

## 2011 THMANA Youth Group Taiwan Discovery Journey

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.



## Taiwan Memoir



By 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.

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.



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.

## THMANA Taiwan Youth Group 2011



By 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 to 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 Memoir

By Shanda L. Gorden

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 and learn from each other in life, and business.



## Root Finding Trip

### Journey Designed For the Youth Group to Visit Taiwan



By Mei-fen Chen

After a thoughtful arrangement and a thorough planning of Herman Lin, the 6th Chairman of Taiwan Hotel & Motel Association of North American, and Chris Chiu, the Founding Chairman of Taiwan Hotel & Motel Association of North American, we, members of Taiwan Hotel & Motel Association of North American, finally launched our trip successfully for the 3rd Youth Group to visit our mother land from March 13 to March 18.

The Youth Group arrived at Taiwan on March 13 and everybody enjoyed the comfortable Taipei weather; with light wind blowing under the warm sunshine. The marvelous weather made Taipei spring scenery charming and fascinating. The 42 group members took 2 luxury tour buses, provided by Long-Mao Tour Company, met at Tao-Yuan Holiday Inn Express to start our journey.

Our first touring destination was "Presidents Chiang Residence & Da-His Floral Farmer & Agriculture Center" and "Ta Shee Blooming Oasis". The vista of the thick green forest, the quiet trail and unlimited green prairie, flooded with fresh air, delivered picturesque view to us and it made everyone relaxed and cheerful. While we wandered along Ta Shee ancient streets, the old-fashion flavors and its splendid art designs led us back to the history and it also made the sceneries impressive and memorable.

After visiting the grand architecture of Shen-Ken Holiday Inn and Shen-Ken old market streets in the afternoon, we checked in at Grand Formosa Hotel Taipei, situated at Chun-Shan Bei Road, Taipei. The dinner was served at Ting Tai Fong Restaurant, located at downstairs of Tien-Mu Sogo department store. Ting

Tai Fong is well known for its business oriented management and delicious food, including small steamed bun, steamed dumpling and many other delicious dishes. We were very happy to enjoy various tasteful and splendid foods there. After the meal, group members were free to tour the night food courts or the stores around 101 empire building. The 101 building is the landmark symbol of Taipei, which penetrates thousands feet high into the sky. Taipei streets, avenues, buildings and water spots are visible when people stand on top of 101 empire building; and the overwhelming beauty of Taipei night sceneries are especially gorgeous beyond the words. All kinds brand name products, featured with innovative designs and creative fashions, vividly display the economic strength, quality life and the expansion power of Taiwan.



In the early morning of March 14, we visited the Juen-Pin Grand Hotel, located at the street across the rear part of the train station. It was our honor and pleasure to have Mr. Nelson A. Chang, Chairman of Hotel Directors, to host us throughout the entire tour. Chairman Chang used to stay in U.S.; therefore, he developed a solid western cultures background there. The delicate decoration and grand appearance enhances the beauty of Hotel and make it attractive. The impressive flavors of Juen-Pin Grand Hotel derive from the proficient knowledge on mingled arts and epicurean taste skills of Chairman Chang that he earned from Oriental and Western worlds. Charming classic music and the elegant exotic fine arts displayed in the dining area make delicious French Meals especially tasty and enjoyable. Juen-Pin Grand Hotel is indeed the best place to have the body relaxed and the mind refreshed.

Group members then visited Overseas Compatriots Affairs Commission (OCAC) at 10:30 AM. Mr. Chung-Rong Hsu, the Deputy Minister, and Ching Kao, Director of the 2nd Department, of OCAC cordially hosted us; and they stimulated the Youth Group spiritually before entertained us with old fashion Railroad lunch box, which reminded us of the jovial memories we experienced with the old fashion lunch box.

After lunch, a forum was held in OCAC conference room to share work experiences and conduct business communication. The seminar were presided by Mr. Mike Higgins, the representative of International Holiday Inn Group (IHG), Raymond Wan and Mr. Alfred Y. S. Hsu, Taiwan Hotel Owner (he now serves as the Chairman of Taipei Hotel & Motel Association, and he will serve as the Chairman of National Hotel Association in the near future).

After the meeting, we immediately drove to Council For Economic Planning and Development of Executive Branch to visit Chairman I-Zu Liu for advices regarding our future development. Chairman Liu persistently encouraged compatriot group members to invest at Taiwan in the next 10 years, the golden period for hotel investment at Taiwan. Our group members have lots of interests in these topics.

At the twilight time, we visited the elegant Mu-Lan Hotel located at Da-Zhi, Taipei. Surrounding and bracing by a forest, Mu-Lan Hotel is characterized with various layers of trees and appealing plants. Every room is filled with sunshine, green plants and stream of water works. Staying in the Hotel, whenever customers sit down, lie down, walk along the trail or simply relax in the Spa, they are always accompanied by pot plants and sun beams, penetrating through leaves; meanwhile, the reflected sunlight entertain people with different shades of shadows and pictures.

In the evening, our Group invited many distinguished guests and friends for dinner at Mei-Ze Restaurant; including Director Ching Kao, Branch Manager Wei-Teh Lin of OCAC, Chairman I-Zu Liu of the Council For Economic Planning and Development of Executive Branch, Mr. Alfred Y. S. Hsu, the Chairman of Taipei Hotel & Motel Association, the newly elected female Chairman and members of Taipei Hotel & Motel Association. Many other Taipei hotel owners also

joined our dinner party; every host and guest happily enjoyed the wonderful meals and we all had a great time together.

On March 15, we left Taipei in the morning to visit the Tourism Department at College of Tourism at Hsin-Chu. The president of the Tourism College is the former Minister of The Tourism Bureau and he is dedicated to educate the younger generation for our country. Many professional tourist guide and numerous strong touring teams had been graduated from here since 2007. The campus is beautified by flourishing flowers and beautiful trees and well organized buildings. Here, we talked to many students and learned a quite bit touring information and tourism status about Taiwan touring industry. We were deeply impressed by students' assiduous attitude and their disciplined manners, displayed via their cordial entertainment and the business plan we shared together. We were deeply touched when the students lined up and politely waved their farewell to us with neat uniforms on.

We then proceeded to Taichung City to visit the city government office at 5:00 PM. Mayor Jason C. Hu (Chih-chiang Hu) entertained us cordially; the mayor of Fong-Yun City and the chief of Wu-Zu county (the close neighbors of Taichung City) were also invited to participate our business meeting; emphasizing on taking the extraordinary investment advantages of the location around metropolitan Taichung area and benefiting from its pleasant weather. In the evening, the Global Female Club for Business Women (GFCBW) treated us the dinner at Taichung Grand Japanese Restaurant. We then checked in at Hotel One after meal. It was fortunate for us to meet Mr. Stanley Yen (嚴長壽先生), the Godfather of Taiwan Hotel, at the entrance of the hotel. Unfortunately, Mr. Yen was too busy to share with us personally about his unique and wonderful career history.

In the early morning on March 16, our group left Taichung to start our exciting journey to Sun-Moon Lake. As soon as we arrived at Sun-Moon Lake at noontime, we rent boats to tour the Lake. The weather was excellent, the sky was covered with scattered light clouds with mild wind; and the touring boats generated small ripples as we surfing along the lake. It is impressive to find out that the ruins, caused by 921 earth quake, were cleaned up and all the buildings and temples were rebuilt back to its original configurations.

The LaLu Hotel (涵碧樓) already recovered its beauty and the scenery around it is still unique and attractive as before. We were lucky to have the manager of the LaLu Hotel guided us throughout the hotel and briefed us the special features of the sceneries around LaLu Hotel.

The lunch was served at LaLu Hotel Restaurant, where we had beautiful panorama views of the Sun-Moon Lake; the sceneries include the afar mountain, scattered forests, water streams, and the flowing light surfing along the lake. The picturesque paradise is the dream resort palace for young people to take vacation; it also can be the best candidate for marriage and honey moon. That's why Chairman Stephen Hsu, Chairman Herman Lin and Director John Chang are eager to advise their children, Alice, Kathy, Scott and Ted, who were travelling with them, to consider planning their marriages at Sun-Moon Lake.

After meal, we toured around the lake via buses. Around the lake, the tall straight pine trees and various exotic flowers are visible everywhere along the winding trails and splendid landscapes; the addition of the sound of hometown enhanced our care and love for our sweet homeland.

In the evening, we checked in at Fleur de Chine Hotel, which is the only hotel that provides Natural SPA in Sun-Moon Lake area. After meal, all the members fully enjoyed the sophisticated spa and its entertaining facilities. The soaking spa bath before going to bed assuaged our exhausted bodies, caused by the busy journey; and the soothing spa treatment also refreshed our weary mind. The smell of the light sulfur, acquired from the spa, left us an unforgettable good memory.

In the early morning of March 17, we wandered along the lake with light mist clouded the sky and spread across the field, depicting a charming portray. Along the walking trails, the blooming flowers released pleasing fragrance and the early birds chirped its praise for a promising day; it was fantastic and delightful to enjoy the tranquil and serenity in this paradise. After cleanup, we had a healthy breakfast serving with organic vegetables and fresh fruits.

We then left Sun-Moon Lake for National Kao-Shong University of Hospitality and Tourism; and it was about

2:00 PM when we arrived there. National Kao-Shong University of Hospitality and Tourism is one of the best touring colleges in Taiwan and it makes significant contribution to educate professionals for the promotion and progress of Taiwan touring industry.

Recently, the growth of Taiwan Hotel & Motel Industry has been aided by brand name hotels, including Holiday Inn, Marriott, Best Western and Hilton Hotels. However, the participation of family owned motels adds distinct flavors to entertain tourists. These family based motels are characterized with family oriented fashion, design, management and funding; they emphasize on the unique features of graceful living environment or specialize on extraordinary meal styles.

Our afternoon mission was touring around I-Ta Crown Plaza for its spectacular design and its grand architectures, which possess similar configurations as we learned from Las Vegas. After making comparison, it is impressive to find out that the magnificent and luxurious I-Ta Crown Plaza outperforms the quality design and scale levels of its corresponding Las Vegas models.

We toured on Kaohsiung I-River in the evening. The charming sceneries and enchanting atmosphere reminded Chairman Herman Lin of his romantic love story with his wife years ago. Tonight is our last night to stay at Taiwan, everyone is trying to recover the beautiful memories that we owned before at Taiwan. For the young and first time Taiwan visitors, they especially appreciate the great opportunity to travel along their motherland and they treasure everything that they learned and enjoyed at Taiwan.

On March 18, before going back to US, group members were busy packing their rich belongings, acquired at Taiwan. We had an unexpected and distinguished visitor, Ambassador Kenneth K. M. Liao (廖港民大使), while we were taking breakfast. Ambassador Kenneth K. M Liao formerly stationed at Houston and New York City, and he now is in charge of Southern Bureau of Consular Affairs of Ministry of Foreign Affairs. We deeply appreciate the friendship and care that Ambassador Liao brought to us; even though he was too busy to stay longer with us.



In the morning we visited 'Chihkan Tower' (赤崁樓), which is also known as "Red-topped Tower" in Southern Taiwan; during our trip we had the chance to taste the wonderful flavor of Dan Dan Noodles at Tainan. On our touring buses, we enjoyed members' jovial songs, including the singing of Yian-Guan Hon (Teresa Li-Chun Teng's song: under banyan tree) and the song of Lin-Lin Chang and Lydia (when you will be back?). The laughter accompanied us throughout our trip to our final destination.

We arrived at the hometown of Chris Chiu, Founding Chairman of our Association, at dusk. Mr. Chiu, his wife and their relatives treated us with an abundant and authentic Taiwanese feast before we return US; the meals included field raised chicken and many other delicious dishes. After dinner, the tourists split in two buses, one goes to the airport and the other bus drives back to Taipei.

The 6-day/5-night journey to Taiwan quietly reached to its end. We fully understand that besides the souvenirs we've packed many responsibility and mission into our luggage. The subtle feeling when we touched our homeland, the familiar sound uttered from the hometown and the agitated nostalgia vibrating deeply in our hearts are the big causes that always connect our minds to the beautiful island, where we were born, raised and nourished.

### Postscript:

*Taiwan Hotel & Motel Association of North American has been established for 6 years in North America and the Association is dedicated to educate the youngsters and pass our mission to the next generation. This Root Finding Trip is the 3rd journey that the senior group members escort the younger generation to Taiwan for their homeland heritage education.*

*To pass the hotel heritage and assets to the young generation, it demands not only the possession of professional knowledge, the accumulation of financial resources and the acquisition of related facilities; it also requires the love for the homeland and the recognition of its culture. Root Finding, root nourishing and root expansion is the right way to survive. It is a long road for us to pursue our goal and achieve our target. However, the younger generation that we are fostering is featured with talents that we need to expedite our success. It is feasible to utilize the inherent advantages of the youth, including their languages skills, professional practices, business disciplines; and the accumulated assets of the seniors, such as the traditional ethics, morality and integrity, to foster the unique management model and principles for Taiwan Hotel & Motel Association of North American.*

*It is imperial to have the younger generation visit Taiwan frequently to breathe homeland air and touch the land there. That is our dedicated endeavor to accomplish our mutual goals.*

*We have been constantly assisted and supported by our government via OCAC; additionally, this year we also have strong financial input support from IHG. These extraordinary achievements derived from the significant contributions and services from Herman Lin, Chairman of Taiwan Hotel & Motel Association of North American; Chris Chiu, the Association Founding Chairman; the former Chairman of Taiwan Hotel & Motel Association of North American, Stephen Hsu, Nicolas Teng, Wilson Wang, Jerry Wong and secretary Anita Ko. It can't be over emphasized that their dedicated hard work and thoughtful planning make many activities and our trip possible.*

*From the bottom of our hearts, all of the group members would like to candidly acknowledge the significant contributions that our leaders accomplished; and sincerely express our gratitude and thanks to them.*

## 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

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 fourth hotel we visited was the Holiday Inn Express Taichung. Similar to the Holiday Inn Express Taoyuan, it also designed to facilitate the needs of business travelers. The Holiday Inn Express Taichung adopted the modern designs throughout the guestrooms and corridors. One unique feature of this hotel is that it was converted from a parking structure. Furthermore, it also has a retail section in the building with well known retail shops occupied the spaces. The building's interior center courtyard is the perfect location for its food and beverage services to hotel guests as well as shoppers. Unlike most hotels we experienced, Holiday Inn Express Taichung was a definite shocker to us.



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 goes, 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!

## Letter from the Editor

It comes with great pleasure and a great honor to be given the assignment of publication editor for THMANA's Special Edition Youth Tour Magazine. 2011 marked the 100 year anniversary of Taiwan. With this historic achievement in mind, the purpose of our trip innately had more significance than years passed. More so, the tourism industry in Taiwan has also reached a pivotal point in its history. With the recent opening of cross-strait travel, Taiwan has become a top destination for mainland Chinese tourists. Today, Taiwan allows 3,000 tour-led Chinese tourists across its border daily. With a seven day average length of stay, that totals to a potential 7.6 million Chinese visitors travelling to Taiwan every year. The Taiwanese government hopes to capitalize on this growth by incentivizing tourism investments and promoting their "7+1 Program" to combine Chinese tourism with medical check-ups.

Enter the Taiwanese Hotel Motel Association of North America. Taiwan, and Greater Asia on a whole, arguably leads the way in hospitality service, technology, and design. However, Taiwan's tourism development and growth can only expand as quickly as its private investments and industry leadership. Our association currently holds the answer to both those dilemmas. Our community currently comprises a wealth of proven hospitality leaders and an entire second generation of Taiwanese American hoteliers. It is no wonder why the Taiwanese government openly welcomed and hosted our Youth Tour.



By Teddy Lin

Foreign investment aside, Taiwan's Hospitality Industry continues to thrive based on the aforementioned tourism climate. As our group toured the Hospitality-specific Universities at Chungwa and Kaoshiung it was evident that Taiwan takes tourism very seriously. Coming from an American perspective, Taiwanese hotels offer amenities that far exceed our guest's expectations. As hoteliers, touring hotels abroad becomes a part of our continued education. New concepts, new ideas, and new technologies are all prevalent in these cutting-edge Taiwanese hotels. But as practical businessmen and businesswomen, we must discern between novel ideas and those that do not offer a full return on their investment. Regardless, we take mental notes and anticipate seeing some of these new ideas and concepts reach the United States in 3-5 years.

In Taiwan, Food and Beverage is an integral aspect of Taiwanese culture and, correspondingly, the hospitality industry. Hotel brands considered by American standards to be "limited service" or "economy" hotels offer full Food and Beverage outlets onsite. With that in mind, it was equally important for our hotel tour to concentrate on exploring local Taiwanese cuisine. As you will read from the memoirs of my colleagues, no one will be issuing any complaints!

As I have been compiling essays and memoirs from this year's participants, I am overcome with joy from all the great insight and fun memories that we have all shared. As a reader, I hope that you too will be able to feel the excitement and purpose that we shared as a group. And hopefully, our memories will help to inspire future association trips and continued support from our members and community.



## 雙手親捧 呵護您的每一筆交易



免費

### 全美最大華人商業信用卡服務商—

US Bankcard Services, Inc. (USBSI) 美信商務向來以中小企業的推手自許，自1996年成立以來，已經服務全美上萬名商家。

以累積十餘年豐富的支付卡產業知識及經驗，提供您無微不至的信用卡交易服務。在您打拼事業的道路上，雙手親捧，呵護您的每一筆交易，陪伴您往前邁進！

- 免開辦費 • 免申請費 • 免程式設定費 • 免費刷卡機\* • 免費紙捲\*
- 準時撥款\* • 24/7 多語客戶服務 • 交易糾紛處理服務

\* 相關條件詳情請洽美信商務

美國大陸銀行  
指定推薦合作夥伴



自2011年起，美信商務  
Elavon, Inc. 多次大獎



中國銀聯正式  
簽約合作夥伴

### 完整產品線



【零售業/餐館業】

【郵購公司/  
電話訂購費】

【移動零售業】

【網路商店】

### 加值服務



【PCI-DSS 諮詢服務】

【支票保險】

【禮品卡】

【QuickDining  
餐廳e化服務】

***Over 53 Years Of Building  
Excellence... and The Best  
Is Yet to Come!***



# **LUSARDI**

**CONSTRUCTION COMPANY**

**California State License No. 207287**

**Corporate Office**  
1570 Linda Vista Drive  
San Marcos, CA 92078  
(760) 744-3133

**Northern California**  
(925) 829-1114

**Phoenix, Arizona**  
(480) 731-3133

