



# Travel Industry Management

## Administration

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## Faculty

- \*M. Hukill, PhD (Interim Associate Dean, Graduate Chair)—information technology and telecommunications impacts on travel and tourism, electronic communications policy and planning
- \*D. J. L. Choy, PhD—tourism economics, tourism development, travel marketing, travel agency management
- \*F. Collison, PhD—transportation marketing, trans-Pacific aviation, tourism and transportation development for the Pacific Islands, travel industry education
- D. Cost, JD—hospitality law
- J. Cox, MA—hotel management and marketing
- \*C. Y. Gee, MA, PhD (Hon) (Emeritus Dean)—hotel, restaurant and institutional management; tourism development and administration
- \*M. Johanson, PhD—hospitality management; human resource management; hospitality finance
- \*H. Kim, PhD—financial management, hospitality, finance and real estate
- \*E. Lacro, MA—human resource management, hotel management

- L. Leslie, BA—culinary arts, institutional purchasing
- B. Leu, MLIS—special collections, library
- \*J. C. Liu, PhD—economic impact of tourism, geography of tourism, sociocultural issues of tourism, ecotourism
- \*M. MacLeod, MS—technology center programs, distance education
- \*P. J. Sheldon, PhD—tourism and hospitality information systems, tourism economics, tourism policy
- D. Spears, PhD—hospitality/service management, tourism marketing and development, hotel and convention sales, technology development and assessment, and gaming management
- R. Uyeno, MA—tourism development policy and administration, social impact of tourism
- \*B. W. Wie, PhD—dynamic modeling of transportation networks, transportation network analysis, traffic control systems, dynamic route guidance

## General Information

The School of Travel Industry Management (TIM) is recognized as a leading educational institution in hospitality, tourism, and transportation management. TIM pioneered the concept of integrating all aspects of the travel industry under a single discipline. Built on a foundation of management science, TIM also draws on a broad range of disciplines to provide high-quality education at the undergraduate and graduate levels to current and future professionals.

The visitor industry in Hawai'i provides TIM students many opportunities to gain experience in the field and to study applications of theory to practical business situations. TIM works closely with local, national, and international business organizations, as well as with various government and private professional organizations.

In addition to Hawai'i's travel industry environment, students benefit from a curriculum that has an international perspective with special emphasis in the Asian Pacific region. The global importance of tourism and the increasingly interdependent nature of economic and political systems require a fundamental and multidisciplinary understanding of international issues. TIM's distinctive curriculum and

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\* Graduate Faculty

outstanding faculty, the success and importance of tourism as the leading industry in Hawai'i, and the international focus of the programs provide students a unique educational environment and experience.

### **Mission**

As a professional program within a land-grant institution, the School of Travel Industry Management has linked its mission with the state's economic interest in tourism, Hawai'i's largest economic sector. The mission of the School of Travel Industry Management, as a leading regional professional institution, is to develop, integrate, and disseminate knowledge related to all aspects of the travel industry field through a multi-disciplinary approach incorporating education, research, and service. With this mission, the School's objectives are threefold: (a) to prepare individuals for leadership and professional positions in the travel industry through education and training, (b) to generate new knowledge in the travel industry through research and graduate education, and (c) to provide service to the community, nation, Asia Pacific region, and beyond.

### **Goals**

Within its mission and objectives, the School of Travel Industry Management strives for the following goals:

1. Instruction—to provide high-quality education at the undergraduate and graduate levels on a statewide basis;
2. Research—to conduct basic and applied research relevant to the travel industry; and
3. Service—to be the leading travel-industry center for information resources and continuing professional education and training serving the state and the Asia Pacific region.

### **Accreditation**

TIM is fully accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA).

TIM also has earned the TedQual designation for total education quality from the World Tourism Organization (WTO).

### **Degrees**

**Bachelor's Degree:** BS in travel industry management

**Master's Degree:** MS in travel industry management

### **Advising**

TIM Student Services Office  
George Hall 346  
2560 Campus Road  
Honolulu, HI 96822  
Tel: (808) 956-8946  
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All students are encouraged to see an adviser at regular intervals to review degree requirements and to plan course schedules. Prior to registration each semester, advising workshops are held to assist students in completing their

curricular plans. Handbooks, which provide additional guidelines to students concerning the school and its degree programs, are also available. The School's website [www.tim.hawaii.edu](http://www.tim.hawaii.edu) also has complete advising instructions.

### **New Students**

Orientation for new students is held before each semester.

All students are assigned to the student services adviser upon admission to the school. The adviser should be consulted regarding the following:

1. Identification of career goals appropriate to the student's interests;
2. Selection of courses appropriate to the student's career goals; and
3. Co-curricular activities and/or work experiences to develop skills and abilities outside the classroom.

### **Evaluation of Transfer Credits**

Transfer credits are evaluated after admission to TIM. After students receive the preliminary evaluation from the admissions office, they may review the evaluation with the student services adviser in the TIM Student Services Office. Students should also be aware that after admission to TIM, prior approval must be obtained before enrolling in courses at other institutions.

### **Seniors**

Seniors must complete a degree check and file a diploma application prior to their final semester. Individual advising sessions for graduating seniors are held each semester.

### **Academic Policies**

#### **Good Academic Standing**

Undergraduate TIM students must meet the following requirements to maintain good academic standing:

1. Cumulative GPA of at least 2.0 for all courses attempted at UH Mānoa for a grade. Transfer credits and courses completed under the CR/NC option are not included.
2. A GPA of at least 2.0 in the upper division TIM core and TIM emphasis plus the TIM electives. However, a cumulative GPA of 2.5 for the TIM emphasis and TIM elective courses is required for graduation.
3. Satisfactory progress toward completion of degree requirements. This means students must enroll in courses required for the degree and complete these courses with acceptable grades.

#### **Probation**

A student who fails to meet any one of the academic standing requirements at the end of any semester is placed on probation. Probationary students must achieve a current (semester) GPA of at least 2.0 to be allowed continued registration. Grades of I (incomplete) and W (withdrawal) are not permitted during probation. Failure to correct academic deficiencies may lead to suspension and eventual dismissal from the University.

### **Withdrawal from Courses**

As the semester progresses, it becomes increasingly difficult to withdraw from a course. No withdrawals are permitted after the ninth day of class except for unusual or extenuating circumstances beyond the control of the student.

### **Advancement to Upper Division Courses**

Students are expected to complete the TIM lower division special requirements (see the “School Requirements” section on the following page) before enrolling in upper division TIM courses.

## **Undergraduate Program**

### **Areas of Emphasis**

TIM offers three areas of emphasis within the BS program: hospitality management, tourism management, and transportation management. These emphases are not majors themselves, rather a selection of core and elective courses which constitute a more focused study in one area of travel industry management of interest to the student. The undergraduate instructional program is committed to the development of competent management personnel for the travel industry through a curriculum that enables students to develop leadership abilities to solve problems of a dynamic industry.

The global nature of the curriculum provides insight into the role and responsibilities of the industry within state, regional, national, and world perspectives, as well as the nature of service-based enterprises, business ethics, and societal constraints. In addition, practical knowledge regarding operational aspects of the industry enables students to develop “reality skills” within the field.

### **Hospitality Management**

The hospitality management emphasis is intended to provide students with the ability to apply problem-solving, decision-making techniques and critical-thinking skills to meet current and future industry challenges. Students will study the relationship of the various constituencies (customer, owner, staff) in the management and operation of lodging organizations; the microeconomics of the industry in its various forms; and the investment risks associated with tangible properties. In addition the emphasis covers the principles of conceiving, designing, marketing and operating a commercial food-service facility either as a free-standing operation or as a part of a hotel, club entertainment and recreation complex, or institution, along with principles of basic and quantity food production. Students will study financial control procedures that are specific to hospitality operations; factors affecting design, planning, construction, physical operation and profitability; as well as basic principles of marketing hospitality organizations with a focus on public relations, pricing and yield management.

### **Tourism Management**

This emphasis focuses on strategic issues related to the travel industry, as well as marketing and management

principles within specific types of businesses, including travel agencies, tour operations, visitor attractions, and others. Students learn to analyze macroeconomic factors related to the development of tourism and identify impacts of tourism on society and the environment.

Additionally, students will learn tourism research techniques and the formulation of tourism policy within the context of both private and public tourism and travel institutions.

### **Transportation Management**

Students choosing the transportation emphasis will gain an understanding of the characteristics and importance of air, ground, and sea transportation systems for the United States (both domestic and international); the major transportation modes; government, promotional and regulatory activities in U.S. transportation; the role of transportation in tourism; the transportation systems that impact the economics of both Hawai‘i and the United States; and the management of firms in various transportation modes.

Within various sectors of the travel industry, students analyze issues confronting airlines and airports that relate to management, government regulation and promotion, new techniques, distribution, and industry trends. Tourist-related and urban transportation systems, surface passenger transportation systems, and international air and marine transportation are also covered. Major logistical activities are also analyzed (traffic management, warehousing, inventory control, order processing, packaging, and materials management).

## **Admission Requirements**

### **First-Year Applicants**

Students with no previous college-level work or fewer than 24 college-level credit hours may apply for admission as first-year students. The following credentials are reviewed:

1. Academic preparation (four years of high school English and four years of high school mathematics are highly recommended), including SAT and (where applicable) TOEFL scores; recommendations from high school counselors and/or principals; and
2. Evidence of potential for success in the travel industry, including, but not limited to, (a) participation in co-curricular activities in school or in the community, (b) personal recommendations, and (c) part-time or summer work experience.

### **Transfer Applicants**

All students with 24 or more college-level credit hours are considered transfer applicants. Qualified applicants must present the following credentials:

1. A minimum cumulative GPA of at least 2.5 for all work attempted at the University of Hawai‘i at Mānoa, as well as for work completed at other institutions, and
2. Evidence of potential for success in the travel industry, including, but not limited to, (a) participation in co-curricular activities in school or in the community, (b) personal recommendations, and (c) part-time or summer work experience.

### **Application Procedures**

Application forms are available in the TIM Student Services Office. Applicants who are not currently classified degree students at the University of Hawai‘i at Mānoa must submit completed applications by June 1 for fall admission or November 1 for spring admission. Applicants who are classified degree students at UHM in other schools and colleges who wish to change majors must submit completed applications by June 15 for fall admission or November 15 for spring admission.

### **School Requirements**

To earn the bachelor of science degree, students must complete the following general requirements:

1. Earn a minimum of 124 credit hours with a minimum cumulative GPA of 2.0;
2. Fulfill the University of Hawai‘i at Mānoa General Education Core requirements (see the “Mānoa General Education Core and Graduation Requirements” section of this Catalog). Please consult the TIM academic adviser for information on specific requirements within the core.
3. Complete the TIM lower division special requirements.
4. Complete the internship program (TIM 100, 200, and 300 or 400B or 400C). This requirement should be completed before the student’s final semester. Performance evaluations from employers must verify hours of work completed. At least one internship must be completed in the student’s area of emphasis, and at least one internship must be completed in the United States;
5. Complete the upper division TIM core with a minimum GPA of 2.0. These courses should be completed during the junior year. Please consult the TIM academic adviser for specific information on these courses.
6. Complete one of the TIM areas of emphasis:
  - a. Hospitality Management
  - b. Tourism Management
  - c. Transportation Management
 Please consult the TIM academic adviser for specific information on these emphasis areas.
7. Complete 3 credit hours of elective. This course may be selected from any upper division TIM course other than from the student’s area of emphasis;
8. Earn a minimum GPA of 2.5 in the TIM emphasis and TIM elective course (15–18 credit hours); and
9. Complete at least 60 credit hours of upper division or non-introductory work. Upper division courses are numbered 300 or higher. Non-introductory courses are numbered 200-level with a specific college-level prerequisite. (ENG 250–257 are specifically excluded.)
10. Complete at least 60 percent of the upper division major requirements at UHM.

### **Graduate Program**

The School of Travel Industry Management offers a graduate program leading to the Master of Science (MS) degree. The program is designed to develop a general understanding of the travel industry at both domestic and interna-

tional levels and in-depth knowledge of a specialized aspect of the field that is appropriate to individual interests and goals.

The general objectives of the program are as follow:

1. Provide advanced studies at the graduate level for persons with managerial/professional experience in the travel industry;
2. Increase the supply of personnel who have the capacity for decision-making on travel industry policy issues at the highest levels within the state, national, and international communities;
3. Promote and advance travel industry research in order to increase existing knowledge and understanding of travel industry trends and their impacts;
4. Support the quality development of the travel industry in Hawai‘i and the Asia Pacific region through advanced studies, research, and training; and
5. Establish Hawai‘i as a center of excellence in the international field of travel industry education and research beyond the baccalaureate level, thereby enhancing the reputation of both the University of Hawai‘i and the state.

### **Admission Requirements**

The MS in travel industry management is designed for individuals who hold a baccalaureate degree in a travel-related, hospitality management or business field or another undergraduate degree and a demonstrated interest in the travel industry.

Minimum admission standards include a GPA of at least 3.0 in the baccalaureate work and in the last two years of undergraduate work. Applicants must attain a satisfactory score on the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE) and, where applicable, the Test of English as a Foreign Language (TOEFL). The minimum acceptable TOEFL score is 560.

Three letters of reference are required addressing the ability of the applicant to succeed in graduate study and to make future contributions to the travel industry. In addition, work experience, preferably at the supervisory or managerial level, is desirable.

### **Degree Requirements**

The MS is a 36-credit program. Both Plan A (thesis) and Plan B (non-thesis) options are available. Plan A and Plan B students must earn 21 credits in the following required core courses: TIM 602, 603, 605, 606, 607, 610, and 695.

#### **Plan A (Thesis)**

The following are additional requirements for Plan A only: (a) three elective courses (9 credits) approved by the graduate chair; and (b) TIM 700 (6 credits).

#### **Plan B (Non-thesis)**

The following are additional requirements for Plan B only: (a) Four elective courses (12 credits) approved by the graduate chair; and (b) TIM 694 (3 credits).

## **Instructional and Research**

### **Facilities and Programs**

#### **Continuing Professional Education Programs**

The TIM school's continuing professional education programs are designed to improve managerial skills, exchange professional experiences, develop interrelationships among sectors of the travel industry, and increase awareness of the social, cultural, and economic implications of policy decisions. Two summer institutes are held each year:

1. Executive Development Institute for Tourism (EDIT): a three and one-half week program for executives and professionals in international tourism; and
2. Hawai'i International Hotel Institute (HIHI): a series of one-week courses for those with one or more years of experience in the hospitality field.

#### **Distance Education: e-TIM**

The School offers a graduate certificate in travel industry management entirely on-line. Four courses from the master's program TIM 602, 603, 605, and 645 complete the graduate certificate.

#### **Center for Tourism Policy Studies**

The Center for Tourism Policy Studies was founded in 1985 to conduct basic and applied research and provide technical assistance in tourism-related areas to strengthen educational programs, improve research methods for academic and industry use, develop new economic methodologies, and facilitate decision-making in both the public and private industry sectors. Projects undertaken by the center have provided information and analysis on broad economic, environmental, social, and cultural concerns and addressed tourism development issues to assist the visitor industry in Hawai'i, as well as the Asia Pacific region.

#### **International Tourism Education and Training Center**

The TIM school's International Tourism Education and Training Center (ITETC) was established in 1991 under the auspices of the World Tourism Organization (WTO)—a UN affiliate agency. ITETC is part of a network of WTO centers worldwide whose purpose is to assist the WTO in fostering tourism development in support of its member nations' economic and social aims. The center's activities include (a) delivery of both short- and long-term education and training programs to tourism professionals from WTO member nations; (b) provision of technical assistance to enhance the tourism education and research capabilities of WTO member nations; and (c) implementation of activities to increase international awareness of effective educational strategies in support of tourism development. The WTO center's major focus of operations is the Asia Pacific region; however, the center also offers its specialized expertise to WTO member nations in other areas of the world.

#### **Gee Technology Learning Center**

The TIM School's state-of-the-art information technology center houses an executive video conference suite, a multi-media IT training lab and the Leong Hop and Bernice C. Loui computer lab.

#### **The Sunset Reference Center**

With more than 10,000 items, including books, reports, statistical publications, article reprints, and subscriptions to more than 200 periodicals, the *Sunset* Reference Center has a comprehensive collection of specialized resource material on tourism in Hawai'i. The *Sunset* Reference Center provides research material for students, supports the research activities of the Center for Tourism Policy Studies, and serves as a major resource center for the Asia Pacific region.

### **Student Organizations**

The TIM school has six student clubs that provide opportunities for students to interact with their peers, meet industry leaders, and practice management skills through a wide variety of activities. These clubs are Travel Industry Management Student Association, Club Managers' Association of America (UH Chapter), Hawai'i Hotel Sales and Marketing Association, Pacific Asia Travel Association (TIM Satellite Chapter), Pacific Transportation Student Association (student chapter of the National Defense Transportation Association), and Eta Sigma Delta.

### **Honors and Awards**

The TIM school provides scholarships and awards to exceptional students. For a list of these scholarships, see the "Tuition, Fees, and Financial Aid" section of the Catalog.

#### **Eta Sigma Delta**

Membership in this international honor society for hospitality management is available to undergraduate and graduate students who have achieved outstanding academic records.

#### **Outstanding Student Awards**

These awards are given annually to students who have achieved outstanding academic and service performance in the following categories: (a) senior in travel industry management; (b) graduate student in travel industry management; (c) senior in hotel management; (d) senior in restaurant management; (e) senior in tourism management; (f) senior in transportation; (g) junior in travel industry management; (h) TIM International Award of Excellence (awarded by the TIM Alumni Association); (i) Dean's Scholar award; and (j) Dean's Spirit of TIM Award.