncle Stephen has stepped forward to pioneer a new brand. And the rest is history.



Providing limited service at a lower cost, the Holiday Inn Express brand was developed to accommodate short-term stays looking for convenience and practicality. To this day, IHG recognizes the Taiwanese hotelier community for helping launch the Holiday Inn Express Brand.



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北美洲台灣旅館公會聯合總會

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北美洲台灣旅館公會聯合總會

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北美洲台灣旅館公會聯合總會訪問團行程表

時 間	行 程 & 參 觀			
D1 03/24 (日)	清晨	配合航班抵達時間，安排專人與專車至桃園機場接機→先到桃園高鐵站內怡客咖啡享用早餐→高速公路→台北市		
	上午	陽明山國家公園生態遊：參觀中山樓&前山公園→士林官邸		
	下午	淡水風情畫：水岸步道&老街巡禮&漁人碼頭→台灣最北端：富貴角&石門洞→金山：參觀溫泉休閒渡假飯店		
	膳食	早餐：怡客咖啡	午餐：淡水黑店排骨	晚餐：金山 88 號水碼頭
	住宿	金山金湧泉溫泉會館享受溫泉泡湯樂：請自備泳裝與泳帽		
D2 03/25 (一)	上午	北海岸半日遊：野柳地質公園→基隆海門天險→高速公路→台北		
	下午	1200~1400 與台北旅館業者座談交流→1400~1500 拜會中華民國僑務委員會→1530~1800 台美休閒觀光產業論壇(建請僑委會及駐洛杉磯商務組邀請經濟部及觀光局合辦)		
	晚上	產官交流，自由聯誼		
	膳食	早餐：飯店	午餐：台灣旅館商業同業公會 聯合總會宴請	晚餐：僑委會宴請
	住宿	台北家美商旅或馥華商旅		
D3 03/26 (二)	上午	0830 台北→0900~1130 拜會與交流：新北市新店區景文科技大學觀光餐旅學院：參觀實習旅館&並請該校餐飲管理系安排 1 小時烘焙課程(請準備紀念品或感謝狀)→高速公路→新北市三峽區		
	下午	三峽甘樂文創中心：參觀創意文物&藍染 DIY→高速公路→商請苗栗縣政府：1600~1700 安排參觀大開蟹養殖場或鱒魚養殖場		
	晚上	苗栗頭份：參觀台灣汽車旅館		
	膳食	早餐：飯店	午餐：三峽甘樂文創	晚餐：頭份東北角海鮮
	住宿	頭份亞曼尼精品汽車旅館		
D4 03/27 (三)	上午	0700 台中→高速公路 3 號→屏東縣鹽埔鄉 1030~1230 拜會大仁科技大學休閒暨餐旅學院，並請該校安排餐旅講座		
	下午	鹽埔→墾丁→墾丁國家公園巡禮：參觀遊客中心+貓鼻頭風光		
	晚上	參觀海濱渡假型飯店&使用飯店休閒設施		
	膳食	早餐：飯店	午餐：屏東大仁科大	晚餐：墾丁大街~自理
	住宿	墾丁福華大飯店		
D5 03/28 (四)	上午	請福華飯店安排英文講座：台灣休閒旅館之經營管理或享受飯店各項遊憩設施→台灣最南端：鵝鑾鼻珊瑚礁公園		
	下午	墾丁→高雄：參觀駁二藝術特區&高雄國賓大飯店		
	晚上	與高雄市旅館同業公會座談		
	膳食	早餐：飯店	午餐：四學士牛肉麵	晚餐：與高雄旅館業者餐敘
	住宿	高雄國賓大飯店，可自行夜遊愛河&六合夜市		
D6 03/29 (五)	上午	高雄→高速公路→台南仁德：奇美博物館巡禮→高速公路→嘉義民雄		
	下午	松田崗休閒農場：參觀台灣休閒農場→高速公路→苗栗銅鑼：客家文化發展中心知性之旅→桃園		
	晚上	配合航班時間，2000 抵達桃園機場：快樂賦歸！再送延回部份貴賓前往台北		
	膳食	早餐：飯店	午餐：松田崗烤肉百匯	晚餐：桃園火鍋百匯

2013 Young Adult Trip to Taiwan Itinerary

Date: March 24th (Sunday), 2013 to March 29th (Friday), 2013 Tour Guide: in English.

Day 1 (3/24/13) Sunday: Meeting Option:

Option I: Arrive Taiwan Taoyuan International Airport (Will arrange Tour Bus for airport pick up) (The detail time is depend on the flight schedule) (Most likely in the morning around 6:00 am)

Option II: 8:30 am meeting at Ikari Coffee Shop at Taiwan High Speed Rail (THSR) in Taoyuan (Same City as the Airport) for breakfast.

Option III: 9:00 am meeting at the Taipei Main Station (Taipei Railway Station) at South Gate entrance area in Zhongxiao W. Rd., Please see enclosure attachment. If you arrive Taipei ahead of time.

Morning and Afternoon: Go to Guanyinshan National Scenic Area.

Evening: Stay at Jin-Yong-Quan Hotel and SPA; enjoy the hot spring in the hotel. Please prepare the Swimming Suit and Swimming Cap. Hotel Website: www.jyq.com.tw

Day 2 (3/25/13) Monday:

Morning: Half-day tour of North Shore of Taiwan, Beautiful of Coast Line Scenic tour.

Afternoon: 1:00 PM from Keelung take tour bus to Taipei. 2:00 PM to 3:00 PM: Visit Oversea Chinese Affair Commission (ROC) Taiwan 3:30 PM to 6:00 PM: Visit Ministry of Economic Affairs of ROC And Taiwan Tourism Bureau for Tai-America Tourism and Business Forum

Lunch: Is not include. Shop and lunch at the open market.

Evening: Dinner with Hotel Association of Republic of China. Introduction of the Hotel Market in Taiwan by the Chairman of HAOROC. And exchange the hotel market information of both US and Taiwan.

Accommodation: Taipei Just Sleep Inn in Taipei, Taiwan. (www.justsleep.com.tw)

Day 3 (3/26/13) Tuesday:

Morning: 8:30 am: Departure at the lobby hotel. 9:00 am: to 11:30 am: Visit Jin Wen University of Science and Technology, College of Hospitality & Tourism Management, Visit and Bakery Training.

Afternoon: Visit Crab and Fresh Water Trout farm and bus tour in Miaoli and bus to Taichung.

Accommodation: Xia Du Motel in Taichung or the same class motel in the area.

Day 4 (3/27/13) Wednesday:

Morning: 8:00 am: Departure bus tour to Kaohsiung arrive Kaohsiung at 10:45 am. 10:45 am to 12:30 pm: Visit National Kaohsiung University of Hospitality & Tourism exchange idea and tour the school.

Lunch: at the school.

Afternoon: Bus tour to Kenting visit Kenting National Park, South part of Taiwan, Taiwan only Tropical Park. Close to the beach with big swimming. Make sure to have your swimming suit and cap.

Dinner: Not included. Open market sightseeing and food.

Accommodation: Kenting Howard Hotel or same class of hotel. www.kenting.howard-hotels.com.tw

Day 5 (3/28/13) Thursday:

Morning: English speech by the manager of Kenting Howard Hotel and bus tour to Eluanbi Park.

Afternoon: Bus tour back to Kaohsiung visit Art District.

Dinner: With Kaohsiung Hotel Association.

Accommodation: Kaohsiung Ambassador Hotel or the same class hotel. www.ambassadorhotel.com.tw

Day 6 (3/29/13) Friday:

Morning: Bus tour to Tainan visit Chi Mei Museum in Tainan.

Afternoon: Visit farm resort on the way back to the international airport.

Evening: 8:00 pm: Farewell at the Taiwan Taoyuan International Airport.

The Journey to the Root

Centennial . . .

a mark in history,

a timeline worthy to be cherished,

a celebration for Taiwan and its compatriots abroad.



By Wilson Wang 汪蔚興 June, 2011

現任北美洲台灣旅館公會聯合總會 秘書長
現任南加州台灣旅館業同業公會 會長

2011 celebrates the fall of terrorism leader, the rise of world economy, the recovery of hospitality industry, the increase of environmental preservation, and, the most important, the rising focus on our younger generation.

On March 13, 2011, a group of 42 hoteliers returned Taiwan to visit their root and rediscover the arts of service industry. This discovery team, known as the Youth Group, was led by Herman Lin, President of Taiwan Hotel/Motel Association of North America, and with the help from InterContinental Hotels Group. The trip was designed to have the second generation of Taiwanese-American hoteliers rediscover the passion in the service industry once found by their parents, and this trip turned out to be the most rewarding and innovative travel experience we had ever encountered.

Our first hotel stop was at the Holiday Inn Express Taoyuan. It is centrally located in Taoyuan City, only minutes from the Taoyuan International Airport, Hsin-Chu Technology Parks, Nangong Convention Center, and Taipei. Through Taiwan High Speed Rail, Taipei can be reached in short 25 minutes ride. The hotel was placed in service since 2008, and this young property has already won business from everywhere for its quality of services and amenities.

Second hotel we visited in Taiwan was the Holiday Inn Taipei Nangong Convention Center. This hotel is located near the Nangong Convention Center and was converted from an office building. The General Manager explained to us that the biggest challenge at the beginning was how to preserve the structure and convert it with a hotel structure profile; however, at the end, they've abandoned the ideas and demolished all interior walls. They also believe in the philosophy "if you going to do it, do it right," and this slogan proved to be a successful strategic maneuver. Currently the hotel is a well known business and social gathering place for people around the area; in addition, it hosted numerous business functions in its well amenitized ballrooms.

The third hotel we visited took place the next morning, the Palais de Chine at Taipei. The Palais de Chine, the name stands for "Paris in China", signifies the enriched European culture like a mirage placed within the concrete desert. This artistically innovated palace was filled with French elegance and culturally enriched architectural design. The theme of the hotel clearly demonstrated the French royal and historical flares, yet it found its fine balance with modern Chinese theme built within its guest quarters. Furthermore, it blended the most advanced modern technology with electronic butler service, created a "home away from home" experience to all its patients. Mr. Chang, owner of the hotel, personally led the tour of his master piece and introduced us his hospitality empire — the L'Hotel de Chine Group. At the end of the tour, everyone was fascinated by the intricate details in design and services to the guests.

The fifth hotel we visited was the Mulan Motor Hotel Taichung. Often been called by the nickname “Love Hotels”, Mulan Motor Hotel is one of the leaders in Taiwan with multiple locations. Each villa was an eye-opener for the youth group members, exploring every corner and amenity from private swimming pools to oversized tubs, and the artistic furniture that blended within each theme room, whether it was the safari or jungle themes, Mediterranean or Southeast Asian styles. Everything was a big surprise to the members and the discussions focused on how this business model could implement in the U.S. Mulan, the eye-popping jewel, sparked the intent of this trip — rediscover the hospitality industry.

The sixth hotel we visited was the Lalu Hotel at Sun Moon Lake. This historical resort was once the vacation spot for ex-President Chiang. The hotel still preserved many historical pieces memorialized the legend whom was once the leader of our nation. Situated at lakefront, this resort was once neglected. The current owner, Mr. Cheng-Yi Lai, revitalized this resort and is now one of the most well known hotels in Taiwan. Together with the natural beauty of the Sun Moon Lake, Lalu Hotel truly earned its world recognition as one of the leading hotels in Taiwan.

The seventh hotel we toured was the Fleur de Chine at Sun Moon Lake. We have toured the sister hotel Palais de Chine and both properties had a striking similarity — both hotels are extremely detailed in design and sanatorium in guest services. From the natural earth-tone color theme to the open views Sun Moon Lake scenery, from variety of cultural cuisines to family activity rooms, and from lakeside hiking to rock climbing, everyone was impressed by the tiniest detail in operations. The hotel was in such a fine detail in catering its guests and brought natural hot springs to each and every guestroom. To the vacation goers, this was the best feature anyone can ask for of a hotel, not to mention the courteous hoteliers working 24/7.

The last hotel we visited was the Crowne Plaza Kaohsiung. This magnificent hotel is adjacent to the E-Da World Shopping Mall and Water Park. The hotel itself has an artistic pool that presents water dance show similar to the one at Bellagio Las Vegas. The hotel was opened in April 2010 and already received numerous recognitions for its presence in Kaohsiung region. Hotel has 656 guestrooms, seven restaurants, a theater-style conference center, a rooftop garden with dome ceiling, and a huge ballroom in European theme décor. With its adjacent water park and outlet shopping mall, this grand scale of this hotel earned the property an iconic figure in the new southern Taiwan region.

During this visit to Taiwan, we have also visited two hospitality emphasis universities — Hsinchu Chung-Hwa University’s College of Tourism and National Kaohsiung University of Hospitality and Tourism. Both education institutions offered variety of hospitality industry related majors. A special note worthy to mention is the Hsinchu Chung-Hwa University’s College of Tourism. Founded in 2007, the University retained Mr. Chen-Tien Su as the Dean for the College of Tourism. Previously the Minister of Tourism Branch of Department of Transportation, Dean Su assumed the leadership position and brought new blood into Taiwan hospitality industry. Our youth members visited the school and chatted with students over learning the industry and future prospects. The exchanges were beneficial to both sides as they learned more of the guest services with different cultural influences.

The journey began with history’s mark as Centennial for Republic of China, and our youth group is still walking on the path in the hospitality journey that carried from their parents. As we returned to the States at the end of the trip on March 18th, the bond of these new bloods continues to grow. On Memorial Day weekend, a group of fourteen brave ones assembled a reunion gathering at the world famous Las Vegas. It was a fun-filled weekend and memorable moments carved in the hearts of the attendees. The future lies within the young! The vow of this new found friendship will continue as they grow to support each other, making the Taiwanese-American hoteliers bigger and stronger in the future. Rise up and shine our Youth Group Members!

Root Finding Trip

Journey Designed For the Youth Group to Visit Taiwan

下一代尋根之旅



By Mei-fen Chen 陳美芬 June, 2011

本會第二屆總會長

我們北美洲台灣旅館公會聯合總會，在第六屆總會長林宣昭及創會總會長邱垂煌的精心籌組及周詳策劃下，第三次青年回國訪問團終於在三月十三日至三月十八日順利成行。

3/13 三月的台北，日暖風輕，春光明媚，氣候最是宜人。我們一行四十二人，浩浩蕩蕩搭乘龍貓公司的兩部大遊覽車，在桃園Holiday Inn Express 集合出發。

首先參觀大溪兩蔣文化園區及大溪花海休閒農場。那蓊鬱的林蔭，幽靜的步道，青蔥的草原，鮮新的空氣，令人心嚮神往。漫游大溪老街，懷古之幽情，油然而生。

下午參觀建築雄偉的深坑假日大飯店及深坑老街後，入住台北中山北路的晶華大飯店。晚餐在天母Sogo百貨公司樓下的鼎泰豐享用，企業化管理的鼎泰豐，小籠湯包、餃子及各種佳餚，早已名聞遐邇。當晚，我們大快朵頤。晚餐後，可自由前往夜市或台北101商圈閒逛。101是台北的地標，登高一望，近處大街小巷，遠處層巒水練，無不盡入眼底；夜景更是美不勝收。世界著名品牌琳瑯滿目，新穎的設計，特出的創意，飆出了時尚，展現了台灣另類的生命力、擴張力。

3/14清晨出發，參觀位於台北後火車站對面的君品大飯店，董事長張安平親自款待。張董事長小時曾旅居美國，對西方文化有深度的了解，再加上他本身對藝術和美食的愛好、品味和造詣，東西風情的融合，展現了君品旅館高品格的風貌。在君品酒店裏，有精緻的法國美食享用，悠揚的古典音樂盈耳，高雅的古董精品滿目，能不俗慮盡滌，心怡神清？

十點半，拜會僑委會。是時，許振榮副委員長及第二處處長高菁除熱誠接待，極其勉勵青年團友外，還招待我們古早味的鐵路便當。那用心良苦的便當盒贈品，讓我們懷古的鄉情更添了幾許。



午餐後，借用僑委會會議室，敬邀亞洲假日旅館集團IHG代表Mr. Mike Higgins、Raymond Wan 溫志豪及台灣旅館業者徐銀樹先生（現任台北市旅館公會理事長，即將接任全國旅館公會理事長）座談。相互交流，汲取經驗。

會後，驅車直奔行政院經濟建設委員會，與主任委員劉憶如商談。他殷切鼓勵海外僑胞回國投資，積極投資台灣，啟動黃金十年。這個話題，引發團友莫大興趣。

黃昏，參觀大直沐蘭精緻汽車旅館。沐蘭旅館髯鬚座落在森林中，“森活空間”是沐蘭的特色。每個房間都有陽光、綠樹、花草和水意。置身其間，或坐或臥、或SPA泡湯、或徜徉，光影透過樹葉植栽，返景無限，趣意盎然。

當晚，在梅子餐廳宴請僑委會長官高菁處長、林渭德科長、行政院經濟建設委員會主任委員劉憶如、台北市旅館公會理事長徐銀樹、新的女理事長和台北旅館公會會員。台灣旅館業友，很多也來歡聚，大伙敞襟敘懷，賓主盡歡。



3/15 清晨由台北出發，到新竹的中華大學（College of Tourism）觀光學院參觀。該學院由退休的觀光局長主持，自2007年成立以來，已為國家培植孕育了不少推展觀光產業的專業人才。校園裏，郁郁菁菁的花木，整整齊齊的校舍。在這裡與衿衿學子互通有無，暢談交流，獲益良多。他們的款款熱情，從盛著整齊校服接待，離別時，一字排開，頰頰揮手，依依目送，可見一斑。

下午五點鐘，拜會台中市政府。市長胡志強親切招待，並邀周邊的豐原市長、烏日鎮長同敘。重點是鼓勵大家回國投資，而台中及其周邊的鄉鎮，在天候地利上是最佳的選擇。晚上，由世界婦女工商會作東，在台中日本大餐廳招待晚餐。當夜，入住Hotel One大飯店。在門口，巧遇有台灣旅館教父之稱的嚴長壽先生。可惜他蓐不暇暖，分身乏術，沒有機會聆聽受教其白手創業的切身經驗。

3/16日月潭山光水色之旅。清晨即從台中出發，中午一到日月潭，馬上包船遊湖。雲淡風輕，波鱗微漾，921地震後，重修的文武廟，風貌依舊；涵碧樓的風采，依然獨具。有幸，涵碧樓的經理引領我們參觀，並為我們介紹涵碧樓的特色勝景。

中午，我們就在涵碧樓大飯店用餐，日月潭的山光水色，恬靜清幽，一覽無遺。如此夢般仙境，是年輕人心神嚮往的殿堂，是結連理、度蜜月的樂園。怪不得許清松會長，林宣昭總會長和張榮森理事，都熱切地要隨行的兒女Alice, Kathy, Scott, Ted，作在日月潭婚宴的考慮。

餐後，坐遊覽車遊湖。有蜿蜒小徑，有挺拔松林，有奇花異卉，還有熟悉的鄉音，溫馨的鄉情。

晚上，我們住進了日月潭唯一有溫泉的中信雲品酒店。用完晚餐，我們盡情享受了溫泉酒店的各種休閒設施，尤其是睡前的溫泉浴，洗滌了我們數日來的風塵與疲憊。那淡淡的硫磺味，如今依然沁心入脾。

3/17清晨，沿湖漫步。煙霧輕籠，花香緣徑，鳥啼初鳴，浮生難得偷閒，置此人間仙境。歸來梳洗後，享用雲品飯店的有機早餐，蔬果新鮮，香甜可口。

一早，從日月潭出發，大約午後兩點到達高雄國立餐旅大學。該校是國內頗具規模的一所餐旅大學，它所造就的人才，對台灣觀光業的蓬勃發展，有極大的推進功能。

台灣近年來的旅館業，除了著名的品牌 Holiday Inn, Marriott, Best Western, Hilton 外，民宿的經營崛起，更是別具風格。民宿的自資自營，塑造自家特色為主，或以環境幽雅取勝，或以餐飲風味絕佳號召，各個業主運其匠心，各領風騷。

午後，參觀義大Crown Plaza，它宏大的規模，建築的風格，類似Las Vegas，但比美國的Crown Plaza，還要壯觀。

晚上遊愛河時，浪漫的情境，讓林宣昭會長回憶起與夫人的戀愛史。這是回美的前夕，大家試圖從流失的歲月中，捕捉更多的回憶。對有些是初次踏上這塊鄉土的年輕團友而言，更是意猶未盡，依依難捨。

3/18整理豐厚的行囊，準備踏上歸程。早餐時，不意廖港民大使（前駐休士頓處長、駐紐約大使，現任外交部南部領事務局局長）竟撥冗前來探訪。行色匆匆，無暇長敘，但他的深情厚誼，讓團友感動不已。

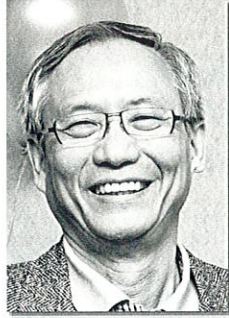
早晨暢遊台南古城赤崁樓，品嚐古城小吃擔擔麵的風味。車上洪艷冠高歌鄧麗君的榕樹下，張玲玲Lydia也獻唱何日君再來。一路上，歌聲迴盪，笑聲盈懷。

黃昏，抵達創會會長邱垂煌先生的故鄉，邱會長賢伉儷及他們的親人，特備了道地的台菜，豐盛的佳餚，真正的土雞，為大家饒行。晚宴後，一部車上機場，一部車上台北。

六天五夜的訪台行程，就這樣悄悄地流逝了。但在背負的行囊中，我們背負了更多的責任和使命。那鄉土觸摸的感受，那鄉音熟稔的聲律，那鄉情不時的悸動，才是讓我們永遠心繫那生我、養我、育我的那塊土地 - 美麗之島。



北美洲台灣旅館公會聯合總會青年訪台觀察學習訪問團



By 美南台灣旅館公會 會長 陳詩章 Sam Chen

休士頓美南台灣旅館公會自1991年創會以來，今年已正式邁進第二十二年了。在過去前任會長們的努力經營下，已成功地和本地的主流接軌，並藉著每月定期舉辦的各項活動邀請著名的旅館連鎖業者，如Wyndham Hotel Group, Vantage Hospitality Group (American Best Value Inn), IHG InterContinental Hotel Group, 及各相關廠家如管理公司, 律師, 會計師, 保險公司, 節稅公司, 能源公司等來為會員們提供相關服務。

北美洲台灣旅館公會聯合總會是2005年創辦，會員來自南加州、休士頓、鳳凰城、紐奧良、奧蘭多、新澤西，目前有數百餘位會員，其宗旨除了加強公會與主流接軌外，特別著重於傳承第二代青年經營旅館的理念和成功之道；傳授心得給有意願進入旅館業的青年人，教導其投資管理以及如何創業的要訣。

為了鼓勵及提昇第二代青年投資經營旅館的興趣，總會每年刻意舉辦一次青年團訪台觀察學習訪問。今年行程訂於3月24日至3月29日。網址是www.thmana.org。此項活動意義非凡，不僅提昇年青人的興趣，也使第二代青年有機會與台灣旅館業交流、瞭解台灣旅館業界未來發展方向與商機，為年輕一代提供在專業領域的交流觀摩，俾能比較中美旅館管理制度的不同，同時也有機會吸取台灣業界知名人士的成功經驗，讓團員對台灣的現代化建設、豐富的文化有嶄新的認識，因而拓寬青年人的國際視野，展望未來的成效。

美南台灣旅館公會近年來極力鼓勵年輕弟子返台觀摩學習，今年參加人數特別踴躍，希望參加者把學到的寶貴經驗實現於美南地區，增進美南旅館業的營運效率與實質利益。

特此誠摯地感謝中華民國觀光局與僑委會協助，促成青年團回國參訪，嘉惠海外僑胞！

Attracting Second Generation Taiwanese to Explore Taiwan

By Andrew Chen

My parents are Chin-Liang Chen and Mei-Fen Chen and they have owned hotels for almost 40 years. I was born in Taiwan in 1972 but my parents immigrated to the United States in 1974. I grew up in Texas, went to college in Pennsylvania and worked in NY for 10 years before moving back to Texas. Throughout all the places I have lived when people ask me where I am from, my answer is Texas. Usually, I get the “You don’t look like you’re from Texas” stare from the response or some would ask the clarifying question where I originally was from, to which I would answer Taiwan. I have always wondered why my identity with Texas has always been stronger than with Taiwan. While much of it has to do with growing up in Texas, the other reason is plainly my ignorance of how Taiwan has transformed over the past several decades.

The Prophet Nehemiah was in exile in Persia but longed so much to return to his homeland that he requested from the King of Persia a desire to return to the City of Judah to rebuild it. I returned only once to Taiwan in 1992 as a participant in the Chinese Overseas Study Tour (aka “Love Boat”). My trip was much nicer and vastly different from Nehemiah’s rebuilding project. Housing, food and travel accommodations within Taiwan were completely paid for by the government. I spent 4 weeks in Taipei with 800 other peers from the US and Canada visiting major landmarks such as the National Museum and the Chiang Kai Shek Memorial. We visited many night markets and night clubs in the evenings and developed friendships that still exist today. Following the 4 weeks in Taipei, the program took us on a 2 week bus trip to explore the beautiful Hualien National Park in eastern Taiwan and the incredible city of

Kaohsiung in southern Taiwan. After seeing Hualien’s natural beauty, I understood why Taiwan was previously named Formosa, which means beautiful island.

Upon returning to the US, my impressions of Taiwan were highly positive. It’s been 21 years since my visit and much has changed for the better. Programs such as the Taiwan Hotel and Motel Association of North America Overseas Youth Training Program (“Overseas Youth Training Program”) afford second generation Taiwanese Americans the opportunity to see the progressive transformation Taiwan has made to be a formidable competitor with other Asian countries for overseas investment. While Love Boat provided high school and college students a glimpse of the progressive aspects of Taiwan, many of these students are just completing their studies and haven’t even begun their careers. The Overseas Youth Training Program targets young business leaders and professionals who have established their careers and may be in key leadership roles to make investment decisions for their companies. Three key areas that should be highlighted are Taiwan’s modern infrastructure, skilled labor force and relatively stable political environment.

Taiwan’s infrastructure is first class and very modern. Back in 1992, I travelled around in taxis, buses and trains that looked as if they had been in service for many decades. Today, Taipei has a first rate mass transportation system in its state-of-the art subway. This alleviates the congestion on the roadways and allows large groups of people to move freely around the city. There is a high speed rail system that provides service from Northern Taiwan down to Southern Taiwan in 2 hours. I made that

same trip by rail in 1992 in around 6 hours. Taipei 101 was the tallest building in the world when it opened in 2004 and is a symbol of the innovative spirit of the Taiwanese people. Also, Kaohsiung's Dragon Stadium is the first fully solar-powered athletic stadium in the world. The stadium demonstrates Taiwan's progressiveness in addressing global environmental concerns while building an architectural structure that salutes the old world culture and tradition.

Taiwan has a highly skilled labor force due to its significant investment in education. Many key industries that utilize this labor force include semiconductors, LCD panel displays and personal computers. This keeps Taiwan competitive in manufacturing complex electronic components such as microchips.

Political stability is key in attractive foreign companies from investing. I've worked in the energy business for a long time and many of my clients choose to build power plants in areas where they can trust the government and local utilities to honor its contractual obligations. Many third world countries have difficulty attracting investors as political instability results in contracts being cancelled or altered. This is extremely risky when power plants have a 2 to 4 year construction period and ultimately depends on the contract to procure financing. Taiwan's complex relationship with China adds difficulty to the process but given the relative stability that Taiwan has enjoyed as a sovereign nation over the past several decades gives multinational companies comfort that the government will honor its obligation in a timely and efficient manner.

There is much that Taiwan has to offer to second generation Taiwanese Americans and the only way to showcase it is through programs such as the Overseas Youth Training Program. Many young business leaders and professionals will learn and appreciate the innovative and modern world that Taiwan has become and may even take a second look when considering opportunities for future investment.



2008 青年部返國參訪團回顧

拜會中華民國僑務委員會



拜會中華民國觀光局



拜訪台北市旅館同業公會

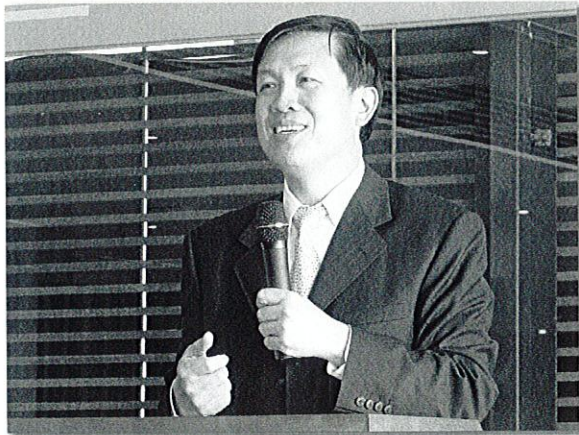


2008 回顧

主講人: 亞都麗緻總裁 嚴長壽 Stanley Yen



主講人: 鄉林集團賴董事長正鎰



參觀造船場大家合影



僑委會惜別午宴及心得分享

2008 Feed back from Youth Group

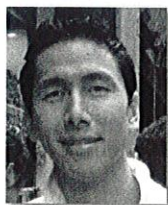
There's only one simple word that can describe my experience from our Taiwan trip: Amazing.

The idea of organizing a group of young adults visiting trip to Taiwan was extremely difficult from its very inception. Yet with the support of every THMAC Board member, and the strong backing of OCAC (Oversea Compatriot Affairs Commission) in Taiwan, our trip went flawlessly and each participant not only received valuable experience, but also made friends that will for sure last a lifetime.

The trip was filled with plenty of hospitality industry information as well as local culture learning. We spent 4 days traveling from Taipei, Tai Chung, and then Kaoshiung when we had the chance to take the newly opened High Speed Rail back to Taipei. As we visited different cities and hotels, we can certainly feel the different hospitality practices compared to what we have here. We even had the chance to meet with many successful Taiwanese entrepreneurs who shared their visions and experience with us. I'm sure their success stories often come from years of hard work and persistence, and should be a constant reminder and source of motivation for all of us.

On behalf of the Young Adult group, I'd like to take this opportunity to truly thank all of the THMASC Board Members who worked diligently to make this trip happen. I hope we'll able to built on the success of this trip and bring benefits to all of the current and future THMASC members. Have a great summer and we'll see you at the Annual THMASC Banquet!

●
Kevin Chen,
GM Super 8 Anaheim Disneyland Drive



●
Shan Su:



This trip was rewarding in many ways and I am glad that my parents sorta made me go. I got to travel all over Taiwan for free, stay at nice hotels for free, learn about the Taiwan hotel industry and most importantly made friendships that will last for a lifetime. Thanks to all the organizers for all their hard work and making it possible

●
Derrick Chen:



The trip to Taiwan was very amazing to me, even though I travel to Taiwan quite often in the last two years, I have never discover why the customer service in Taiwan is much better than what I have in my properties. The professor Yuan and Professor Lei's seminar is very useful as well, even though many of us knows that customer are the boss but many of us do not know how to effectively giving good examples to our own team members about how important the customer are to us and how they are suppose to properly treating them. Other then that, I believe the tours to various level of hotel and motel is very useful as well, it gives me the updates of what Taiwan's hospitality business are doing to make their product stand out versus the other. I truly believe by keep on improving at this rate, when the proper timing comes, Taiwan will be one of the toughest competitors to most of the international country.

●
James Yin: The itinerary for this Taiwan hotel tour was spectacular because we had opportunities to interact and listen to celebrity Taiwanese hoteliers, successful Taiwanese hoteliers and Taiwan's future hoteliers. Furthermore, we were also given first-hand experiences (accommodations) and tours of the wide variety of hotels in the Taiwan market. The tour gave us a better understanding of unique Taiwan hotel market, which was sort of a mystery to me because its quite different than the U.S. hotel business model.

The Taiwan hotel tour also gave me a great opportunity to meet other second generation hoteliers with similar backgrounds from around the U.S.. This similarity allowed us tour members to quickly become great friends during this short trip. Overall, the itinerary and new friends made during the trip made this tour a great experience.



● *Vida Cho:*

Everything about our trip was wonderful and fantastic. The programs were very educational and informative. I met some very interesting 2nd generation Taiwanese Americans and felt very alive. It would be nicer if we have more time to bond with each other. May be some introductory sessions can be created for everyone to introduce themselves at the beginning of the trip. Also space out the programs to allow time to digest the materials and more varieties on local tours. Again, thank you for organizing such a special trip that meant a lot to me.



● *Lucy Liu:*

If I have to sum up my experience in Taiwan in one word, it would have to be exhilarating; this trip has lit my enthusiasm for the hospitality industry even more than before.

This trip to Taiwan has opened my eyes to the hospitality industry from the global level. Even though this was not my first time to visit Taiwan, I have to say that it has given me an even greater appreciation for the warm Taiwanese hospitality and beauty. To experience the Taiwanese hospitality from a different perspective was truly an honor and privilege. The highlight of the trip would have to be the speech that was given to our group by the godfather of hospitality industry in Taiwan - Mr. Stanley Yen. He was truly and inspiration for all of us and a great example to follow. After listening to his speech, I am inspired to be the best manager that I can be.

I would encourage anyone who is interested in discovering their roots and experiencing the Taiwanese hospitality industry to come and join the program - you will not be disappointed.

● *Gina Hong*

I really enjoyed meeting everyone in Taiwan and visiting the different government offices. I thought it was very helpful to see the hotels and the hospitality side of Taiwan. The speech presenters were all very inspiring, especially Stanley from Hotel One. I would definitely recommend this training program to the youth group in the future. Thank you for giving me this opportunity to join the program.



2008 Feed back from Youth Group



● *Tony Tung:* I first want to thank you for taking the time to send us the photos from the trip. I will make the review of the trip short. I enjoyed most of the site seeing that took place, especially the Sunmoon Lake it was beautiful. Visiting the different hotels and boutiques were great because I was able to see the different styles of each one. I also personally enjoyed listening to The Hotel One speaker; probably because it was English lol but he had a lot of great information for people in the hospitality field. I think if there were translations for the other speakers I may have truly understood the messages they were sending. Most importantly, I had a great time meeting new people. Almost everyone got along and it felt like a big family atmosphere. I think everyone made a couple new friends from this trip so in overall it was a great trip.

● *Jennifer Hsu*

I would like to thank THMANA, OCAC, and all the people involved in organizing this year's trip to Taiwan. I think it is a great idea to get the youth more involved in THMANA, and I am truly grateful that I had this opportunity to meet more Taiwanese people in the hospitality industry. Not only did I build great relationships during this trip, I was inspired by speakers like Stanley Yen (ÄY³ø¹Ø) and hotels like Lalu Hotel (²[°Ñ¼Ó). OCAC really put together an impressive itinerary for us. We managed to travel from Taipei to Taichung to Kaoshiung and back in a brief span of five days (not enough time to take in everything!). I really hope this hotel program continues because it is both educational and rewarding. Everywhere we went we were treated like VIP! Aside from some minor setbacks and language barriers, overall I had a good experience and met some really nice people. Our group already had so many inside jokes and memories to take home with us that by the end of day five, I knew I was leaving this tour with some amazing friendships... and even a place to call home in Southern California!



2009 青年部返國參訪團回顧

僑委會許振榮副委員長



拜會中華民國僑務委員會



拜會中華民國觀光局



參觀台北亞都大飯店



2009 回顧

參訪台灣觀光學院



參觀遠雄悅來飯店



台灣東岸花蓮之旅



2009 Feed back from Youth Group

Peter Hsu:

It had been twenty-two years since my last visit to Taiwan.

At first, I did not recognize it. The landscape had been transformed. Taipei is emerging as one of the world's most modern cities. It seemed as if everywhere I turned new construction was underway. A clean and efficient transit system penetrates all corners of the city and a high-speed rail acts as a backbone that connects the north to the south. From the pinnacle of Taipei 101 to the outreaches of the countryside, you can see the changes that Taiwan has made to welcome in the world.

What distinguishes Taiwan from its Asian neighbors is its people. I found it easy to make new friends. I could feel the genuine warmth and hospitality of the Taiwanese people. I saw and respected the work ethic that the people embraced to transform the country. And, I became aware of the innovation that has taken hold all around me. Although traditional Japanese and Chinese influences are still evident, I felt that a new, fresh culture is blooming.

The energy is palpable. You can feel it from morning to night, from the legions of tai-chi practitioners in the parks to the throngs of shoppers in the night markets and Mega-malls. From all corners of the markets, you can hear the vendors calling out to you to try their wares, hawking the new, the traditional, the tasty. As the rest of the world talks about economic downturns, Taiwan seems to be unaffected.

What will be central to my memories of this trip will be the food. Before I set off on this journey, I could not imagine the extensive variety of taste, smell and color that is Taiwanese cuisine. Each regional dish rivaled the next and all rightly deserve the "world-class" or "world-famous" label that at

first seemed to be simple self-promoting. As I close my eyes, I can still taste the rich, intense flavors of the fruits and smell the delicate aromas of the soups and noodle dishes. And something stirs deep inside of me.

In the end, Taiwan has "touched my heart". The Taiwan that I found is a blend of the old and the new. Although I felt that it is just now finding its voice, I liked what it had to say. I look forward to returning, hopefully soon, and encourage everyone to visit and experience for themselves the gem that is Formosa.

Karen Chen:

As I reflect upon my experience from the 2nd annual youth overseas program, many positive attributes of Taiwan come to mind. Firstly, Taiwan has developed into a modern country, transitioning from a country based on function and practicality to one emphasizing form and beauty. During my travels I noted multiple new and impressive museums as well as sculptures in front of many public buildings. In addition, many newly constructed buildings are architectural wonders, the most notable one being Taipei 101.

Secondly, the quality and variety of cuisine are world class. Everywhere, I visited in Taiwan had its own specialty cuisine. On this trip, there were many opportunities to experience the smells and tastes of various delicacies. In addition, the variety and quality of the produce found on the island were highlighted at meals and snacks. In essence, Taiwan is a gourmet's dream and a dieter's nightmare.

Thirdly, innovation and progress are notable in all of Taiwan. For example, the subway system in Taipei and Kaohsiung are state-of-the-art, not to mention the easy access to most of Taiwan made possible by the high speed train system. Environmentally friendly solutions are being encouraged throughout the island: clean energy from wind farms throughout the island and bicycle trails being built all throughout the cities.

Finally, the friendliness and dedication of the people of Taiwan make this island nation a vacation destination. Everywhere I went, people offered to help me find my way. Merchants were always happy to let you peruse the stores and thanked you even when you bought nothing. Taxi drivers encouraged me to practice my Chinese and Taiwanese, always encouraging me. Additionally, Taiwanese people appreciate criticism and strive to improve their standards of living. By the end of the trip, I had made many new friends and developed an understanding of Taiwan. In closing, I encourage anyone who is offered the opportunity to take part in this program to fully participate and experience firsthand the beauty and charm of this modern nation and its people.

Lucy Liu:

There are many emotions when Taiwan is brought up in conversations - excitement, pride and delight. I am always proud to say that I'm Taiwanese and this trip have further confirm my belief. During my time in Taiwan, I was reminded why Taiwan was called the "Pearl of the East." People in Taiwan always work hard and strive to achieve their best, even during the current difficult economic time. Another great aspect of the trip is that I made lasting friendships with fellow members/participants who shared the same love for Taiwan as I do.

There are a few things that I learned during my trip to Taiwan this year. First, I enjoyed studying the Japanese style hospitality and how it differs from the current US practice. Also, there are some innovative trends that I would like to implement in the future, such as renting part of a building in a major metropolitan location and running a boutique hotel and caters toward business clientele with modern and refreshing touches. Finally, I gained a deeper understanding of the hospitality industry after visiting many of the amazing hotels and corporation during the trip - the Far Glory Ocean Park & Resort for its world class facilities, the Landis Hotel for its pioneering innovative spirit within our industry and last but not the least is the Riverside Inn for their unconventional way of operating a bed and breakfast.

I am very thankful to all the sponsors and directors for their generosity and for sharing their knowledge. I have to admit, Stanley Yang is still my favorite speaker! He's a great motivational speaker...Mr. Yang talk about passion and it is with that passion that he's motivating the next generation of hotelier. Passion is a great part of what we do day to day that we strive for better standard. As soon as we step into the Landis Taipei Hotel I can feel that Mr. Yang's staff are truly following their motto of "A touch of personalized service even better than home". It's with passion that we cultivate a better environment and held ourselves up to a higher standard. It is an honor to be in the presence of a great leader of the hospitality industry. I can't wait until my next trip!

Christine Lin:

It all started from a cozy conversation between my auntie- Attorney Dawn F. Lin and I. Auntie Dawn has been a very active member of Taiwan Hotel-Motel Association of North America. She has been telling me the importance of continuing self-development, even after graduation. Auntie Dawn strongly recommended and supported me to become a member of the Taiwan Hotel-Motel Association of North America 2009-Second Training Program for Young Associates in Taiwan. I took her advice and had an amazing experience in Taiwan. Please allow me to share with all of you what I have learned and saw back to beautiful Formosa.

During those 5 days, 4 nights in the Taiwan trip; it was both my pleasure and an honor to personally visit the Overseas Compatriot Affairs Commission Republic of China (Taiwan), Taiwan Tourism Bureau, and having dinner with Taipei Hotel and Motel association and exchanging ideas, thoughts, and most importantly, sharing knowledge about the future trends and potential investment opportunities.

From Taipei to Jui-fen, Chiao-His, Hua-Lien, and Yi-Lan (from North part of Taiwan traveling to East part of Taiwan), there were many opportunities for all of "the youth" group to meet with many successful hotel leaders and learn from their successful management philosophy during the speeches.

For example, meeting with Mr. Stanley Yen, group president of The Landis Hotels & Resorts in Taiwan, was one of the most treasured experiences of mine. During his humorous speech, I could strongly feel his passion towards his work. Mr. Yen has no special background, and he started as a tea boy (only to re-fill teas and clean up people's trash); with his hard work and diligence, he became the president of his first work place, also known as American Express International. A good friend of him happened to build a hotel and urgently needed his management and leadership skills to operate the newly built hotel; Mr. Yen decided to leave American Express and jumped into the hospitality industry. Mr. Yen figured out the core values on operating the hotel, which are: sincerity, making all of his guests feel extra special and welcomed, attention to details, and recording each individual guest's preferences in order to "wow" them when they return. Moreover, his hotel was the first hotel that provided town car service to take the guests to anywhere they wanted.

Because of those wise concepts, despite the hotel is not in the best location of the town, The Landis hotel has always made good profits, maintained good occupancy rate, and most importantly, achieving a great reputation with the customers.

A simple, but straight-to-the-point speech. I was fascinated by Mr. Yen's speech. As a hotel enthusiast, I love what I am doing, and will continue learning from others to make myself a better hotel operator. Hopefully, I will be able to share all I have learned with others in the future, just like Mr. Yen has.

During this Taiwanese program, we discovered a different culture of the motel business- super luxury inn. Thanks to President C.K. Lee and Overseas Compatriot Affairs Commission Republic of China (Taiwan) - Mr. Hsu. We were able to open up our vision to see a very different kind of luxury motel- Mu Lam. Mr. Bai, the manager from Mu Lam took us to see two of their most exclusive motel rooms. Each of the motel rooms is more than 1,500 square feet and has different theme and atmosphere. There was a large outdoor private swimming pool, extra large master bedroom, and super luxurious decor with all the details, extended bathroom with sauna room attached. No wonder many people would like to stay inside the luxurious motel to experience the

differences. Especially in crowded Taipei; those kinds of motels provide a very peaceful/ relaxing escape from the busy cityscape. It was a very interesting motel tour.

During the trip, we were also able to experience many "differences". Such as a four hour dinner at Yang-Ming Mountain, Master Lin lead us to enjoy his 10 plus-course gourmet dinner that combined earth, taste, natural, and beauty into one- the peaceful mind.

Mr. Wong, from VIC INN-Ternational CO (a hospitality investment group)'s presentation lead us to a high tech/ energy saving world.

The managers from Chuang-Tang Spring Spa hotel are able to think out of boxes to create more spring spa activities, such as SPA Ma-Jung, massage/ body scrub with gold fishes, that makes this hotel stand out among other competitors.

The tour to Taiwan Tourism University in Hua Lien made me realize the government is now working on building up the tourism industry by developing the youth to be more universal, and enable them to experience different cultures.

The night on top of Hua Lien Mountain, the speech from Mr. Wong, the general manager of Farglory Hotel made me realize the improvement and ambitious mind of Taiwan toward the world stage.

In short, I would like to extend my gratitude to all the members of the Taiwan Hotel-Motel Association of North America. And a special thank you to Auntie Ming-Fang, Uncle G. Wang, Miss Anita for being extra patient and caring with the Youth group.

What a wonderful experience back to beautiful Taiwan, not only I was able to gain a lot of knowledge, being educated by many experienced hotel leaders; but also be able to make many good friends during the trip. Once again, thank you Taiwan Hotel-Motel Association of North America.

2011 青年部返國參訪團回顧

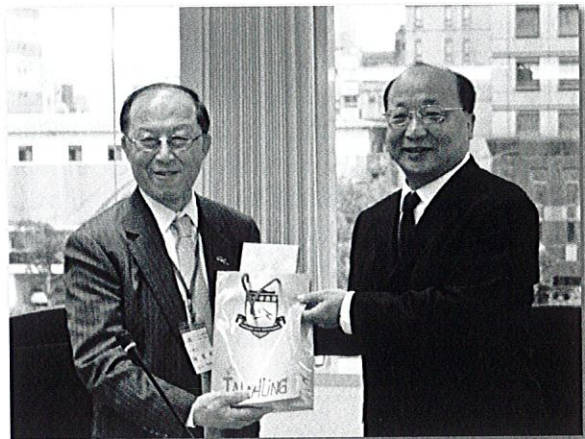
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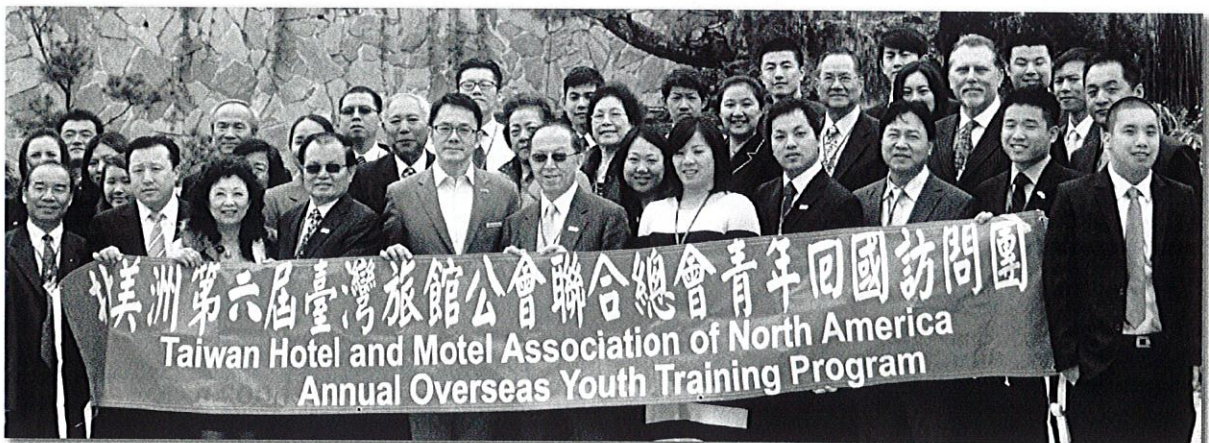


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2011 回顧

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2011 Feed back from Youth Group

Alice Hsu:

This has been both an educational and memorable trip for me. When my father asked to go on this trip, I was hesitant about going. After looking at the proposed itinerary, the itinerary got my attention. I thought it was a very nice balance of learning about hospitality industry in Taiwan and sightseeing.

The hotels we stayed represented different varieties of hotels that seem to target different populations. I was particularly impressed with our stay at the Hotel Sun Moon Lake. The hotel has the whole package – well conditioned building, beautiful scenery, numerous art work displays, hi-tech environment control system, variety of activities/programs offered at the hotel, and personalized service. Every staff that I have encountered always greets you with a great smile. When they don't have an answer to a question, they are not embarrassed to tell you "I don't know but I will find out for you." They then followed up with you promptly. I can see the staff has been trained well and they really perform their jobs with pride. I can see myself going back to stay at the hotel again. I also was surprising about the Mulan Motel. I was impressed about how the motel makes the effort to keep the stay discreet and the motel room was luxurious. That was educational for me since that's one part of population that our hotel doesn't have. That's a totally different way of operating the business.

I also enjoyed visiting hospitality and culinary schools. Although I have a degree in MBA, I was never formally educated and trained through hospitality or culinary schools. It was great to learn

that the curriculum composed of both the didactic and practical part of education. It was impressive that the students have actual customers to practice their skills at school. The practical part of education prepares the students to work in the real world.

Lastly, I enjoyed networking and getting to know other fellow travelers. I have met some great friends that I am looking forwards to getting to know them better as years to come.



Ben Teng:



The jet plane touches down with a screech and just half an hour later, I'm walking into the airport terminal and waiting for the bus to arrive. A familiar essence greets me and I recognize the feeling of previous vacation trips here. However, unlike the past, I've come back for both a similar yet completely different reason. My body buzzes with excitement as I think of the experiences, friends, connections, and knowledge I'd gain on this short one week trip. Possibly, some of that buzz came from getting an extra week off while my buddies back home were trapped in school. But by the end of the trip, I would realize that the buzz of excitement was an accurate premonition of the trip to come and far more than from a mere week off of school.

I'm Benjamin Teng from Santa Barbara, California, still at High school, and sixteen, noticeably the youngest member on the trip. I probably had and still have the least experience with hospitality, working as only front desk and tourist, but this lack is the reason I had to go on the trip. I still don't know whether the path through hospitality is the path for me, but the trip taught me far broader concepts, useful as general truths and helpful throughout life and any career.

The first day was the sight-seeing day. The day for mingling and the day for the first dip into the culture of Taiwan. We toured the first hotel, saw the Chiang Kai-Shek sculpture garden, quickly visited the flower gardens, lunched at an old Market, and dined at a Dumpling House. Along the way, I became first acquainted with Jimmy the professional photographer, Shanda the Philosopher, Kathy the Chief Pharmacist, Chien the Engineer, and too many others to name. I became first acquainted in the vibrancy of the banquets. And I became first acquainted with the fast pace of the trip. All these experiences became recurring themes throughout the rest of the trip.

The second day was different altogether. The rapid pace remained, but we transitioned to business. We began by touring the Palais de Chine. The towering hotel, difficult to imagine amongst the bustling urban city, was quiet, dark, serene, and elegant. The consistent usage of lighting gave a unique ambience parallel to nothing I had seen. The ancient artifacts, the distinctive European flavor, and other unconventional pieces of art taught every viewer the eloquence of the past. The hotel was a symbol of two cultures and two eras that had come to clash and unite to become more than the sum of its parts. When Anping, the owner and visionary, spoke, I was shocked at his dispersed background. He came from a physics education with an interest in art and history and combined all that he had learned to create his highly inspiring Palais. Social studies classes no longer seemed to me unimportant and inapplicable, but became the vehicle for improving businesses. The melding of comfort and culture, of lighting and art, and of technology and history was a great example of what could be done.

Soon after, we headed to the Oversea Compatriot Affairs Commissions (OCAC) office with heads still spinning from the great spectacle. At the office, we were given a very welcoming talk. He described Taiwan as a land of great opportunity and from the busy city outside, I was inclined to believe him. Later when that meeting had ended, I was still thinking of the lessons they imparted. Soon the days would blend together and the lessons would blend as well. The lessons on opportunity, on design, and on hospitality would blend and strengthen. Friendships would build on shared experiences and connection would build on shared friendships.

Even before I could overcome my jetlag, I was singing away at the Karaoke on the final day. With twenty close friends in the karaoke room, the rapport we had gained together was ear-burstingly obvious and came to show through songs like "Yesterday" and "A Whole New World". In those moments when the entire room was shouting "I can show you the world", I reflected on the distance we had traveled on a short five day trip. We went from tentative questions on each others' vocations to shared laughter, jokes, and teasing. Like Teddy had said early on in the trip, the goal was to grow connections and we had all done that successfully; I along with them. By talking with this group of recent college graduates, I grew a more definite view of my own college-bound future as well.

With the end of the trip encroaching so quickly, I sang all the louder and felt all the more reluctant to leave behind my friends and experiences. However upon returning, I know I haven't grown apart from leaving Taiwan, but grown closer through reflection on my memories and correspondence with my new friends.



Celine Teng:

My experience with hotels was more than enough for me to know I wanted nothing to do with it. When the opportunity came to me to attend the Youth Training Group for the Taiwanese Hotel/Motel Association of North America, I hadn't wanted to take it. However, my parents had convinced me to take the opportunity to learn more about what they were passionate about. I have yet to regret my decision in going. My father, my uncle, my cousin and I were heading back to Taiwan, the land of our culture.

Nostalgic feelings came when I exited the terminal of the Taipei airport, half my culture resided here. I had never stayed in a hotel in Taiwan and details were lost among the years spent away. My family arrived together, led by my uncle. The few that came on that day gathered together to be picked

up by the bus. Greetings were made as we picked the rest of the Taiwanese Association at their various locations. We immediately set out on our tour.

The first hotel was the Holiday Inn Express in Taoyuan, which we assembled in to exchange business cards with the people we were to share our experience on the tour. The hotel had provided a meeting room as well as amenities to hear the Association's presidents speak about our planned schedule as well as give their appreciation of our sponsors. After the speeches, in groups of about five, we toured the room facilities at which were enticing for the budgeted travelers. There were basic necessities; a bathroom equipped with a shower, a single desk, and beds. There was neutral décor, bright lighting and was compacted into a smaller area. The rooms also boasted of a view of the local park. Following the outing, we separated into the youth group, which consisted of the second generation of which I was in and the mature group, comprised of the first generation hotel owners. We then checked into the Grand Formosa Hotel to head out to sightsee.

After checking into the hotel, we headed towards the Da-His Floral Farm. Taiwan's weather is unlike North America, due to the proximity to the equator, as such it was quite humid. While the first generation was accustomed to the weather, the youth group lazed in the shade to socialize and bond. Roommates were assigned and my partner was a woman named Lucy. Just as well, our Chinese Zodiacs were both monkeys. Next we had lunch, and then we toured again at a Holiday Inn in Shen-Ken. Our outing led us to the Shen-Ken replica street. This street was reminiscent of decades past. I couldn't help but notice how clean the street was kept, despite it being such a busy tourist area. The street was filled with local people and tourists, all going about their ways. One the things that caught my eye the most, was the temple. The temple was magnificent, colors abounding, and painstakingly intricate carved figures lining the way.

Our next stop was the Palais de Chine. The place was impressive, artistic pride had clearly been taken in the room décor. We attended An-Ping Chun's speech, located in the Palais de Chine's meeting room. I recall his passionate speech about his attention towards detail all towards satisfying the

client's needs. The amount of detail put into the hotel was fascinating to gaze at. There were old books, sculptures, paintings and tapestry to add to the atmosphere. In the hallways leading to the rooms, the ceiling was made up of gold colored metal, draped down and away in five different areas to hold similarity to flowers blooming. It was akin to a piece of flat cloth that was pulled up from the center. The hotel's architecture was meticulously detailed from ceiling to walls to floors.

Our tour had led us through the Holiday Inn Express in Taoyuan, the Grand Formosa Hotel, the Palais de Chine, the Holiday Inn Express in Taichung, the Mulan Motel in Taichung, the Hotel One in Taichung, Lalu Hotel, the Fleur de Chine Hotel, the Crowne Plaza Hotel in Kaoshang and Kaoshong Metropolitan Hotel. Each hotel had bought a different style and idea of what clients wanted. The Holiday Inn Express in Taichung was targeted towards economical clients and accordingly their interior made use of every object; the door could swing out to be used to close the shower and the toilet or the bath and the toilet. Targeted towards lovers, the Mulan Motel was colorful and lavish and private. There were kings beds suspended upon water and walls that doubled as doors. Another hotel, the Palais de Chine had the flair of a European castle. The interior was darkly lit, the walls held sculptures and tapestry. There was a mixture of ancient Western and Eastern influences that held international familiarity. The respective hotels had a different piece of the Taiwan culture for individual personages.

I thought I had experienced everything there was to experience in hotels; I saw the bad and I saw the good. It was business and I held no interest in continuing my parent's work. However, by attending the tour, I learned that there was much more depth into planning, creating and developing livable and enjoyable accommodations. The details put into making a hotel not only functional but satisfying, were largely things I had never thought were needed. The meticulous strategy put into the food, interior, and service was spectacular. Language barriers were acknowledged and adapted. There was diverse food for diverse clients. Interiors were economical for basic hotels and luxurious and culturally impacting for lavish hotels. Everything found in a hotel had the same intent: to reach and surpass the customers' needs.

Chien Chu:



I love to travel. Most of my time is spent running the family restaurant so whenever I can get away I jump on a plane and don't look back. Before I had any idea of the Youth trip I had booked a short vacation to Thailand and China. The only problem was how to tell my parents that I'm leaving again after taking September off traveling Europe and Egypt. I had to wait for the right time to break the news. One day my father approached me and asked if I would be interested in going to Taiwan with the THMNA. This was it. The time had come to let him know about my latest adventure. I explained to him that I would go if the trip would have educational value in the hospitality industry and if it didn't interfere with my trip to Thailand. It was obvious that he really wanted me to attend so Thailand was secondary on his mind. Next thing I know I was booking another flight to Asia.

March madness had a whole new meaning to me. Year end corporate taxes were due. I had to testify in a product liability suit, in Seattle, where I was the representative for a company I no longer worked for. My trip to Taiwan was extended to 11 days so I could spend some time with my family in Taiwan. I had five days between trips to take care of more matters at the restaurant. Then it was off to Thailand and China for ten days. Needless to say I lived out of my suitcase for most of that month. I put on my game face and charged through knowing at the finish line there was a beach chair on Phi Phi Island waiting to caress my rear end.

With the trial behind me and taxes pretty much done it was time for my first leg to Taiwan. I stayed up all night packing my bags and surfing the net. This was a routine I had for overseas travel. It allows me to adjust to the new time zone right when I land. I didn't really know what to expect out of this trip. I was only hopping for more insight into the hospitality industry. But first it was off to Chayi to visit my grandmother for possibly the last time.

After two strokes Grandma was a mere shadow of the great lady she once was. Unable to move, talk or even eat she had tubes to feed her and more tubes to catch her waste. There was a live in nurse that would bend her limbs and massage her muscles so that her body would not atrophy. She is the last grandparent that I have and she was the last chance for me to get to know at least one of my grandparents. I never learned the language so I never knew any of my grandparents. Too much time had passed and too many opportunities were lost. This part of my life is lost forever. No matter how many times I told her how much I loved her she could not hear or understand a word. It pained me to sit next to her and see her in this condition. As I held her hand I could tell that it was only a matter of time before she took her last breath. It was too much for me to handle. I limited my time with her so I won't break down in tears. She had given me so much and I didn't even bother to learn I love you in Taiwanese. Now it's too late and I will regret that every day of my life. This set the tone for what I thought would be for the rest of the trip.

It was time to make my way back to Taipei to join the Youth group. Needless to say I was not looking forward to long bus rides and hopping from hotel to hotel. I arrived at the Regent unsure if I was at the right place. There were some familiar faces in the lobby so I made my way to the group and started my one week journey. This is when I first meet Eric and Tim. I introduced myself and proceeded to ask them if they had ever been on one of these trips. They both responded no and were as uninformed as I. Looking around I noticed typical Asian behavior. The few youth that was there had gathered in groups by gender. It was what I expected and dreaded. I was going to be on a bus full of anti social nerdy Asians. With my somber mood I was content with that. We then made our way to Tao Yuan Holiday Inn where we meet up with the rest of the group. This is where I remember meeting Teddy, Mike and Shanda. Teddy had way too much energy and seemed like he was on speed. Looking around I notice a big white guy that just didn't belong. Was this guy really stuck with our group? Then out of the corner of my eye I notice another "white" person. She looked like she might be a mix but where was her white parent? I thought I was going to have a hard time communicating. Now this group started to intrigue me. We made our way through an

uneventful tour of the hotel. I've stayed in many hotels and this one was nothing special. It was just a simple room to sleep in. I attempted to learn as much as possible but not being in the business I was a little lost. There were terms being used that did not have a clue about and comparisons that left me scratching my head. Did I really just sign up for a week of this? After the tour we made our way to the bus for our next tour.

I jumped onto the bus and picked a seat up front. It was across from Wilson, one of the only people I knew before the trip, and it had a table where I could set my netbook. Up front was space to put my bag and it kept me isolated from the rest of the group. I was still not in the mood to mingle and meet new friends. Yes wifey you were right. How could I enjoy myself after seeing Grandma in her current state.

We were off to our next stop which was a garden of some sort. What the hell did this have to do with anything? It was beautiful but what were we supposed to learn from this? The little devil on my shoulder got the best of me and I was off on a mission to find some booze. I spotted a snack bar and quickly ran up the stairs and made my way to the cooler. On my way to the stand I ran into George. We talked for a little bit and I offered him a beer. He kindly declined and made his way to the restroom. I think he was trying to avoid me and any possible disapproval I would get from the adult group. It was of no concern to me. I had seen most of these adults a little tipsy at my restaurant. It was their turn to see me in action. It's Taiwan after all. If you have done business in Taiwan or China you would know that most of it is handled in the local KTV with several bottles of Scotch. Two beers just simply quenched my thirst and a buzz didn't even ensue. A couple of the youth noticed and humorously commented and I think Minnie was the only adult to also joke about it. My mark had been made. I wasn't out to offend or disrespect anyone but I also wasn't going to be the typical quiet subservient Asian child. The trip so far had been a disappointment but I was still open minded. Maybe this was their ice breaker for the trip. It was only a few hours into day one so it was too early to pass judgment on the group.

Next on the agenda was lunch. After some confusion we finally made it to the restaurant. We all entered the restaurant and proceeded to spread out at five tables. This was the first in many forced interaction situations. This was also the first time I meet Ben. Ben was the youngest in the group and at lunch our table was pressuring him to drink for his first time. Maybe these kids weren't that bad after all. The beers started to flow and my wall started to crumble. The social bug in me peaked out and I started to enjoy myself. Most people spent their time eating rather than talking but you could see different personalities emerging from each and every table. Before I knew it we were off to another hotel. To be honest with you I don't even remember it. My buzz from lunch had worn off and I was off doing my own thing.

It was time to check into our hotel and find out who we were rooming with for the rest of the trip. Enter Jimmy. We had talked briefly before but I guess we were about to be roomies and I had no choice but to interact with him. He seemed like a nice guy and pretty normal so I wasn't too worried. Even though the weather was nice Jimmy always looked like he was really cold and had a pointing problem. We talked a little as we settled into our room and discovered we were both from Orange, CA. Wilson had put great thought in how to pair up the youth.

Earlier that day I had meet Eric's dad Roy. He asked me who I was and I had a hard time explaining. Good thing Minnie was nearby and explained my connection with the group. Roy immediately smiled and said "your grandfather and my father were good friends." What a small world. He then looked at me and asked me to watch over his son. I laughed and nodded my head. It was the typical over protective worried Asian parent. Eric seemed like a good kid so what harm would it do to hang out with him and grab a few drinks. So far he seemed like the only person willing to hit the afterhour's party scene in Taiwan. How hard could it be to keep up with a 24 year old? Hell I party in Amsterdam and attend Oktoberfest ever year. This kid could pick up some pointers from me. Little did I know but Eric only required one to two hours of sleep a night.

Next up was dinner at a dumpling restaurant. It sounded great to me and I was ready for some good grub. We all scampered onto the bus and made our way to the SOGO. When we arrived there was a wait so Eric and I ventured off in search for sushi. I didn't want to spoil my dinner so I passed but Eric found a nice mix of sashimi. While he ate I made my way to the liquor section. With Grandma still on my mind I decided on a nice bottle of scotch. This should help me drown my sorrows. Our tables were ready and we again split up into smaller groups and made our way into the restaurant. It was another forced interaction situation and I was told not to open my bottle. Everything had been planned so that we spent as much time together as possible. Even "Free Time" had suggestions which helped narrow down options and funnel people into groups. Dinner was somewhat quiet due to lack of alcohol. There was some talk among the youth about going out but most people seemed unenthusiastic or indecisive.

After dinner we went back to the hotel to rest up before a night on the town. There was some interest to go to a lounge so a time was set and a descent number of people showed up in the lobby to head out. This is when I lost some faith in the group. Four of us ended up going out while most ended up staying at the hotel. It was Wilson, Eric, Teddy and I and we were ready to meet up with some of our local friends and throw back some drinks. We ended up at the Marquee and proceeded to order bottles of Jack. This is where my memory gets a little fuzzy. Let's just say we had a good time because I really can't remember the details. I just remember waking up to a knock at the door and thinking it was housekeeping letting themselves in. In actuality it was Teddy and he had my key. There was a note left for Jimmy to make sure to wake me up on time. Wow. I barely knew these guys and they were taking care of me like a long time friend. It was a little cold that night but I don't blame you Jimmy. Day one had passed and it wasn't all that bad. I was able to meet up with an old friend and I started developing new friendships. Maybe this group wasn't the nerdy anti social group I was expecting.

Day two started off a little painful thanks to Eric and half a bottle of scotch. I skipped breakfast and tried to make myself presentable. It was day one of formal wear. Everyone was dressed to impress and we looked like a Japanese tour group. All we needed

was Wilson with a red flag to follow around. Our first stop was Palais de Chine. What an amazing hotel. I have never been to a hotel with so much character. The presidential suite left me breathless. The "innkeeper" gave us the tour and every room had a story and every decoration seemed to be handpicked by him. The visual and mental stimuli was overwhelming especially in my current state. I was starting to regret drinking but it did take my mind off Grandma. The tour ended in a meeting room where the "innkeeper" gave a little speech and took questions. Uncle Herman also gave a little speech about how impressed he was with the hotel and threw in something about the youth group.

With the tour over we were off to our first government meeting. We arrived at the Overseas Compatriot Affairs Commission (OCAC) building and were greeted at the door. After making our way to the meeting room I soon realized I should be on my best behavior. We watched a video and were served lunch. Eric and I were both hurting from the night before and after lunch we were given a long break. It was nap time so we caught a cab back to the hotel for a 30 minute refresher. After our break we took a cab back for the next part of the OCAC meeting. It was time for best behavior again. Speeches were given by the commission, Mike and Wilson. During the speeches mobile phones were ringing off the hook and some people actually took calls. I have always seen this as one of the rudest things a person can do. No one took action or requested the person to turn off her phone. My friend's father had written a newspaper article about how this was a huge problem in Taiwan but I never gave it much thought until now. It's sad that some very good speeches were given but the one thing that I just can't forget is that phone. Again the speeches addressed the importance of the youth returning to Taiwan. It wasn't until now that I truly saw the meaning and potential of this trip. This was a theme that would continue throughout the five days.

Dinner was now upon us and everyone was getting more and more comfortable with everyone. It surprised me that the association allowed us to order beers but it all made sense this night. Let the drinking begin! Dinner was no longer the stuffy awkward banquet dinner. It had truly become the beginning of the bonding of the youth group. Someone had suggested that we play a drinking

game and we proceeded to drink faster than the server could bring the beers. This is when I learned more about Celine, Kathy, Alice and some of the others. Again things got a little fuzzy here but the true point of the trip had taken its course. Friendships were forming and the youth was relaxed and having fun with each other. Some of us drank more than others and some just drank too much. The night was still young and there was talk of round two at Marquee.

After taking care of some matters at the hotel most of the youth group made our way to Marquee. Almost everyone was there and the group was coming alive. However, my buzz was gone and I was reminded of how my trip started. I tried taking a few shots and even spun on a pole. Nothing was working. Something had triggered thoughts of Grandma and I needed to find a way out of the lounge. I didn't want to break up a good thing so I was able to go back to the hotel with a couple of others that were ready to go. Most of the group stayed and from what I understand had a great time. The trip was no longer a trip with the association but a trip with friends. With a little time and beer the parents had seen the first fruits of their labor.

Having turned in early the previous night the new day started off with a 5k run and my first breakfast of the trip. I arrived late so I was seated alone but I was seated across from Eric's cougar. What a way to start off the day. Faces now had names. Names now had personalities and some of these personalities weren't half bad. It was a new day and I was looking forward to the adventures the day would bring. I would not be disappointed.

Our first tour of the day was Chung Hua University College of Tourism. The tour was filled with college girls, wifi hunting and impromptu speeches. The university itself was a treat to explore. We were given a tour of their kitchens, hotel rooms and even a mock airplane haul. The campus was filled with teaching aids and the students seemed eager to learn as much as possible. You could almost see the energy in the air as students ran around bringing use drinks and snacks. Many of the youth spoke of the great service at every level in Taiwan and how we lacked this back in the states. I couldn't agree more. After the tour we had an uneventful lunch. It was nothing special and there was no beer. It was probably better since some of the youth were nursing hangovers. This was

followed by yet another hotel tour that did not impress. Again, not being in the hotel industry I had little to gain from visiting Holiday Inns. I have stayed in many and again it's just a clean and inexpensive place to sleep.

Hotel One in Taichung was now to become our home for the night. It was an impressive building with a mixture of hotel and office spaces. Service like every other hotel was top notch and they even made business cards for each and every guest. I thought this was a very nice personal touch. It was the little things that made this hotel nice. The towels were some of the softest I have ever experienced at a hotel and the staff didn't even ask my name when I requested another key for my room. I was tempted to request a key for Teddy's room and wake him up with a nice bag of tea.

Shortly after settling in we met with the mayor of Taichung. This guy was just comical. There was some concern that we would not be able to meet the mayor due to the night club fire scandal but he made time and wasn't going to step down anytime soon. He greeted the youth with a request that while in his city we do not play with matches. I wanted to burst out in laughter but a chuckle was more appropriate. We listened to more speeches with more emphasis on the youth group. At this point it was very clear that the trip was mainly for the youth and that the parents wanted nothing more than to give us a chance to become friends. In my youth I would have resisted and purposely avoided friendships but being one of the older "youths" I was able to appreciate what was so carefully planned by the parents.

The next part of the trip was unexpected and new to me. The Mulan Motel was a "love" motel rented out hourly. You could even get a VIP frequent user card. They were lavish rooms with amenities you would only see in penthouse suites. This gave a whole new meaning to no-tell motels. I remember one of the adults asking why there were so many pieces of furniture throughout the rooms. My answer wasn't exactly PG so I kept it to myself. Now this was not your ordinary room and I was able to appreciate it for what it was. We were given gift bags and the youth joked about what was hidden inside. To our disappointment there was nothing fun.

It's was now dinner time and most of us were ready to get our drink on. On this night the association opted for red wine instead of beer. Again our table drank faster than the serves could uncork the bottles. Speeches were given all through the night and it seemed to disrupt the social mingling. It seemed as if every five minutes we were clapping to a speech that we had either already previously heard or could not even understand. Speeches towards the end were pointless as almost everyone was asked to stand up and give one. Many of us escaped to the restroom only to discover a rather strange party in the next hall. It reminded me of a Japanese game show with people in full costume and girls running around in bunny outfits. What could have been a great dinner ended up being a balancing act of listening to speeches and trying to socialize at your table. The afterhour's fun suffered tremendously from this. We gathered just a handful of people out to explore the famous night markets of Taiwan. Although we were all stuffed from dinner we could not pass up on the opportunity to try the delicious foods the night market had to offer. After snacking we played a few carnival type games and most of the group was ready to call it a night. Eric however had other ideas. Here we go again. We jumped into two different cabs with one going back to the hotel and the other one going to a local Yankee bar. There were three of us and we ended playing darts for drinks. Not such a good idea. More beers and shots on top of an already full stomach just made things painful. When the other two were distracted I ended up dumping some of the shots into the stack of napkins. Sorry Eric but I had to. The place was pretty empty with one other American sitting at the bar. I struck a conversation with him and found out he was a mercenary on vacation visiting his family. What a strange world. He ended up going with us to the next bar which ended up rather uneventful. It was late and city was rather quiet on a Tuesday night. The responsible side of me encouraged the group to go back and get at least a couple of hours of sleep. This night had ended and the next morning was going to be a painful one.

Needless to say none of us made breakfast the next morning. We were looking forward to the long drive to Sun Moon Lake. It was nap time. After a much needed nap we were at Sun Moon Lake. I had visited this place five years earlier and it was as beautiful as I had remembered. We took a short boat

ride to an island where I found a hiking trail. While everyone else was attempting the local Macarena I jetted of down a canopied trail that ended at a beetle nut farm. Now I'm not one to believe in ghost but on my way back I saw a shadow move throw the bushes but it made no sound. Freaked out I increased my pace to a light jog. When I got back to the group I jumped onto the boat and couldn't wait to get out of there. Hopefully this was just a result from lack of sleep.

Lalu Resort was next on the agenda. I had been here before and really enjoyed sitting by the koi pond with a nice cold one. Earlier in the trip I had overheard Ben speaking of engineering and not knowing what field he wanted to be in. Having been a mechanical engineer for six years I decided to grab the kid to feed the koi. While the rest of the group was taking a restroom break I made it a point to bond with Ben and help guide him in his quest to become an engineer. We talked for a few and he really reminded of me when I was his age. His love for math, science and things that go boom really hit close to home. I suggested that he major in mechanical engineering and hopefully he finds the same joy and fulfillment that I once did and still do. The tour of Lalu Resort was very similar to the one I took five years ago. This one also included a viewing of their luxury suites. It was as amazing as the first time I took the tour. I was hoping to stay here but that was not in the plans. After our tour we had lunch with a brief speech from the GM. Lunch included a sweet liquor drink that was perfect for the girls. It reminded me of Boone's Strawberry Hill or Smirnoff Ice. The taste was different but that's not the point. With time to kill we went to a local street market where some of the youth purchased some of the local sweet liquor. I however found the local 7-11 and picked up another bottle of scotch. This ended up being ideal since Sun Moon Lake had little to no night life.

Dinner was at Fleur de Chine Hotel where we were staying. We had a tour and a short dinner. Dinner included what I like to call Chinese whiskey. This stuff is just nasty. I think the adults did this since the next night was supposed to be the big farewell party. Moderation has never been my strong point. We were all in a hurry to get out of dinner and continue the party elsewhere. Fleur de Chine had a beautiful lounge on the upper floor but

in the dorms again. We had connected as a group and there was even talk of future activities once we get back to the states. It's funny what a little booze and time can do. Once the booze was gone I passed out and some continued the party by the elevator. Day four was done and I was starting to realize that the trip was coming to an end.

The final day was here and I wanted to get a good start. I went down to the gym and did a 5k run followed by my second breakfast of the trip. Thanks to Uncle Herman we were allowed to stay a little longer and enjoy some of the hotel amenities. The schedule had been altered and everyone was grateful. Thanks Uncle Herman!!! Much of the morning and afternoon was a little depressing. This was it. The end of a trip, that started off a complete bore but ended up a trip of a lifetime, was here. We toured our final hotel and checked into our last room for the trip. Dinner was another banquet type menu with lots and lots of beer. If this was the end I was going to go out with a bang. A group of us walked around and toasted all the tables. We were honestly grateful for the opportunity that our parents had given us. The farewell party was almost upon us but first was the trip down the Kaohsiung Love River. Most of us just wanted to go party but the adults had other things planned. In an attempt to keep our buzz going I stopped off at the local snack shack and picked up a 24 pack of Taiwan Beer. We tried to sneak it onto the boat but it was pretty obvious what we had. A few of the crew members glared at us but they never said no. Beers were being passed around and even some of the adults partook in the festivities.

After the love river we made our way to our final party destination. The farewell party just happened to land on St. Patty's day and we were about to enjoy KTV the Irish way. A couple of us on the trip started the festivities with a shotgun lesson. Some did well and others failed. With a little more practice we were short on beers. I made my way to the front desk and ordered up some Jameson and more beers. Round two was a little fuzzy as well. I remember an award ceremony and lots of bad singing. Some glasses were broken and the floor was a hazard from all the spilt beer. In a drunken stupor, with the assistance of Wilson, I caught a cab back to the hotel. All partied out I crashed in bed hoping for a

good nights rest. Fail! Later that night my room was invaded and I was dragged out to the mahjong room. As I walked into the room I noticed people passed out on the ground and couches. It reminded me of a triage center but this one was for drunks. Although the parents might not agree this was the best night. It was a free for all. All our guards were down and we were one big family. It was a dysfunctional family but still a family. We were even to the point of calling each other sister, brother, husband and wife. The trip could have not gone better.

The next morning we jumped onto the bus and started the depressing job of dropping everyone off at different destinations. We had already lost a few people that morning and after lunch we lost a few more. The tempo had changed. This was it. The end of the line was here with only the possibility to rejoin state side. With such close proximity to some of the group I made it a priority to reach out and keep in touch. With the help of Facebook we exchanged our information and hoped for the best.

Our parents try to do what is best for us. Sometimes they don't succeed or understand but they mean well. I can't recall how many times my father tried to set me up with his friend's kids. He would ask me to just hang out with them and maybe you could be friends. I would simply laugh and say I have better things to do. More friends are the last thing I need. My free time is limited and my friends are lucky to see me once a month. This experience has changed everything. I grew up in Orange, CA where I was an Asian kid lost among Caucasians. Some might say I grew up white. I did not expect to make a single friend nor was I even interested in it. My thought was that none of these kids could even relate with me let alone befriend me. I was so wrong. Now that I'm back home some of these friendships are growing while others are fading but I will continue to go out of my way to make it work.

This trip was about our parents and the hard work they put into building their empires. Their network of friends and business partners are all getting ready to retire. The kids are left to continue their legends. They put use together to because once they retire we will have to deal with each other. Why not start these friendships early. I did not want to go on this trip but

I'm glad I did. Our parents are friends and partners for a reason. They have things in common and among those are our values and beliefs. These are the same values and beliefs that they have passed onto us. We have more in common than you can imagine. I write this in hopes that it might inspire someone whom is given this opportunity to take this trip and thinks it's a waste of time. You owe it to your parents and yourself to do this. You're most likely highly educated with no student loans. You probably drive a German or luxury Japanese car. The down payment on your home was probably fronted by your parents. The least you can do is go on this trip and be open minded.

I love to travel. I have visited the pyramids of Giza. I have gone scuba diving in the Great Barrier Reef. I have jumped out of a plane over the north shore of Oahu. I once drank and befriended Nazi skinheads at Oktoberfest. I have been to six of the seven continents and this trip by far has been the best and most memorable. Do yourself a favor and take a week out of your boring life and experience what this trip has to offer.



David Liu::

March 10, 2011. I lay seamlessly on my bed pondering over thoughts as to why my father, Ben, one of the directors for the Taiwanese Hotel Motel Association, would encourage me to participate in the Youth Generational trip to Taiwan. With thoughts roaming over my head, I said to myself, "My families are from Taiwan, and I have gone back countless times. But, why does my dad want me to attend this trip with people I have not met before?" Without too much thought, I noticed I was soundly asleep.

March 11, 2011. I began to pack and prepare for my weekly trip to Taiwan. Looking through the trip agenda Wilson Wang, who I later met at the airport in Taiwan, had prepared for all participants made me cringed. Business Attires and Business Cards are a must throughout the majority of the trip. First

thought that goes in my head: "I hope I will not miss out a good spring break with my friends."

March 12, 2011. First thought during departure at LAX: "This better be a good spring break." 3/12/11, 11:45 pm: Plane departs to Taiwan.

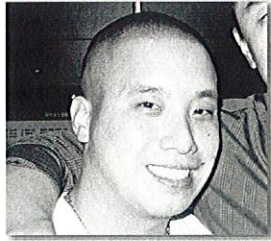
The next day, as the plane arrived in a familiar territory of Taoyuan, Taiwan, I was to a certain extent curious concerning who I would meet and hoping that this trip would be an exhilarating one. Onto our first destination of the trip, the Holiday Inn Express at Taipei, we met up with the rest of the participants of this trip. From looking at all the unfamiliar members sitting in the lobby, to be honest, I was very anxious. As the days progressed, that anxious feelings I experienced during the first day gradually subsided as I have become more and more comfortable into meeting them.

All of these members of the 2nd generation youth trip have instilled an impression that I will never forget. From hanging out, staying up late at night regardless of waking up early the next morning, to drinking, we all bonded as if we were long childhood friends. For that one week we spent together, I have learned the values of networking and ever lasting friendship.

This trip had enabled me to gain knowledge about the hospitality industry in the East, the culture of Taiwan, and the upcoming trends in the hospitality industry. I was glad to forgo my spring break trip with my friends to attend to this eventful trip knowing that these groups of people are people who I will be working and connecting with throughout my career. At the end of this trip as I reflected back on that night as I lay seamlessly on my bed, I was glad my dad had brought me out to this trip.

I would strongly encourage our group to expand and network further by recruiting future and potential members who has the affinity to join this group. THMASC, with its diverse members of hotelier and other hospitality business alike, provides an invaluable group of network that would forever greatly influence the culture of the THMASC. To all future members or prospects who need a dose of confidence or to be reminded about what make this association a chance not to be missed, join the THMASC. THMASC remains the de rigueur.

Eric Wu:



This THMANA trip has opened my eyes to many things. I was introduced to a lot of new people throughout this trip who I now call friends. I really did not know what to expect from this trip because I was sort of forced to come. To be honest, I did not think I would enjoy this trip at all because I thought I was going to be with a bunch of boring adults and kids that I have never met in my life. Fortunately, I was very wrong and very happy that my dad brought me on this trip.

Before the tour actually started, my dad and I decided to go to Taipei a day earlier so that we could enjoy the city apart from the tour. We stayed at the intriguing Grand Formosa Hotel Taipei. This hotel was probably one of the nicest hotels I have ever stayed at. When you first walk in, you see a huge lobby, and once you walk past the elevators, you will see a beautiful spiral staircase that will lead you down to the vast selection of restaurants. This is also the hotel we stayed at for our first night of the tour. The second day we visited the magnificent Legend of Palais de Chine—Merger of Unique Contemporary Vision of European and Taipei Culture. This hotel has got to be the most expensive, modern and classiest hotel I have ever toured in my life. I have stayed at other hotels that are more expensive than the Palais de Chine, but the way this hotel was designed and decorated made it look very extravagant and luxurious. Some other hotels we visited were the Mulan Motel in Taichung, Holiday Inn Express in Taichung, Hotel One Taichung, Sun Moon Lake, and Fleur de Chine Hotel Sun Moon Lake. All these hotels had a different kind of atmosphere to it. As for the Mulan Motel, it was the only motel we visited in Taiwan. This motel has a very unique atmosphere to it. Each room has a different ambiance feeling. Some rooms had hot tubs in it. I have never been to a motel with a hot tub in the middle of the living room. It has got to be the most luxurious motel I will ever visit.

Throughout the trip, we also attended a couple of meetings and seminars with very important people such as the mayor of Taichung and other significant people. These meetings were quite difficult for me to understand most of the time because the speakers were speaking Chinese very properly as my Chinese is not that good. But nonetheless, it was a great experience. We also toured two highly respectable colleges that emphasized on Hotel Restaurant Management. Their students seem very open minded and educated with the hospitality aspect of making customers satisfied and happy. They were always smiling while giving us a tour of the college as well as serving us refreshments.

This trip was not just about business though. At the end of each night, all the kids would hang out somewhere whether it is in someone's hotel room, the night market, or nearest bar. The nighttime I would say would be the highlight of my trip. The reason being is because that is when all the kids got to know each other and bonded. Alcohol certainly did help with the ice breaking in the beginning of the trip. I realized that this trip has brought many of us closer to each other. It seems weird because most of us just met each other about a month ago, and now it seems like we've known each other for a long time now.

I am looking forward to many more trips to come as I hope I will be invited again. I am thankful for all the wonderful tours we took and I would also like to thank the Taiwan Hotel & Motel Association of North American along with the IHG for organizing and sponsoring this trip as it seems like a lot of hard work was put into it. I have had a really fun and educated experience from this trip and would recommend any first timers to broaden their horizons and give it a try next year. Thanks again for everything!



George Wu:



Hospitality. It describes an industry many of us are in. Hospitality is a word many of us know and understand, but it is hard to show and describe. However, after going to Taiwan and experiencing the “Taiwanese” brand of hospitality I can say I have experienced what hospitality should be.

The focus of the trip was to go to Taiwan to learn about the hospitality industry there. So what did I learn? The hotel industry in Taiwan is fiercely competitive. Many of the hotels have the same amenities, so hoteliers stressed the importance of a good experience for their guests, whether it is a stay at the five-star Grand Formosa or a Holiday Inn Express. In many cases the staff is what makes the difference in determining the guest’s experience.

From my brief time there, I noticed that the staff at every hotel we’ve visited were incredibly hospitable. They were energetic, they were always smiling, and most importantly they seemed to want to be there. I learned later on that many of the staff members were trained professionals from specialized, hospitality schools. In these schools the professors stress the importance of professionalism. The students were taught to take pride in what they do, and to strive to be great at the service they provide (This is such a great message that is seemly forgotten here in the United States). The result of this education impacts the Taiwan hospitality industry in two ways. First, this education gives the Taiwan hospitality industry the ability to hire well-trained individuals to staff their hotels. Secondly, these well-trained individuals are able to carry out excellent service to guests and to showcase the hospitality of the Taiwanese people to travelers.

This trip was not all about going to visit hotels. We had plenty of fun as well. The Taiwan experience is one that all travelers to Asia should experience. This small island nation has many things to offer. The hodgepodge of Aboriginal, Dutch, Japanese, and Chinese influences created a unique blend of culture that is hard to find anywhere else on the planet. Sightseeing in Taiwan ranges from adventuring in a metropolis like Taipei to taking a boat ride into the majestic Sun Moon Lake, the variety is astoundingly wonderful. The Taiwanese food culture is one that travelers must indulge themselves in, whether it is getting a snack in one of the many bustling night markets or at a traditional restaurant, the variety is plentiful. Throughout the five-day trip from Taipei to Tainan, our group did all of the things I mentioned above and more.

Jenny Cheng:



As I sit reflecting back on my trip to Taiwan I cannot help but feel how fortunate I am to have been selected for such an opportunity. I was not only able to travel to such an amazing place but also experience the most luxurious accommodations Taiwan has to offer. Best of all I travelled with the best group of people I could have ever asked for. As I’m writing this I can’t help but just laugh at all the great times and memories that were created. The entire trip from the top five star hotels to the food to the logistics of the travel was carefully planned with such impeccable attention to detail making the trip absolutely flawless. I not only learned a lot about the Taiwanese hotel business as a whole but also and more importantly learned about myself as a second generation Taiwanese.

It's almost surreal how luxurious our accommodations were. From mini amusement park style water slides to bathrooms larger than my entire condo, it was without a doubt an experience of a lifetime. We were able to learn, experience and stay firsthand at Taiwan's top business hotels, leisure hotels, and resorts. The biggest difference for me between hotels in the US and Taiwan was how accommodating and friendly the staff in Taiwan are. The attitude and dispositions of the hotel owners and staff genuinely welcomed you as if you were an old friend coming to visit their home.

Mealtime was by no means different. Every meal was an event. To the Taiwanese, mealtime was bonding time. Food and alcohol was just the vehicle or glue that bonded the people together. I cannot believe how good everything tasted. Every meal was Taiwanese fine dining at its best. I felt as if I was dining at the wedding of some famous Taiwanese person everyday. We had everything from lobster to sharks fin soup to the traditional famous pork belly dishes. The presentation of 8-12 dishes was served every lunch and dinner. We feasted like kings and queens.

I learned a lot from the speakers during the trip. We met everyone from top government officials to hotel owners. One of my favorite speakers was Mr. An-Ping Chang who is the creator, designer and owner of Fleur De Chine Hotel and Palais De Chine. He was such an interesting person. He talked about how the world was his playground. He took his love of history and built his hotels as an outlet to express himself. Passion was the foundation of his projects and it was apparent. He was a collector of all things and his hotels were a way for him to display his art and his gift to share with his patrons. Although we were only able to visit two of the many hotels created by Mr. Chang we were able to see that there was something not only very special and unique about the properties, it was also undeniably luxurious.

Overall the trip was a huge success. I learned so much and most importantly I made friends in which we will eternally have a special Taiwan trip bond that will last a lifetime.

I'd like to thank a couple of people who personally took the time out to make this trip everything it was. Uncle Herman and Stephen for putting this together this trip, Wilson for always going above and beyond from translating to personal guided tours, Anita for running around doing everything behind the scenes, and Teddy for being the entertainment, our youth representative speaker, and extra efforts to ensuring everyone had a good time. Most importantly I'd like to thank THMANA for sponsoring the trip and giving the second generation an opportunity to visit such a beautiful country and to learn our heritage. We do not plan to end the trip in Taiwan. We intend to continue building our relationships and having group meetings. We have planned 3 trips since Taiwan and its now only April. We plan on meeting in Vegas, Los Angeles, and maybe Houston so we can continue to build upon the friendships. It was overall an amazing trip and I cannot wait until next year.



Jimmy Cheng:

Having not been back to Taiwan for 27 years, I had no idea what to expect by spending a week there. I have few memories of Taiwan, but what I do remember was the delicious food at the night markets. My expectations for the trip were that I would tour famous landmarks, visit luxurious hotels, eat authentic Taiwanese food, gain insight on the hospitality industry and meet new friends. Not only were those expectations met, they were exceeded in every way possible.

Over the course of the trip, my peers and I had the privilege of sitting in on several presentations, speeches and meetings. They were all memorable in their own ways, but two of them in particular still resonates in my head. The first one was a presentation by Nelson Chang, designer of the

fabulous PALAIS de CHINE in Taipei. Although the hotel is extremely fancy in its design and class, it was refreshing that Mr. Chang humbly carries the title of innkeeper in an age where people are labeled a "director" or "president" too casually. After touring the hotel and being awestruck by its beauty, we sat down to listen to Mr. Chang speak. He spoke articulately and told us about the inspirations behind his design choices. He also explained a bit about his background; that he was and still is in the IT industry here in the United States. Having an IT background myself, this showed me that even without much experience in the hotel industry you could still create something as grand as the PALAIS de CHINE. The other event that I remember fondly is the meeting with the mayor of Taichung. He had a friendly demeanor about him, yet a confidence that commanded attention and respect. He has a great sense of humor, drawing genuine laughter from his words. It was when he spoke about improving Taichung that I saw the passion he had for his job. It was inspiring to see a politician so invested in his vision of making the city something to be proud of. It triggered a sense of pride in being Taiwanese that may have been inside me but was dormant all these years.

On the trip, we toured several major cities in Taiwan. Amongst the packed itinerary, we visited amazing hotels and resorts, a beautiful floral park, a scenic lake and ate at great restaurants. We also traversed through night markets where the scent of stinky tofu took me back 27 years to my childhood. I eat a lot of Taiwanese food here in California, but it really can't compare to the authenticity of the delicious meals we had in Taiwan. We certainly did not see and do everything Taiwan has to offer, but what we did experience was enough to show me why my family and friends love to visit often.

On the last day of the trip, we visited Tainan which happened to be where I was born. I moved to the US when I was just 6 years old, so I don't remember much from my time there. I had been excited about finally going back, but it didn't hit me until we were walking around the Tainan Confucian Temple. It's a feeling I'm not familiar with, but one that made me feel very sentimental and like I was home. That same night, I spent it with my uncle and

his family, where my grandma also lives. She doesn't travel much because of her health, so we both carried the biggest smile when we saw each other. I had an intimate dinner with my uncle's family and afterwards my uncle drove me all over Kaohsiung to give me a personal tour. At one point when we were at the top of the mountain overseeing a gorgeous view of the city, I remember thinking to myself that this was as beautiful a place as any I could find back at home. Not only did I feel reconnected with my roots, I also felt that the city was only going to improve as I saw development of high rises and a beautiful two-mile-square park.

Of all the things I've gained on the trip, there is one that will probably be more tangible than the rest. I formed strong relationships with the people I met. The fact that we rode the bus together every day, toured every location together, ate every meal together, and even spent our free personal time together really gave us a chance to get to know each other in an environment where we didn't feel pressured to socialize but rather did it at our own free will. We've kept in touch since the trip and have planned several events in the near future. What I learned implicitly through this trip is that not only is networking an important aspect of success in the hospitality industry, but we are afforded this opportunity by our parents to bond with the next generation and that is something I won't take for granted.

John Lu:



When I think of Taiwan, I think of 3 things; stinky tofu, the delicious fruit (len-bu), and shaved ice. Having visited Taiwan 3 months prior, I had already gotten my yearly dose of stinky tofu so I had

no desire to attend THMANAYOP's (now that's a mouthful) 3rd annual youth overseas program. In fact, it was "strongly advised" by Uncle Herman and my father to attend and so begrudgingly, I did. In retrospect, I have no regrets attending this trip and actually left with a new perspective of Taiwan; one that offered new insights to all my previous trips to Taiwan.

What made this trip particularly interesting was the economic and social dynamic behind Taiwan's tourism landscape. With China and Taiwan opening direct flights into the country as well as imminent plans to open tourism to individual Chinese travelers, the need for tourism and hospitality is at the forefront. As a group, we were lucky enough to experience this first hand with excellent hotel tours, meetings with government officials, and the observation of two vocational schools geared towards hospitality.

I was particularly impressed with the efforts put forth by THMANA and our Taiwanese counterparts to make this trip as educational and as seamless as possible. I think in many of our minds, this trip was pretty much a free meal ticket. Therefore, the concerted efforts by both parties to make this an actual learning experience was very refreshing. I want to thank both organizers for sparing no expense with accommodations, food, sight-seeing and an overall great experience.

Not only will I take stinky tofu and shaved ice with me from this trip, but a new understanding of Taiwan's tourism and hospitality. Beyond that, the relationships and friends that I have made during this trip are more than what I could have ever expected. While Taiwan (to me at least) will always be about family, food and heritage, this experience has shown me another facet of Taiwan, something I would have never seen had I not taken this trip.



Kethy Chang:

It has been 25 years since I had been back to Taiwan. I was both nervous and excited about seeing my extended family again and the six (6) days tour with the Taiwan Hotel/Motel Association of North America (THMANA). I received the itinerary ahead of time and perused it, but still had no idea what was to come. Little did I know those six (6) days were to be filled with splendid tours of hotels and Taiwan's treasured landmarks, some unforgettable people, great traditional Taiwanese foods and great laughs with new friends. The experience was one of the kind and memorable beyond my expectations.

It all started on Day One (1) at Holiday Inn Express Tao Yuan. Throughout the 6 days, we had the pleasure of visiting some of the most unique hotels in Taiwan. It was apparent that although Holiday Inn is part of the IHG group throughout the world, the properties in Taiwan were conceptually designed differently from the States. It was very educational to see how there is a broad spectrum of individuality (culture rather) within a company. In addition to touring several Holiday Inns, we also visited some unique establishments such as Palais de Chine, Mulan Motel and Lalu Hotel. Words cannot describe the French influence in the decorative details of Palais de Chine, the romantic spa like decoration of Mulan Motel or the sense of serenity at Lalu Hotel. In addition to touring great hotels/motels, we had the pleasure of staying at some of the most luxurious hotels in Taiwan (i.e. The Regent Hotel Taipei, Hotel One Taichung and Fleur de Chine Hotel Sun Moon Lake).

I also really enjoyed meeting with the government officials at Overseas Compatriots Affairs Commission (OCAC) and the Mayor of Taichung. It really warms my heart to see how our group was received with open arms, enthusiasm and eagerness. As part of the second generation, I felt important and that I was viewed as part of the future, rather than an extension of our parents.

Another unique difference between Taiwan and the States is hospitality. I was thoroughly impressed by the level of customer service and hospitality provided by the people. Where ever you go, you are immediately greeted and welcomed by an associate. You are never left alone more than 5 minutes before someone asks if they can help you. It all starts at the specialty hospitality schools in Taiwan. We were also fortunate enough to tour such a university, Hsinchu Chung Hwa University College of Tourism and National Kaohsiung University of Hospitality & Tourism. The universities stress the importance of high level and quality of service provided to guests of hotels, restaurants, etc. We witnessed the philosophy of hospitality throughout our stay in Taiwan. One of the most memorable hospitality moments is when we were leaving Fleur de Chine Hotel Sun Moon Lake. Like all other places we toured, the host, with fellow colleagues, will wave to the group as the bus pulls away. They stood in a line and all waved in unison. What was even more impressive with the group at Fleur de Chine Hotel was that they not only waved goodbye in unison, but as the two buses made the turn around the hotel driveway, they turned and continued waving until we were out of sight. Hospitality at its best!

Let's not forget about the fun sightseeing that we also enjoyed. Our first non-official tour was Da Hsi Floral Farm & Agriculture Center. The landscaping was breathtaking and it definitely set the tone for the rest of the trip and what other magnificent places we were to visit. The changing of the guards was a great experience and I was glad that I was able to catch it on video. Other memorable landmarks we toured and forever will stay with me are Sun Moon Lake and the boat ride and tour of the Love River in Kaohsiung.

Lastly, the gourmet food we enjoyed was like no other, from restaurants to night markets. Enjoying a meal together has always been an age old way of bonding and getting to know each other – this was no exception. In fact, the food we all enjoyed together, the time we spent together and all the laughs and jokes we told is exemplary of how strangers came together, connected and made long lasting friendships. There was never a time when I was hungry, and certainly never a dull moment in the 6

days we spent touring Taiwan. Even after a big meal, we somehow found the strength and time to make our way down to the Fong Jia University Night Market and eat some more.

In summary, the THMANA Youth Group tour was a great success and would not have been possible without the many hours of hard work that was put into organizing this by THMANA. It provided great educational value and a glimpse of my rich heritage. Many thanks to everyone who helped put this itinerary together; as I was given the opportunity to reconnect with my heritage and connect with some new great friends. The culture, food, sights and experiences are all intertwined by the people. Thanks again!



Kevin Chen:

This is my second time participating in the 2nd generation young adult hotelier trip to Taiwan and the experience was, again, overwhelmingly positive in all aspects.

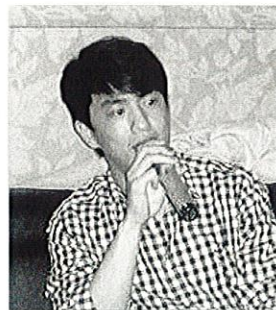
We started off the trip in Tao Yuan where we visited the Holiday Inn Express, one of the many IHG properties that have been converted from originally local hotels. Right off the bat we could differentiate the focus on service quality between Asian hotels and those here in America. Every staff member we encountered displayed excellent guest service skills and what we would call 'above and beyond' here in America is their everyday practice. Even though these properties were once locally owned hotels, we could now see a very clear definition of IHG standards as well. The combination of a well known international brand which embraces local customs is a great combination that will sure bring much future successes.

We also visited many other famous hotels such as Fleur De Chine hotel by the beautiful Sun Moon Lake in Taichung; Mulan boutique hotel which offers many 'themed' villas that are absolutely spectacular; Palais De Chine Hotel which incorporate many historical French and European artworks in its design. The contrast between these unique hotels versus an international brand such as IHG enables us to get a deep understanding on the flexibility between the consistency in standards a franchise can offer and the availability in freedom on design and operation the boutique hotel can provide. How we can achieve a perfect marriage between the two concepts is truly a work of art.

Another highlight of the trip is simply all the gourmet food we got to enjoy. Everyday we started the day with great breakfast at the hotels, then every meal was customized for us to include all the best local special delicacies. I honestly didn't remember a moment where I felt hungry because I was eating all the time. Taiwanese are known for their hospitality, and we certainly felt it when we visited our sister hotel associations both in Taipei and Kaoshung. Everyone was so kind and nice that just made you feel right at home.

This trip is certainly not just all work and no fun. We toured Sun Moon Lake by boat and walked many historical night markets by foot. Every destination we went was designed to give the 2nd generations a better understanding of our Taiwanese root and heritage. For many of us who weren't born in Taiwan, this was a perfect opportunity to eat, drink and live like the locals, at least for a week. For those of us who spent our childhood here, it was an opportunity to reflect and reminiscent our younger days and catch up with relatives. We also made great friends during this trip that I know will last a life time. I'd like to extend my deepest appreciation to THMASC and IHG, without their support this trip wouldn't have been possible. Thanks!

Kevin Liu:



First of all, I would like to thank Uncle Ben Liu for giving me this great opportunity to participate in this trip and meet a great bunch of individuals in the same field. I would also like to thank President Uncle Herman Lin along with the sponsor – IHG Group for putting together an amazing tour of Taiwan Hospitality and last but not the least, our multi-talented Wilson for all the hard work he put into in this trip. The trip wouldn't be this exciting and memorable without all of you guys!

Many of us have not been back for years or have never been back before. This might have disconnected the place – Taiwan, where we all originated. The main purpose of this trip as we all know is our parents (first generations) want us (second generations) to see the place where they grew up and most importantly to experience Taiwanese culture. As I entered each of the properties we visited, a sense of warmth was experienced from each of the hoteliers. On the other hand, during our stay, the hoteliers tend to make our stay a memorable one by creating a story behind each of our stay. Surely, it was a "Home away from Home" experience. This shows how passionate the hoteliers are. In fact, by bringing this work ethic and spirit back to where I work, I'm sure this could be a comparative advantage for me – being different than the other hoteliers.

The country never sleeps. I wouldn't say I'm a complete stranger to Taiwan though I have not been back in 6 years. This time back, I would say Taiwan "wowed" me. In such a short period of time, I could not believe Taiwan has change this much. With the recent openings of Le Meridian, W Hotel, and Hotel de Chine in Taipei, this illustrates that tourism industry in Taiwan is booming and welcomes the outside world to discover its culture. Besides, according to Chung-Hwa University's president Mr.

Su, Taiwan is recently promoting Eco-Tourism – bicycle tourism. This shows that the government is stimulating innovation through sustainability, bringing benefits to people today without damaging resources or prospects for future generation. Such eco-friendly concept was seen when we visited the Lalu Hotel and Fleur de Chine Hotel where both were designed with simplicity in preserving the natural surrounding. Furthermore, the high-speed rail connects the north and the south, allowing easier access around the country thus uniting people together. Taiwan has changed a lot this time around and has surely touched my heart! I will always be proud to be a Taiwanese.

This trip back has brought back the memories of Taiwan and more importantly showed me where I belong. Indeed, I hope we all could follow our parent's footsteps and shine outside of our home country. Thank you all once again.



Lucy Liu:

It is always a privilege to be able to attend the Taiwan Trip and this time around it's no exception! I have been looking forward to the trip ever since Uncle Herman brought it up at the Taiwanese Hotel Motel Association Annual dinner in Houston in July of 2010. The Taiwan Hotel trip has always been a great experience to learn about industry trends, meeting new friends and connecting with old ones. Many who have attended in the past said that third time is the charm, and for me, this is very true. This year, the Taiwan Hotel trip coincided with the 100th year of Taiwan's birthday and I was lucky enough to get to see many celebratory events. We were also honor to have 2 executive from Intercontinental Hotel Group joining us, Mr. Mike Higgins and Mr. Raymond Wan to share their knowledge of the industry insight.

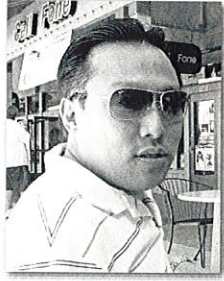
I have been fortunate to attend the Taiwan Hotel trip for more than once, and it is great to see that while the rest the world is seeing some recession in the economy, Taiwan's hotel industry is thriving instead. Hotel rooms are hard to come by with the Taipei International Floral Exposition in addition to the tourists from mainland China even with the daily tourist limit of 3000 per day. There is still a wealth of tourism for the booming hospitality industry for Taiwan. I am so excited to witness a continuing growing hotel industry in Taiwan.

Of the many memories that I have, I especially enjoy the trip to Palais de Chine and listening to Mr. Nelson Chang talk about how he came about developing the theme behind Palais de Chine incorporating his passion for history and antiques into his hotels. The story of how he created the hotel brand is very touching and it is amazing how his hotel chain becomes a fixture of the Taipei hotel scene. Another memorable event was meeting Taichung's Mayor - Mr. Hu. Mayor Hu is very approachable and down to earth and I might take up his offer soon to visit and possibly invest in Taichung.

The Taiwan Hotel trip has definitely increased the wealth of knowledge and I cannot wait to apply many of the new strategies that I learned from this trip. We visited many IHG hotels throughout the Taiwan trip, it is interesting to see how each hotel in Taiwan using small changes to infuse local culture to create a different feels of the same hotel brand while still maintain the IHG core brand philosophy.

I am very thankful to all the sponsors and directors for their generosity and for sharing their knowledge. Also want to give a special thanks to Uncle Herman for organizing such a wonderful trip for the second generation. I have learned many valuable lessons that I will cherish with me and implement into my career. Knowledge is power and that I will always strive for greatness and never stop dreaming and imaging all the possibility. The Taiwan trip has always been my refueling station for my passion for the hospitality industry and I can't wait to put the lessons that I have learned into practice.

Scott Lin:



I thought this year's trip was great. We got a chance to see many different hotels in Taiwan. We were able to see hotels that catered to the business traveler and also resort style hotels. We even got a chance to tour a Love Motel, which was to say the least very interesting! When we stayed at the different hotels in each city, it was an excellent way for us to experience firsthand the customer service that Asia is known for. Most importantly, the trip was beneficial for us second generation people to get to know each other, to network, and to share ideas and common experiences. I would like to thank the Taiwanese Hotel Motel Association of North America for planning the trip and giving us an opportunity to go to Taiwan. I would also like to thank the Association and Mr. Herman Lin, for providing an opportunity for all of us in the second generation to meet and network.

Shanda L. Gordon:



Upon landing at the Tao Yuan International airport I had no idea what to expect. From what I was told, I knew it would be an educational expedition. I frankly had no intention of making friends as I was not sure if I would be accepted by the youth in the group or if the potential "friendships" made would extend beyond the duration of the trip. I was, however, looking forward

to expanding my knowledge and trying out all of the delectable snacks that I had heard so much about. What I gained from this trip truly exceeded my expectations. I toured and was educated on some amazing properties, met endearing individuals and learn a few things about myself that I might not have otherwise had it not been for this trip. Each day was uniquely memorable.

We began this trip with a tour at the Holiday Inn Express in Tao Yuan. The rooms were cozy and welcoming. I found the bathrooms interesting as the bathroom door doubled as a bathroom door and a shower door. Later that day I was able to experience some well anticipated snacking. We ate at Din Tai Fong, which was conveniently surrounded by multiple Taiwan-based small boutique style shops which sold a variety of cookies, chocolates and more. What a great way to end the day. By this point, everyone was getting to know each other and there a developing sense of family among the group or at least to me there was. Later that evening I went with Alice and Uncle Stephen to visit Alice's grandmother and family. I enjoyed this.

Day two of aventura Taiwan we toured one of the most remarkable hotels that I have ever visited. We toured the Palais de Chine. Taiwan is known for many fascinating stories and folklore so it was interesting to learn that despite the portrayal of rich history at the Palais de Chine, it was in fact nothing more than a product of one wildly imaginative man—An-Ping Chang. He created a story, a history for each property. The Palais de Chine was unique to say the least. Dinner that evening was at Plum Restaurant. This was the same evening that the members of our table "fisted" Jimmy. This dinner also marked the moment on the trip where the bonding that was subtly taking place between the youth was outward and obvious. Even on a small outing after dinner to the Marquee, we continued to take care of one another in interesting and unmentionable ways.

The second most memorable property of the trip was one that we visited on day three. Lucky for us, John felt like extending some of the hospitality he had experienced at the hotels from the first two days

by seeing some guests off at the Mulan Motel in Tai Chung. This motel had beautifully themed rooms and for reasonably priced hourly rates it seemed like a great honeymoon location or even a romantic getaway. Later in the evening we decided to finally make our way to the night market. Even on a full stomach, it was difficult to pass up the opportunity to try the snacks and tasty treats that Taiwan is famous for. Among these was one item that I had previously made quite an effort to avoid due to the rancid smell. I am sure you all know what I am referring to—stinky tofu. The smell of “the best” stinky tofu resembles, at least to me, the smell of the worst public squatting toilets in China and that smell is repulsive. Since I was being open to new experiences and ideas, I could no longer avoid at least sampling the dreaded stinky tofu. I was pleasantly surprised to discover that stinky tofu did not taste of fecal matter, but was rather tasty. The after taste, unfortunately, was like the smell and I was thankful I had packed plenty of minty-fresh gum.

Day four the weather was gloomy and we were headed to Sun Moon Lake. I had heard of the famed location and was elated that we would be able to visit it. Sadly, upon arrival at Sun Moon Lake the weather had not changed and we were unable to experience the Lake’s beauty in its entirety. In the evening we toured and checked into Fleur de Chine. Fleur de Chine similar to the Palais de Chine in regards the ideology behind it. The theme was entirely different. I wanted to add that I am grateful that we were able to stay later than previously anticipated—Thank you Uncle Herman for allowing us a few extra hours of sleep.

The last hotel we would tour was on day five of our Taiwan tour. This was the Crowne Plaza Hotel in Kao Shong. That night a boat ride on the Kao Shong Love River and a KTV farewell party had been planned. The KTV farewell party was planned by the first generation for the youth which I thought was an incredibly thoughtful gesture. The theme songs for that evening bounced between a Jay Chou song that I cannot remember the name for and Disney’s A Whole New World. It had definitely been like a whole new world in Taiwan and as cheesy as it sounds I do feel forever changed because of this trip.

I would not have changed one thing about this trip, with the exception of the fact that the scheduled itinerary was almost pointless because we were almost always running late. I appreciate the flexibility and that most everyone was lax and comfortable with how everything turned out despite not following a rigorous schedule. I am thankful I was given this opportunity and did not pass it up. I hope that the friendships gained on the trip continue on for years to come so that we can continue to grow

Teddy Lin:



In March of 2011, the Taiwanese Hotel Motel Association of North America (THMANA) sponsored its third Taiwan Youth Group Tour. This program served as a networking and business development trip, with a focus on introducing second generation Taiwanese Americans to the Hospitality industry in Taiwan. Our group consisted of both first and second generation Taiwanese hoteliers, proven industry leaders, and two InterContinental Hotels Group (IHG) executives representing North America and Greater Asia.

I often believe myself to be an optimist, but as an aspiring businessman and entrepreneur, I understand the importance of being logical and realistic. As such, I approached this trip optimistically as a great opportunity to network. However, to think that in six days I would make meaningful friendships or that I would somehow be inspired by newly met acquaintances-- I didn’t think that would be a realistic expectation. To my unexpected delight, and contrary to my business intuition, I met some tremendously interesting and inspiring people that will undoubtedly become lifelong friends.

As I recount the vivid memories from my time in Taiwan, I can honestly say that this year's 2011 Taiwan Youth Group Tour with THMANA was the trip of a lifetime. It can be very difficult to comprehend just how much we were able to accomplish over the course of six days. But we did it. And we did it in style. In fact, I will boldly state that I have never witnessed a better dressed group of young professionals!

THMANA had a very prestigious tour scheduled—numerous site tours, industry lectures, and business meetings across Taiwan. At the hotels, we were greeted warmly by general managers and hotel executives. These Taiwanese hoteliers hosted us on VIP tours of their four and five star hotel properties. I was very impressed by the high level of service, cutting edge design, and the attention to detail that I observed.

The hospitality universities at Chungwa and Kaoshung were equally impressive. I found it particularly fascinating how the universities have taken the hospitality business and transformed techniques and ideologies into a working art and science. Touring these campuses reminded me of how I am currently undergoing a similar learning experience. In fact, our association's members share the same mission as these universities: To teach and mentor the next generation of hoteliers. As the second generation of Taiwanese hoteliers in America, we are learning business skills and concepts directly from our parents and our community of experienced hotel owners.

In a strange way, it has been hard for me to grasp just how significant this trip was—not only for me, but for the entire Taiwanese community. Our tour group represents the success of Taiwanese immigrants and businessmen in the United States over the span of several decades. While the second generation is almost entirely American born or American raised, we are all uniquely Taiwanese and continue to represent the legacy that our parents and relatives have worked so hard to build.

I remember becoming acutely aware of our importance as we met with government officials at the Overseas Compatriot Affairs Commission (OCAC) in Taipei. Not only did we have the

attention of government appointed officials, but we were also the focus of local media. Throughout the tour, we were formally received by several government agencies, including the Mayor of Taichung, where our association was the subject of economic development in Taiwan.

And the food. Oh, the food! We wined and we dined at the best restaurants that Taiwan had to offer. For most of us, we consider the delicacies that we enjoyed as our generation's soul food—a pleasant reminder that Taiwan will always be a home away from home. The greatest aspect of Taiwanese food is that it bridges all generational and cultural gaps. There was always an air of excitement in discovering new culinary delights and, as a group, parents and children eagerly anticipated course offerings. My dining experiences on the Taiwan tour always resulted in a lesson on culture and history. Whether it was the topic of family history or discovering the origins of timeless traditions, meals were always the perfect setting to share stories and learn from each other. The food is definitely an aspect of the trip that I will never forget!

For me, though, the highlight of the trip went beyond our exciting itinerary. The most important aspect of the trip was the sense of community and camaraderie I experienced within our association. This, to me, was the most influential lesson that I learned on the trip. I will think back fondly on all the storytelling, the faux matchmaking, and the countless toasts at dinner that I shared with the THMANA. I am smiling right now as I write this. I know that I will always relish these memories with first and second generation members alike. I finally understand the importance and the strength of a community.

I am indebted to the association and its esteemed board members for investing so much time, effort, and money to help me learn such valuable life lessons. THMANA has done a truly remarkable job of creating a quality community of hoteliers and its continued effort to involve the second generation is commendable. The concept of the youth tour, from its inception to this year's tour, really demonstrates the foresight of THMANA. Bringing together our second generation only serves to strengthen the bond of the community and secures the future success of the association.

And finally, I couldn't write a true memoir of my experience without mentioning my father, Herman Lin. As a son, I naturally look to my father as a role model in life. This trip was a very exciting and unique opportunity for me to see my father in action as a leader in the community. The experience has taken my admiration for my father to a whole new level, and I have never been a more proud son. His leadership has inspired me to become a leader in my own right and to have a much more active role in the community and our hotel association. I came away from this experience with a true desire to continuously learn and improve myself, and a passion for developing stronger relationships within my community. And that experience and that takeaway make this truly a trip of a lifetime!

Tim Liao:



I am not one for flowery language, so I'll cut to the chase with this article. This was my first trip with THMANA. That, added to the fact that I didn't know this association existed until a couple months ago, meant I had no idea what to expect.

I've actually lived in Taiwan for my last five pre-university years, attending an American school. Although I thought I knew this country well, this trip has opened my eyes to different facets of life there that I otherwise would have never known.

The trip was filled with many meetings with government officials. Through observing, I learned the courtesies and mannerisms required to participate in such meetings. There seemed to be a lot of red tape and unnecessary speeches and gestures. However, I realized this is all necessary to get business done.

The dinners were altogether a different story that still shared the same goal of the meetings – getting things done and maintaining guan-xi (social networking). They were a lot more relaxed than the meetings of course, and I saw that everybody is human; everybody wants to have a good time and see each other have a good time.

It wasn't all work and no play either. I appreciated the touristy activities too. They were a good time to not only see the sights in Taiwan but to also get to know the others on the trip. Not all the young people on the trip were from the hospitality industry. But we all shared the same love of Taiwan and the same interest in seeing Taiwan grow in the international community. I even re-met a long-lost elementary school friend!

In short, though the trip was tiring and jam-packed full of traveling and activities, it was an amazing trip that I will never forget.

Vivian Chen:



After a long flight from Los Angeles, I finally arrived in Taipei, Taiwan. It was my second time back to Taiwan in about 16 years since I've moved to the United States. The last time I was in Taiwan was in 2005, after high school graduation. The minute I stepped off the plane in Taiwan, the same thought always came to mind: the humidity. It's going to be a sweaty week.

I arrived two days before the official group start date and stayed with Anita at The Regent Hotel in Taipei. It was a good short period of time for relaxation before the tight schedules and eclectic group of people come pouring in. I got see my cousin, visit some family friends, and pay a brief visit to my grandmother's place.

My initial impression of the trip was the lack of organization and sloppy coordination in following the itinerary time. On the first official day of the tour, the buses did not leave Taipei for Taoyuan until about 30 minutes behind the scheduled time because some people were late to meet at the lobby. It was an extra 30 minutes that could have been spent touring a hotel or hearing a speech. Fortunately, I am very glad that this improved tremendously throughout the rest of the trip. I'd like to note that different cultures approach the concept of punctuality differently. While time is money in the U.S. and I learned my lesson the very hard way half-assing on an assignment and then showing up tardy to class at Cornell, I learned that in some cultures it is considered rude to arrive to events on time (i.e. weddings in Taiwan). I learned that in terms of punctuality, Taiwanese people are almost always a little late (even Taiwanese-Americans), and I've learned to accept that. Here are two interesting anecdotes on the cultural differences in business practices: (1) The biggest clash of culture is when the Brazilians meet the Germans for a negotiation deal. (2) The last time trains were on time in Italy was when the Germans ran the country.

Punctuality aside, I was very impressed by the rich itinerary and the high quality of lodging accommodations during this trip. As I have learned that it was the first trip for many of us in the youth group, the coordinators really went out of their way to show us the country of Taiwan they so dearly love. For example, on the first night, we were all treated to dinner at the famous Din-Tai-Fong, whose juicy steamed dumplings made us all crave for more. One will never go hungry in Taiwan. There is food available around the clock and 7-Elevens in almost every street corner. Staying at The Regent Taipei was an amazing experience which I will not forget. It is beneficial especially to those of us in the hotel business. I admire their services, amenities, and accommodations. Another interesting fact I learned about this hotel is that its location greatly generates revenues for the property outside of hotel rooms. Its amenities became a hotspot for locals to meet and have a drink. The lobby, the restaurants, the lounges, and the spas made guests and locals repeat customers. There was something for everyone. Coming from a business and real estate background,

I admire this hotel's strategic location and how it took advantage of the structure to develop facilities that generate extra operating revenue. It was perhaps my most favorable hotel to stay during the trip

My personal favorite activities of the trip were: touring Palais de Chine in Taipei, touring Holiday Inn Express Taichung, touring Mulan Motel in Taichung, visiting Sun Moon Lake & Boat Ride, and touring Fleur de Chine. Since I was involved in the renovation project of one of my hotel properties, being able to see the design concept and structure of each of these mentioned properties allowed me to compare and contrast the difference between hotel development approaches and hotel operating approaches in branded and non-branded hotels in Taiwan and in the United States. I noticed that Taiwan has become a very service-oriented economy, especially in the urban areas and in hotels & popular tourist destinations. Their service culture is adopted from the Japanese, whose customer service practices and product/packaging designs are the top in Asia, and highly reputable globally. This courteous attention to customers is a practice from which we could learn here in the U.S., where we tend to focus more on efficiency and cost-effective approaches to problem-solving and customer relations.

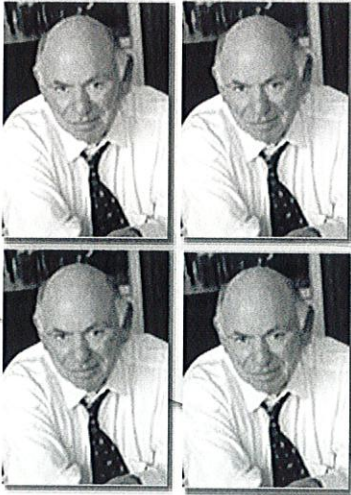
Before the trip, I initially set up a blog to specifically document each day's activities. I would write about the day each night after I get back to the hotel room, so that the day's experiences and memories would be documented and not fade away with time. However, due to the vast amount of good time I've had and the numerous friendly and interesting new friends I've met throughout the trip, I was not able to keep up with the nightly blogging. That was how much fun I've had in Taiwan! (I was able to make one post on the first night. If you are interested in reading about my first day, please visit <http://thmasctaiwantour.blogspot.com>)

By the last day, we were all tired and happy. Everyone came back with new friends. Also, everyone had the chance to become more familiar with their family roots. We experienced the warm hospitality of the Taiwanese people and got in touch with the land from where our families come. I hope

that the people of Taiwan will not lose their friendliness and warmth as the country becomes more internationalized. These are traits that differentiate the Taiwanese people from the rest of Asia, and for that I am proud when I say that I am Taiwanese. I want to thank the Taiwan Hotel Motel Association of North America (THMANA) for a wonderful experience. It has been a grateful opportunity for the second generation to meet each other and form new connections. Who knows? Some of us have been inspired to make grand plans to improve and expand our hotel businesses in the United States and across the Pacific. We are at the position of being part of the best of both worlds. We have the obligation of taking the advantage of the chances given to us and move to a higher level. Many ideas are brewing...Thank you all for an incredible journey.



**Taiwan
Hotel & Motel
Association
of
North America**



More Than Money, More Than Business

2012年12月19日於本會發表專題演講

地點；The Venetian, Las Vegas

金沙集團總裁
麥克李文 (Michael Leven)

汪俊宇翻譯

我很榮幸參加你們的盛會，這個星期是我們的淡季，希望你們享用我們的設備，並希望你們能在威尼斯旅館有個美好的時光。我非常幸運的在這行做了52年，我不止在美國，我花了不少時間到澳門、新加坡及台北等地做考查，我不會講中文，希望你們聽的懂得我所講的話。

我從1961年開始我的工作，那是很久以前的事了，我想那時大概你們很多人還未出生。我知道Tim 和 Michael Muir很小就認得他們，我的太太和他們父母均在New Jersey教書時熟識，在1962年，我帶他們兄弟一起成長，也帶他們一起做生意，他們的表現極為出色，也在1990-1995，當我在假日旅館時，和我一起共事，當時我們亦曾支持過南加州台灣旅館公會，我們一向非常支持你們的旅館公會。

1960年，當時旅館業不像今天這麼進步，我在紐約Roslyn Hotel做推銷員，我不懂任何的行銷亦不懂旅館，我所學的不是旅館，而是政治學，我從沒想到我會用我所學的政治學來經營旅館，但我一輩子都受惠為政治學，這是一個政治學的生意，不管你是否相信，每一個做

旅館都懂的比我多，我每天都打電話做行銷，每天我8:30開始工作，然後打電話，9:30出門行銷，那個時候你可不用先約而去做拜訪，我的老板每天要我早上打五通電話，然後出去拜訪，中午和客人吃飯，下午再打五通電話，然後我要把五通電話的內容寫下來，老板會和我一起坐下來對每一個電話的內容分析，看我是否做的對，所以我學會推銷，他給我們一個目標，而我得能以一倍的成績達到目標，但大家所不知的是九個月以後他把我叫進去，他要給我加薪，那時我是一個禮拜賺98元，他說我可以加薪500元或1,000元，我給\$1000或者只給你\$500而但給您一個助理行銷經理的頭銜。但我決定少拿\$500而要頭銜，因為我預計百此頭銜我可多做一些行銷，所以決定拿\$500，我在此公司學到旅館行業及行銷技巧，今天此家公司還在，只是不是一個大公司。離開此公司後我繼續留在旅館業，10年後我開始在國際上工作，在60年後期及70年初期，我在加勒心海工作，1970到1971年我在歐洲工作，我在德國及義大利做旅館方面的工作。度衰退。

我在1975年到1976年我在美國航空公司的亞洲部工作，美國航空公司有三家旅館，一家在漢城，旅館叫釜山，此家旅館現在已不在，我們那時在韓國蓋了二家旅館，一個在釜山，一個在揚州，我在此學到推展亞洲市場的經驗，當時總部在東京，我為行銷副總理，然後我花了很多時間在墨西哥及南太平洋飛枝等地堆展市場，我在這時學了很多，1985我的工作生涯有了很大的變化，我在一家公司叫Days Inn的公司做事，那時Days Inn有250家旅館，我們那時和很多的連鎖公司的會員交流，在那以前14年，我不是在公司自己所擁有的旅館，或公司自己經營的旅館工作，我發現連鎖公司的會員非常有意思，他們都是創業者，他們投資他們自己的資金，他們都很努力工作而每家都是家族的生意，而我們發現在此250家旅館，有100家旅館是亞洲人，尤其是印度人所擁有，我從來沒去過印度也從來沒有和印度裔打過交道，後來我發現印裔有被敵視的現象，他們借不到錢，他們無法拿到保險，甚至有人不願意住進印度裔所擁有的旅館，我決得這樣是非常不美國化及不公平，因為美國是一個對任何人包括外國人都是充滿無限機會的地方，也是他能實現美國夢的地方，沒有人可以剝奪他的這個權力。。

美國是給每個人成長的機會，而這些人都有困難達到此目標，在我的老板Silverman的支持下我們找了8到9個人，部份為印度裔，部份為白種美國人，我們成立了美國亞洲旅館公會，我們從12個會員開始，現在已有一萬多個會員，很多人不高興，認為我們只是為Day's Inn自己的發展此組織，而我當時是希望大家一起來努力來打破這個不公平的現象，共同努力而無任何私心，而現在該組織成長的非常快，非常大，且非常有組織。

我對此事感到非常驕傲，因為我們是為了一個崇高的理想，而不是為了錢或是生意，後來我離開Day's Inn 和Tim Muir一起加入Holiday Inn，當時亦在同樣的原理下，我們幫助不少南加州旅館會員加入Holiday Inn。今天榮幸的能參加你們總會的理事會，汪總會長希望我談談貴會未來的走向及對旅館業未來的走向及機會，當然我同樣的支持你們的理想，你們當然會努力工作，但亦需能貸到款來發展，能服務客人，能顧用到員工，且能有很好的回收，你可讓你的公司成長，參加社區的活動，且能為你的孩子及孫子做一些事，希望你們的總會能重現你們亞洲的傳統，而在Tim Muir及汪總會長所談及你們的公會在不斷的成長，你們仍有很多Holiday Inn及其他的老板在此，我今天不僅談到歷史，亦需談及旅館業的現況，我們的行業現在是繼續成長，還是在萎縮？我52年的事業生涯非常幸運，因為全球旅遊業成長的非常快，今天旅遊業是美國的第大八行業，我們雇用很多人，當我開始從事旅館業時，全美只有10個與旅館業相關的學校，現有成長到500個，在美國我很幸運的旅行能到世界各國去參訪，尤其是亞洲。當然我不希望你你舉手說沒去過澳門，但我相信你一定去過。我知道你們可能會玩麻將，而現在在亞洲的賭場生意已超越美國，賭場生意和我們的旅館行業沒有太大的不同，賭場生意是一種服務業，是要員工有很好的服務訓練，他是一個很有利潤的生意，但我要警告你，他不見得是一個永遠會贏的行業，有時客人亦會贏的，有時我看生意的數字，這些數字都很大，有時一天我會看過我損失七家旅館的金額，他是一個非常危險的生意，而美國未來的生意前景而我們旅遊這行還有很多的機會但亦有不少老的企業消失，當然有很多新建旅館的機會，亦有不少把舊旅館翻新的機會，我有以下幾個問題：



1. 我對未來旅館業的看法：對於你們的公會及你們的業主，你們必須不斷的努力工作及要有眼光，機會永遠存在，你可買現成的旅館也可建新的旅館，甚至有一些經營的機會，由於業主老了而無精力時，也是您的機會，以你的精力來改變生意。

2. 我發現第一他業者的發展，且知道這個國家還是有很多的機會，不管我們是否有財務或其他的困難，若你能面對及接受挑戰，將還是有很多成長的空間，當我們突破困境後我們的生意會不斷的成長及進步，而讓你有一個好的生活，非常好的生活。

在這裡講到亞洲，而我不需和你談亞洲，我想你會比我更了解亞洲，每六個禮拜我會到新加坡考查一個星期，然後到韓國、日本、越南各一個星期，我也花了一些時間到台北，而重點是我們提供一個全面的設施，因此你一到我們的設施，你就可以做住任何你們想做的事及全部想要的活動。我們供應精美的餐飲，有會議室可開會，可SHOW可看，可賭博，可以SHOPPING任何你喜歡的的事都可以此完成。

我們在新加坡，澳門，這裡(LAS VEGAS)及賓州；都有賭場，你可能不知道我們的設備是最大的，350個會議室，像你現在所在的地方，4個戲院，這個建築物本身就像是一個城市，我們有6千500個全職員工，3千500個PART TIME (半職員工)員工。

你們知道嗎，我們是在賭城而沒有工會的大型賭場，這是我們的原則，但我們給我們員工是最好的待遇，我們有最好的員工，但你不需要像我們這麼大也會成功，我看到有人有50個單位，100個單位或200個單位、300單位的旅館，一樣的經營的非常成功。這些我這一生最後的一個工作，還有24個月我就退休了，而我非常期待這一天，我的太太和我都希望我能退休，我們已結婚52年了。

這個工作是一個很有挑戰的工作，和俱有很多冒險性，而你的今天面對的最大的挑戰就是如何去說服及鼓舞我們的第二代去繼續我們的行業或事業，就像很多的行業，第二代常沒興趣做們你這行，可能他們在旅館長大，他們看到父母努力工作，從無到有，但非常辛苦，有的年輕人會繼續父母的事業，有些不會，他們希望另找其他的機會，但那都沒問題，我有三個兒子，一個也做我這行，二個不做，我從來不強逼他們去做，這世界有不同的機會，你還是可從他們學校，學他們自己想學的這個行業。

你們的汪總會長問我，賭場生意是否很困難去經營及成功，第一件事是你不一定要很幸運，但如果你是賭徒，則你必須很幸運才能贏，而如果你是業主則無需靠運氣，賭場的成功，和你的旅館的經營成功是沒有什麼不同，第一，你必須要照顧你的客人，給他最好的服務，第二是，你的員工亦必須對客人給予最佳的服務，這和任何行業一樣，您必須照顧好你的客人及照顧好你的員工，每天我早上6時10分來公司，我最高興的是我的員工很高興的看到我，和希望他能讓我們客人有愉快的感覺，而我們的場所太大，客人常會迷路而會問方向，所以我們的員工一定要穿制服，以便客人找我們，我常需請員工來幫忙客人，實在因為我們的地方太大了。

所以你如何善待你的員工及客人，是你成功的要點，所以賭場如何經營成功，賭場是一個有很多政府規定的行業，因為有很多的現金及籌碼，及信用，有些客人我們給信用，有些客人我們不給信用，這要花很多經營的時間，但這是一個賺錢的生意而且是有趣的生意，除了善待員工及客人沒有其他的機密。這與其他的行業沒有什麼不同，在我的事業中，我發現人們若忘了員工及客人的重要性，則很難成功，而我從來都重視此點。我永遠重視員工及客人，我們都知道客人永遠是對的，事實上，客人不會永遠對的，但是客人永遠是客人，這就是不同的地方，不管在你經營旅館及賭場，你若都能以此為原則，你就會成功。

汪總會長問我，你如何鼓舞新一代在他們的未來上？

我看到一些年輕人，一些中年人，但沒看到我的年紀的人，我想我應是最老的，這裡有任何人75歲生日，我在此看到很多年輕人、中年人，你不需鼓勵他們如何成功，你要鼓勵他們如何做人，對我而言，我所看的最多的是我一輩子所見到的人，不同的人種，不同的宗教，可能我們看來不一樣，我們來至不同的地方，吃不同的食物，信不同的教，而最重要還是一個人是否有好的人格及如何做人。

我到過60個國家，經歷過很多事情，我一向認為人不只是要賺錢要做生意，我們更需為我們的社會及我們的同胞服務，我們很幸運的做旅館這一行，能有機會碰到人及為人提供服務，我很幸運做這一行，雖有時有困難及面對挫折但非常值得去做。

我很高興今早能和各位談話，我願意接受任何的問題，我知道你們的非很害羞但我願意接受任何問題，如果你及任何的話，我願告訴你，你們是如此的幸運能做這一行，因為這些客人給你機會去為他們服務，而很多人無法有機會。

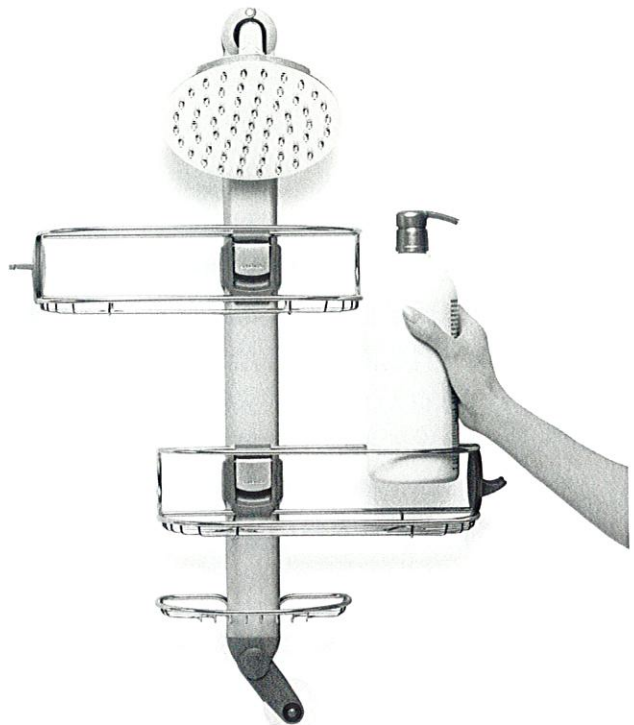
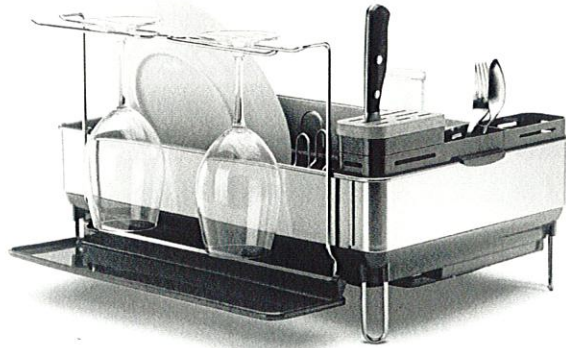
謝謝你給我這個機會時間來和大家在一起。

金沙集團總裁麥克李文簡介

麥克李文是金沙集團執行總裁，他從2009年3月11日開始出任此職位，他從1995年10月至2006年12日創立及擔任美國連鎖旅館集團之總裁，他在成立美國連鎖旅館集團公司前，他從1990年10月至1995年9月擔任美國假日旅館集團Holiday Inn, Worldwide之總裁，從1985至1990年擔任美國日光旅館(Daiy's Inn of America)之總裁，他亦為美國亞洲旅館業主公會的共同創立人(America Asia Hotel Owner's Association)。

麥克同時為很多基金會的董事，熱心公益同時對少數族裔極為照顧。

後記：麥克李文在今年一月份在洛杉磯的全美旅館會議(America Lodging Investment Summit)上拿到一個最高榮譽的終身成就獎(Lifetime Achievement Award)。



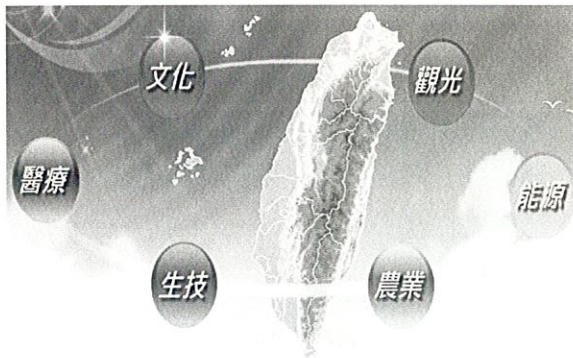
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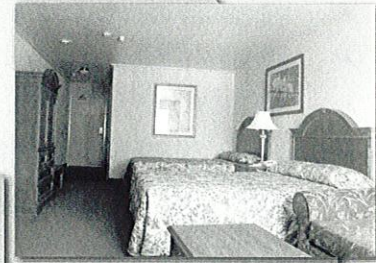
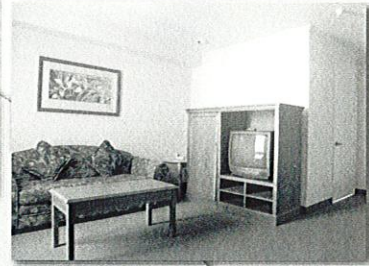
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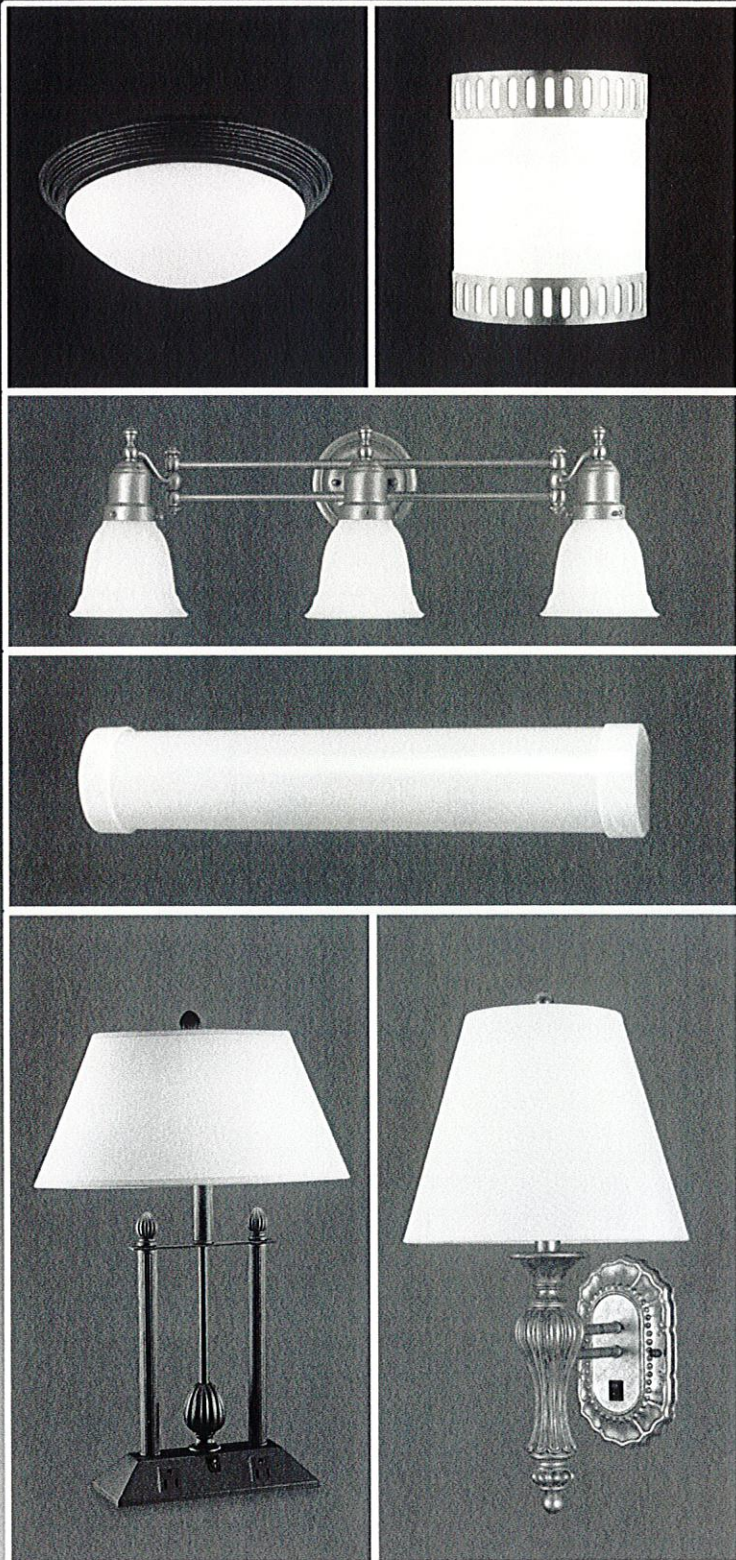
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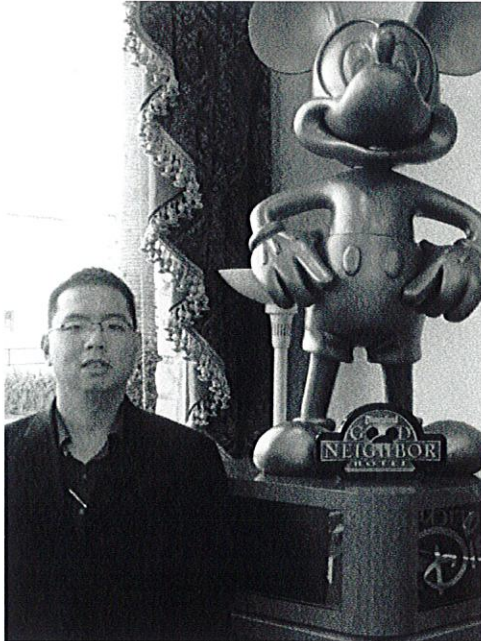
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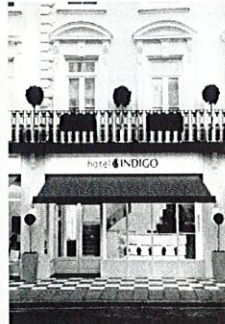
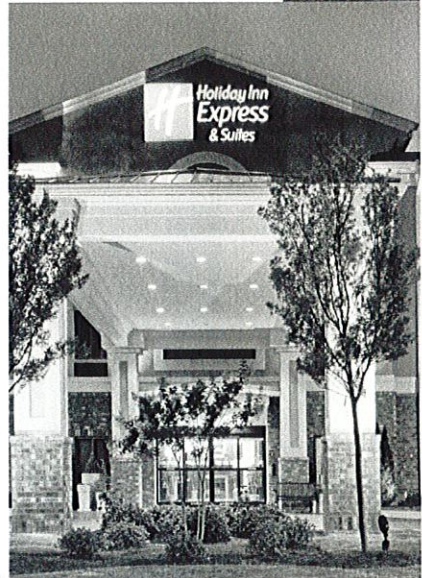
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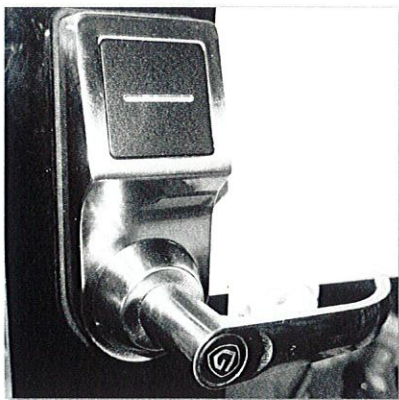
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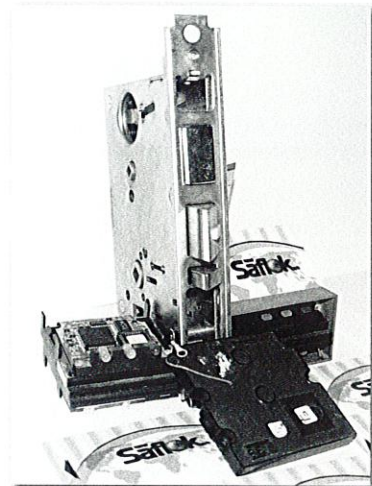


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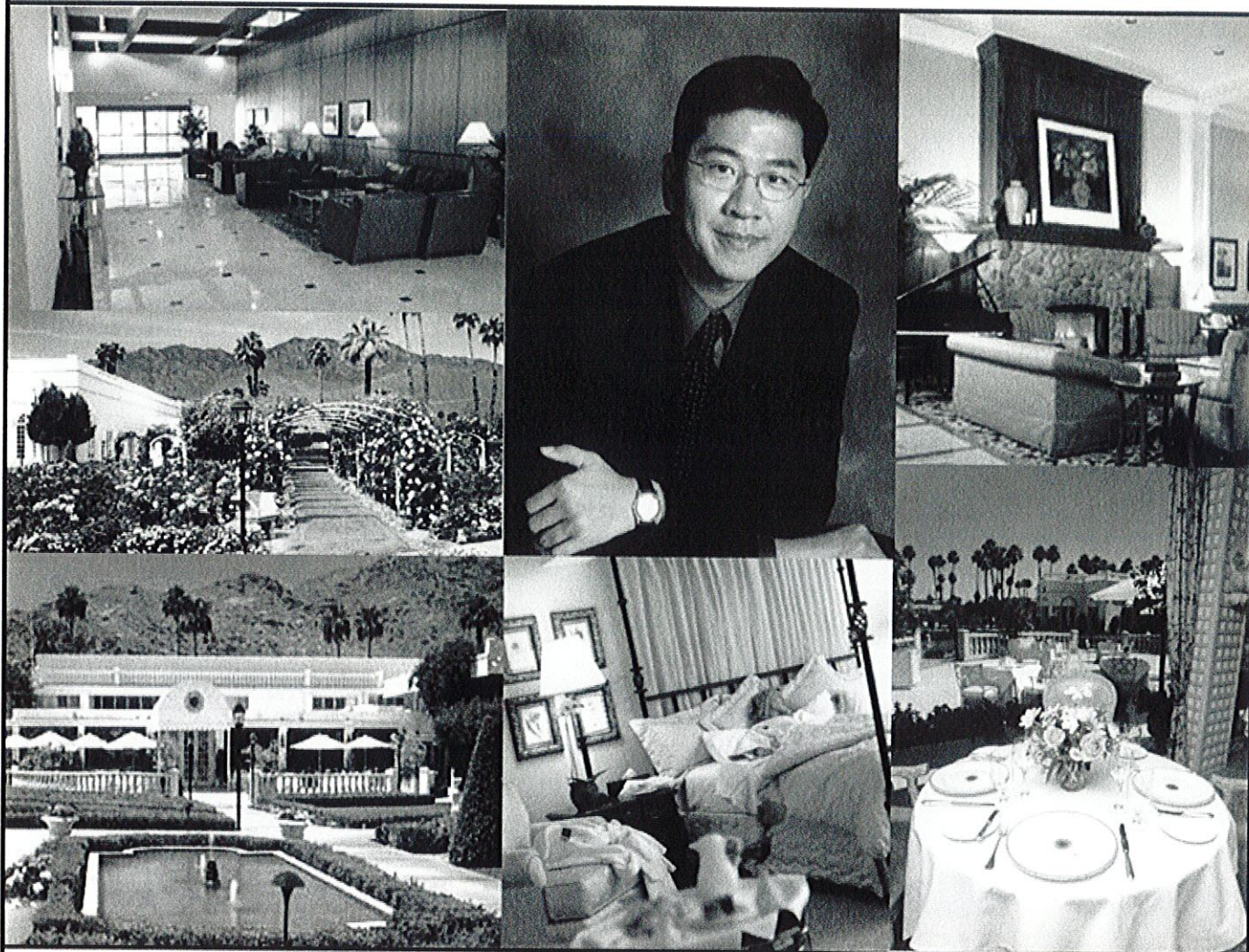
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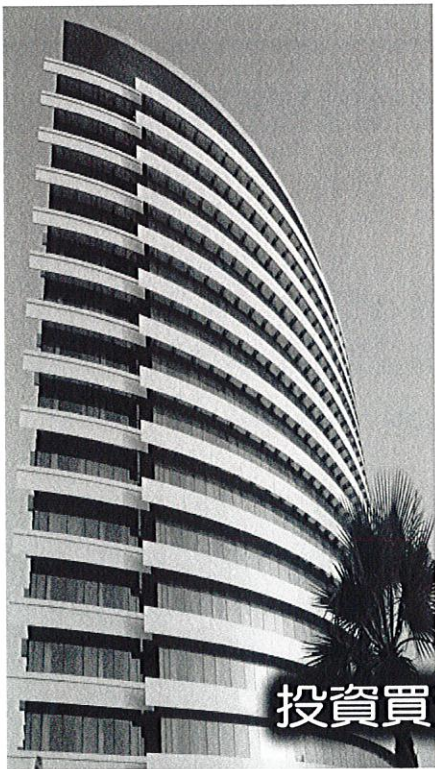
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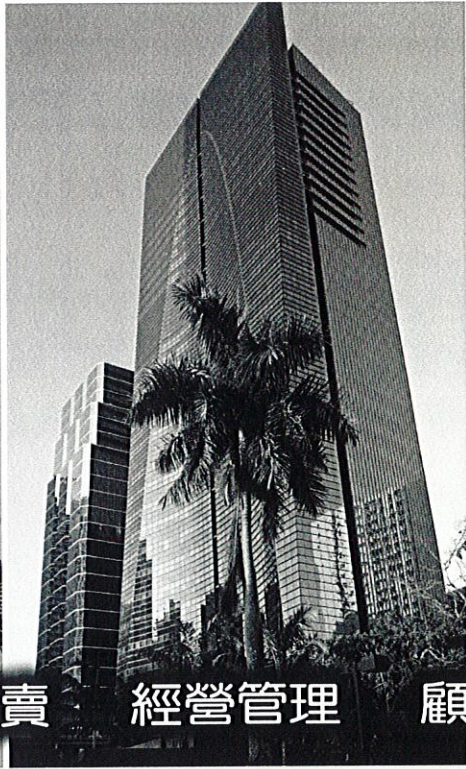
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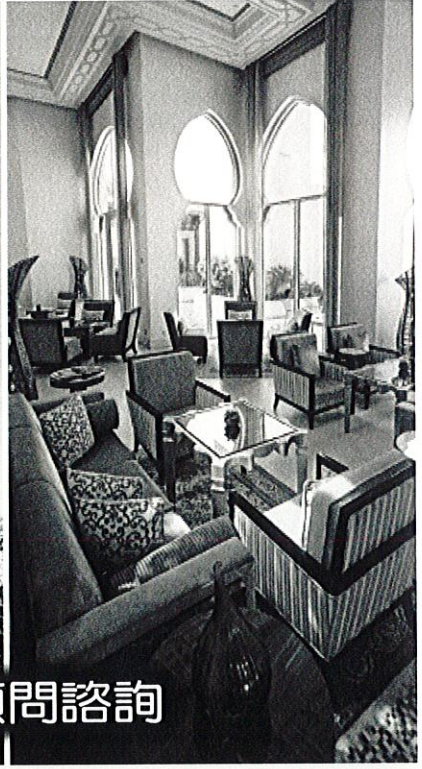
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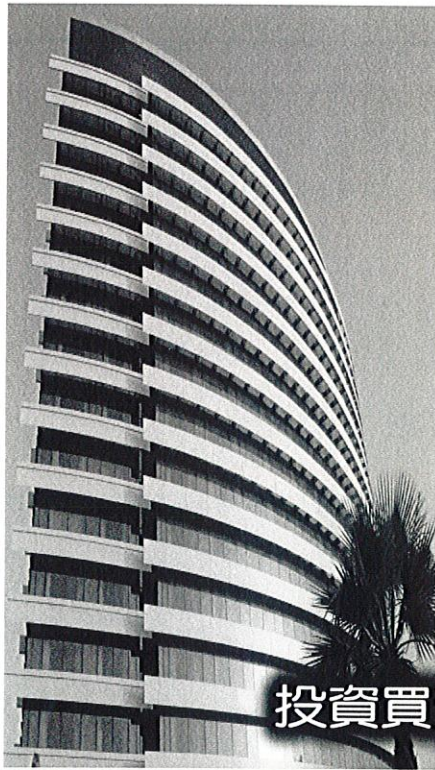
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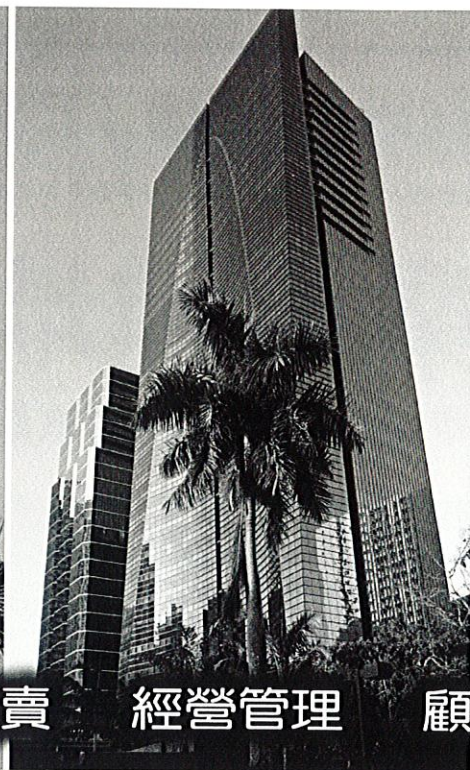


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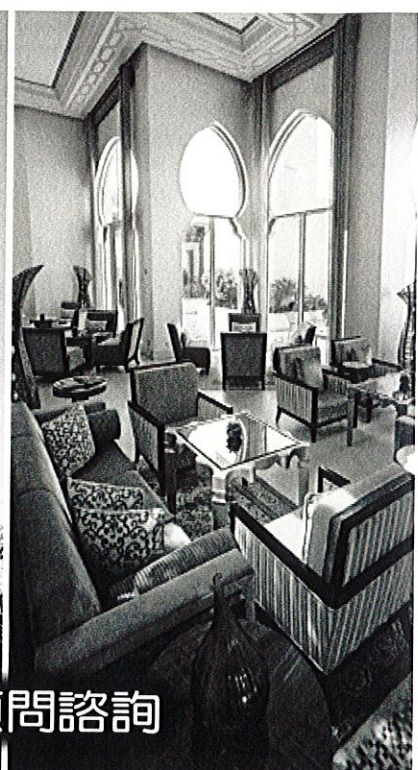
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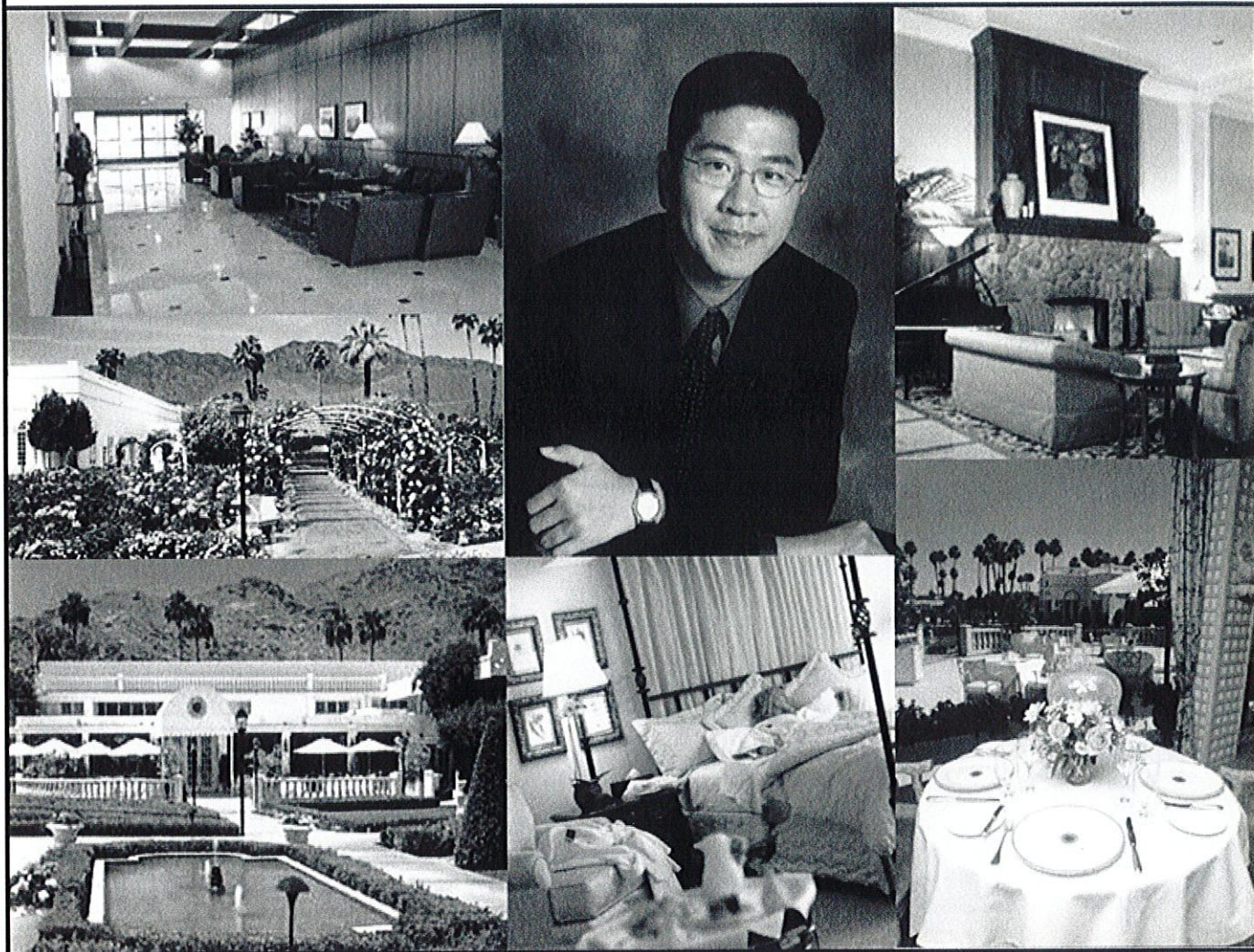
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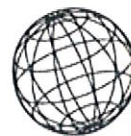
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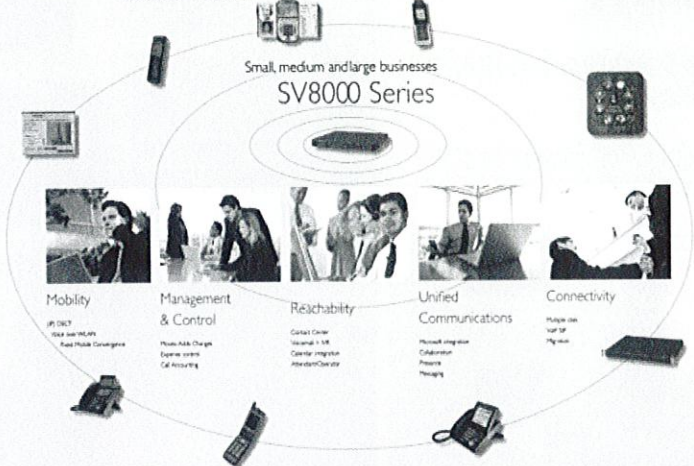
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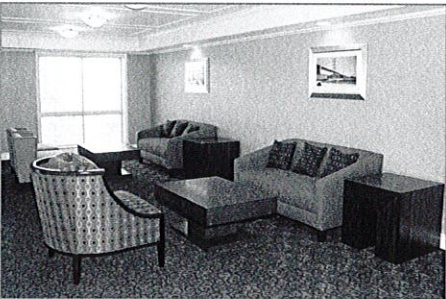
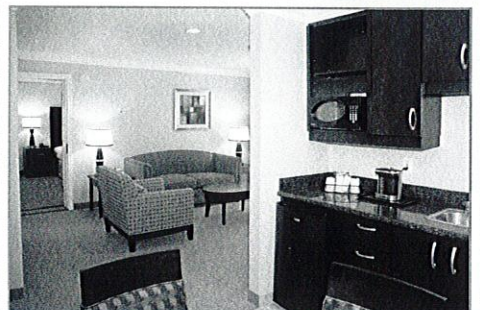
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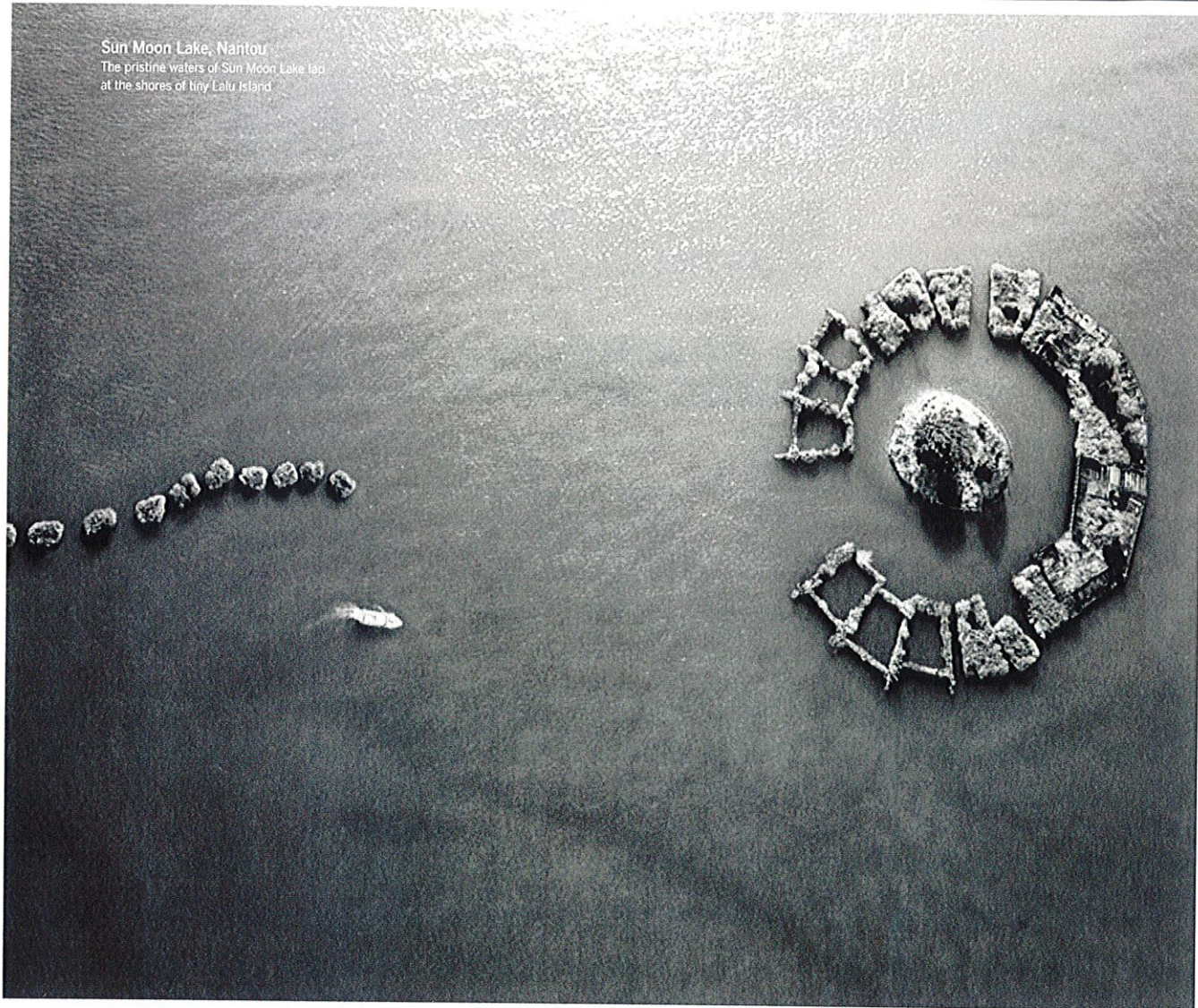
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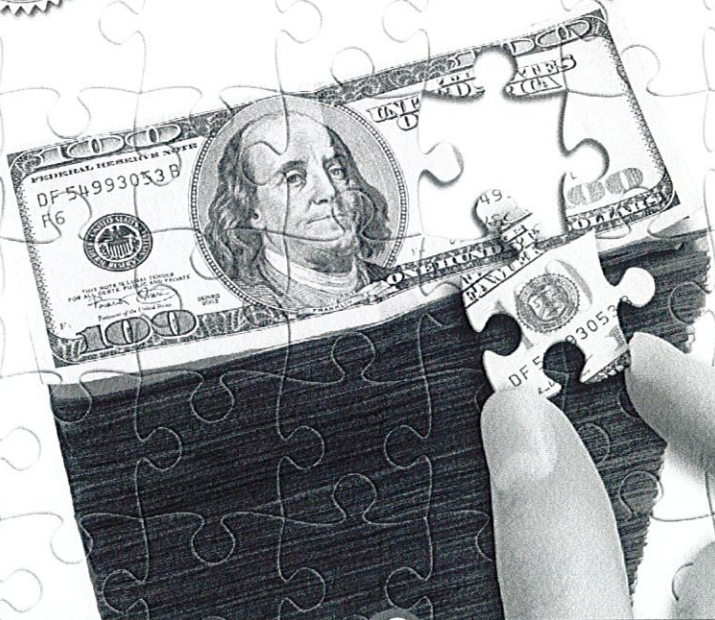
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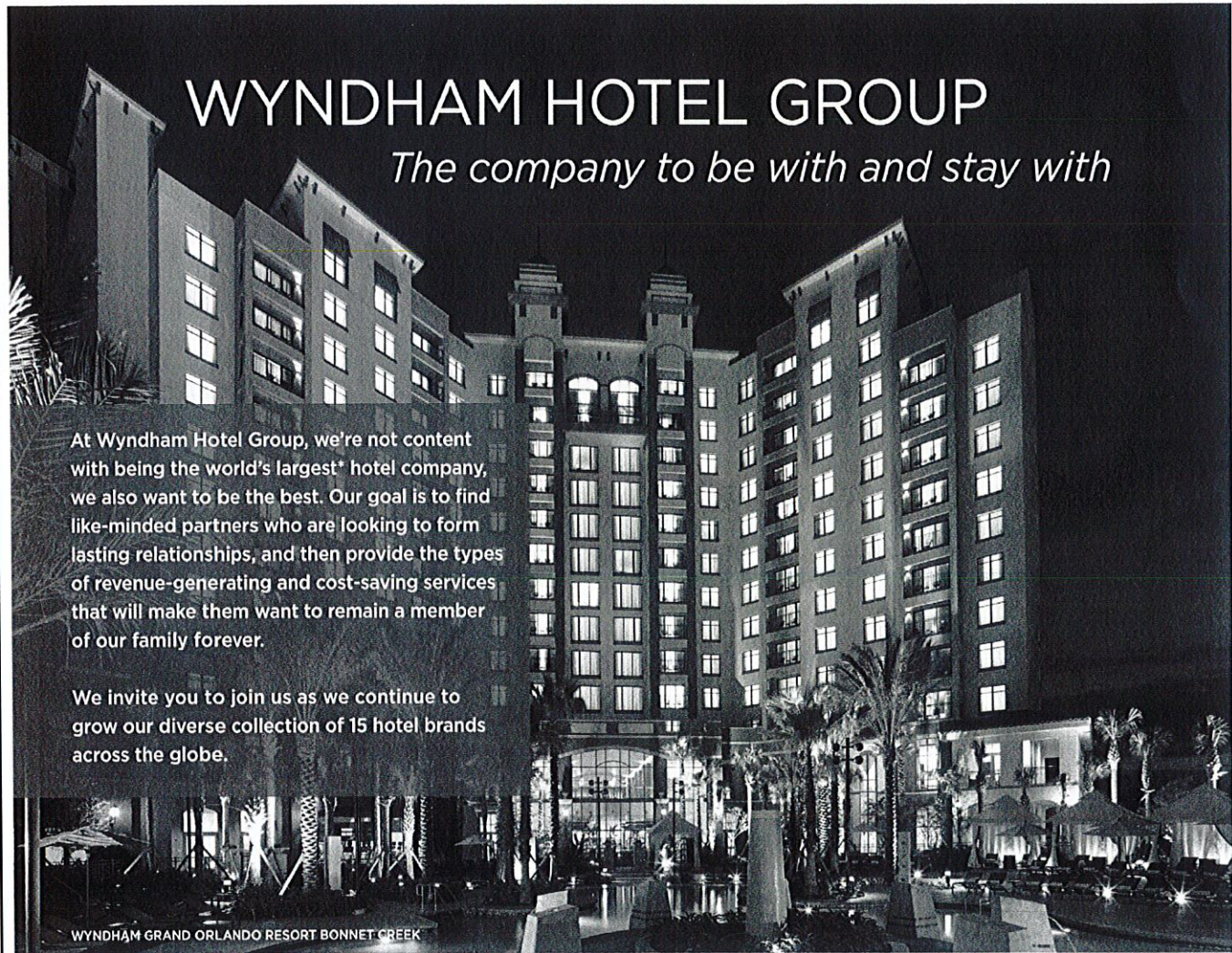
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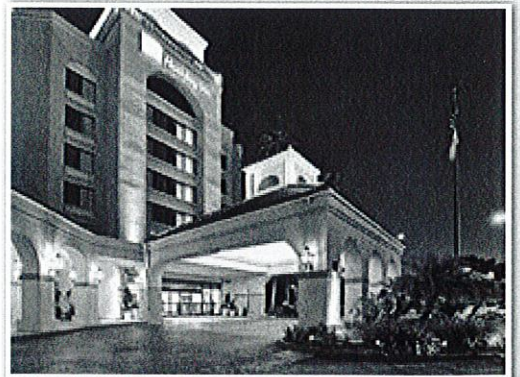
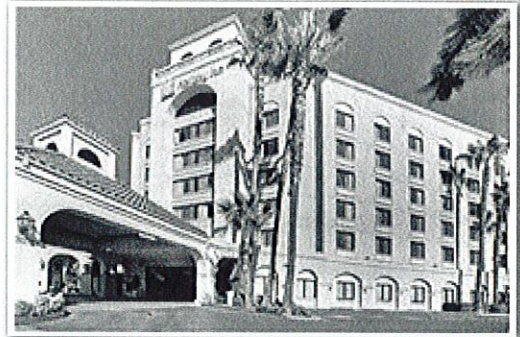
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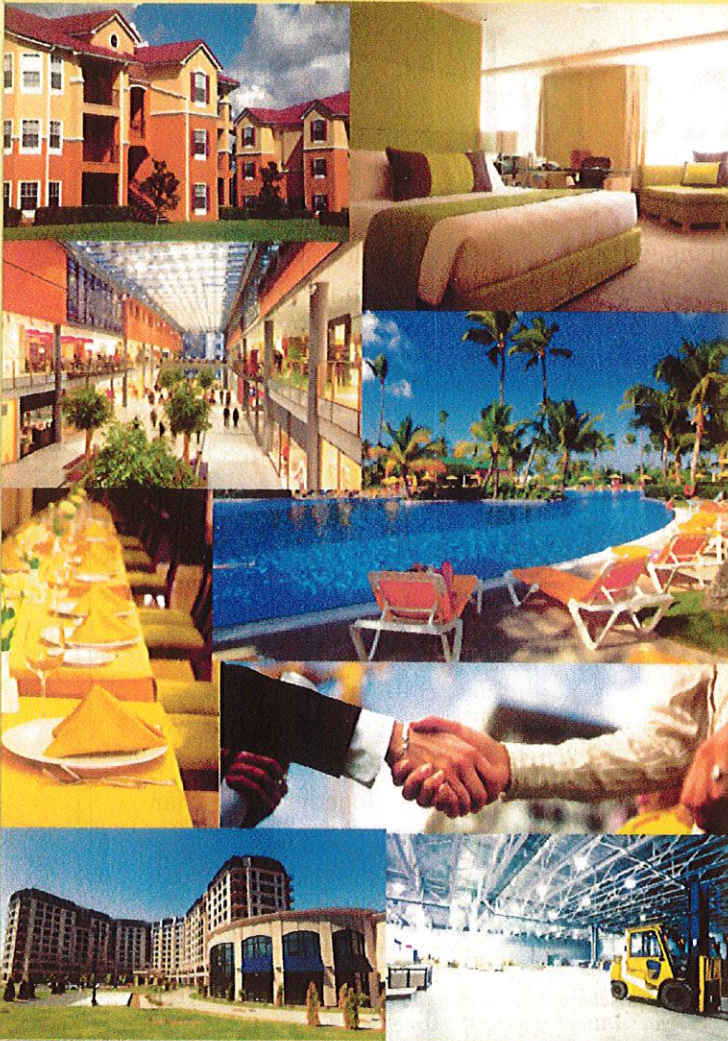
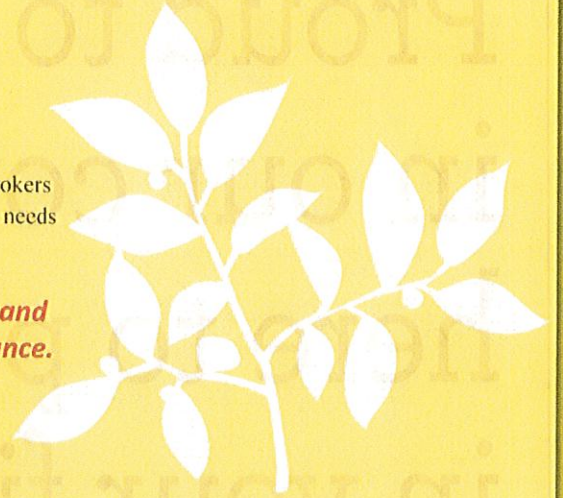
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