Message from the Dean

Why trust and travel are natural companions

POISED ON THE EDGE of another summer season, this issue of Business Class takes stock of how Gustavson crosses boundaries and how our community interacts with the world of tourism, hospitality and travel.

Travel, and the personal and professional growth that comes from international learning, has always been a central element of Gustavson’s ideology and curriculum. From our BComs studying abroad (78.7% will spend a semester on international travel) to our MBAs’ International Applied Projects, and the world-travellers enrolled in our Master of Global Business program, international travel, study and perspective are highly valued and tightly integrated into all our programs. Indeed, it is one of the core principles that sets our business school apart from others.

At the same time, we recognize that travel has high impact on the environment and on local communities and our choices as travellers may have far-reaching consequences. The decisions we make reflect the extent to which we trust others to behave responsibly and to deliver on their promises.

In travel, trust is paramount, perhaps more so than in other industries. At the industry’s very core is the travellers’ willingness to get out of their comfort zones and throw caution to the wind; without trusting service providers, they would never leave the controlled environment of their homes (or home universities).

And as travel is essential to our identity at Gustavson, so, too, is trust. Each year, we publish the Gustavson Brand Trust Index, a ranking of leading Canadian and global brands. We survey more than 6,500 people and measure their trust in 294 brands across 26 industry sectors. The survey has taught us invaluable lessons about the currency of trust. These lessons apply particularly well to hospitality and travel providers and to destinations. They point to something successful travel providers already understand: that earning client trust is multi-faceted. Customer service excellence, sustainable and socially-conscious practices and innovative experience offerings are all hallmarks of travel brands trusted by consumers, and things we focus upon here.

You’ll see these concepts reflected in various ways by the stories featured in this issue. From the partnerships our program innovations rely on (p. 8 & 16), to our inclusive cultures that aim always to empower student growth (p. 26), we wouldn’t be who we are without trust or travel.

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Tread Lightly

You can wrap half a muffin in one and stash it in a backpack for later. They make great washcloths for campers or hostelers: they dry quickly, and even when they’re damp they don’t weigh much. They’re also handy to clean or bandage minor road rash. They fold up small, dry fast and come in colours both pretty and manly.

Pack a stack of reusable containers for travel snacks and take-out. Dish towels aren’t just for the kitchen anymore. Repurpose a couple and they’re ideal for cleaning or bandaging minor road rash. They fold up small, dry fast and come in colours both pretty and manly.

Bandanas are the sweetest new old thing. You can wrap half a muffin in one and stash it in a backpack for later. They make great washcloths for campers or hostelers: they dry quickly, and even when they’re damp they don’t weigh much. They’re also handy to clean or bandage minor road rash. They fold up small, dry fast and come in colours both pretty and manly.

A collapsible water container. This baby is easy to get through security checks while it’s empty. Partner this with a high-efficiency ultraviolet water treatment system, and you can safely and cost-efficiently treat your own water wherever your journey takes you.

Go to the next level by signing the Travelers Against Plastic pledge (travelersagainstplastic.org) to help raise awareness of the harmful effects of plastic disposables.

Your fave traveller will love these bandanas, your journey takes you.

Gram It

DID YOU KNOW?
The BC Parks system has over 1,000 parks and protected areas.
We’ve featured five paths on p. 15 to help you get inspired to discover a new favourite view.
Share your photos on Instagram and tag @Gustavson or we can follow along on your adventures!

Distinguished Alumni Award Recipient 2017

This year, Gustavson is pleased to name Lenora Lee, BCom ’02, as the recipient of our 2017 Distinguished Alumni Award. Lee is a partner with KPMG’s assurance practice in Victoria. Being named partner in 2011—the first female to be promoted to partner in Victoria’s office—was just the latest in a string of achievements for this talented, young professional.

These achievements range from her 2009 Institute of Chartered Accountants Early Achievement Award for accomplishments in career, profession and community, to her career as a trusted business advisor at KPMG. Lee is an active member of the Victoria Chinese Commerce Association and was also one of the founders of the School of Business Alumni Chapter in Victoria.

Lee is often on campus recruiting for new CPA articling students, volunteering as a mentor to BCom and MBA students, and teaching as a sessional instructor. Congratulations to Lee on this well-deserved honour. Her commitment to her profession, her clients, the business community and the university is second to none and we’re proud to recognize her efforts in business and volunteerism.

1993 was the first year Gustavson students went on exchange. Thirty-seven BComs spent a semester in either Hong Kong, Japan, Taiwan or Thailand. Flash forward to 2017, when the exchange program will send a record-breaking number of BCom students abroad.