School of Travel Industry Management

Administration
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*Interim Dean: Juanita C. Liu, PhD

Faculty
*D. J. L. Choy, PhD (Graduate Chair)—tourism economics, tourism development, travel marketing, tourism policy and planning
*J. DeJong, PhD—finance, asset management, small business enterprises, revenue management
F. Haas, MBA—marketing
*J. H. Hwang, PhD—food service management, consumer behavior
Y. Inui, MS—sustainable tourism, ecotourism, e-commerce, SME management
*I. Lin, PhD—services/hospitality marketing, services/hotel management, consumer behavior, and human resources management
*J. C. Liu, PhD—economic impact of tourism, geography of tourism, sociocultural issues of tourism, ecotourism
*S.-Y. Park, PhD—destination marketing and management, sustainable tourism and wellness tourism, consumer behavior, research methodology
*P. J. Sheldon, PhD—tourism and hospitality information systems, tourism economics, tourism policy
*R. Uyeno, PhD—tourism development policy and administration, social impact of tourism, research methodology, quantitative methods
*H. Wen, PhD—information technology systems, e-commerce, e-consumer behavior, e-marketing, hotel operation management, supply chain management

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 Asia 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 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 TIM, as a leading regional professional institution, is to develop and disseminate travel and tourism concepts, knowledge and skills through excellence and leadership in research, training, outreach, and service that contributes to economic, social, and environmental...
sustainability as well as supports and enriches the host culture. 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, TIM 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
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Tel: (808) 956-8946
Fax: (808) 956-5378

All students are encouraged to see an advisor 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 also has complete advising instructions.

New Students
Orientation for new students is held before each semester.
All students are assigned to the student services advisor upon admission to the school. The advisor should be consulted regarding the following:
1. Identification of career goals appropriate to the student’s interests; and
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 advisor 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 2.5 in the TIM emphasis.
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. Failure to correct academic deficiencies may lead to suspension and eventual dismissal from UH Mānoa.

Withdrawal from Courses
As the semester progresses, it becomes increasingly difficult to withdraw from a course. Withdrawal deadlines are specified by UH Mānoa each semester, and students should take note of the relevant deadlines at the start of the semester.

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 two areas of emphasis within the BS program: hospitality management and tourism/transportation management. These emphases are a selection of 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 hospitality businesses, including lodging and food service establishments.

Courses in this area cover the following areas: management of hotel and food & beverage establishments; food quality management; hospitality financial control; events management; principles of sales and marketing hotels and resorts with a focus on public relations; advertising, pricing, and yield management; operating a commercial food-service facility either as a freestanding operation or as a part of a hotel, club, entertainment/recreation complex, or institution; resort development and management of hotel facilities and design; resort development and management and quantity/quality of food productions.

Graduating seniors take a capstone course in strategic management in the travel industry.

Tourism/Transportation Management

This emphasis focuses on strategic issues related to the tourism and transportation industries. Students can take a combination of tourism and transportation related courses or choose courses that focus on one of these two areas. Tourism management courses cover destination management; travel distribution systems; marketing and management principles within specific types of businesses, geography, and socio-cultural aspects of tourism; and sustainable tourism, cultural heritage, and destination management by cultural values.

In transportation management courses, students will gain an understanding of the characteristics and importance of transportation systems (both domestic and international); 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 U.S.; and the management of firms in various transportation modes.

Course topics include government regulation and promotion, distribution and industry trends; tourist-related transportation systems, surface passenger transportation systems, and air transportation and the cruise business.

Graduating seniors take a capstone course in strategic management in the travel industry.

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 UH 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 UH Mānoa must submit completed applications by June 1 for fall admission or November 1 for spring admission. Applicants who are classified degree students at UH Mānoa 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 UH Mānoa General Education Core requirements (see the “Undergraduate General Education Requirements” section of this Catalog). Please consult the TIM academic advisor 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 U.S.

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 advisor for specific information on these courses.

6. Complete one of the TIM areas of emphasis: with a minimum GPA of 2.5.

7. 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.

8. Complete at least 60 percent of the upper division major requirements at UH Mānoa.

9. Complete all applicable UH Mānoa requirements including focus requirements.

Graduate Program

The master of science (MS) degree program in travel industry management is designed to provide a specialized education through coursework and research to master a broad set of interdisciplinary skills and knowledge. Students develop analytical abilities and the critical thinking skills necessary for careers in the travel industry. Students are also expected to engage in understanding and execution of research activities.

The program prepares students for careers and leadership roles in the travel industry including tourism, hospitality, and transportation management as well as areas covering the entire industry including information technology, international hospitality management, strategic marketing, and global tourism analysis. Students can also explore specific topics of interest including sustainable tourism, electronic commerce, services marketing, and management among others. In addition, the program and faculty have a strong emphasis and expertise in travel and tourism in the Asia-Pacific region. Students come from many countries with strong representation from Asia as well as North America and Hawai’i.

Admission Requirements

The MS in travel industry management is designed for individuals who hold a baccalaureate degree and a demonstrated interest in the travel industry. It is preferred that individuals have an undergraduate degree in the travel-hospitality field, or prerequisites may be required.

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, 2 years work experience, preferably at the supervisory or managerial level, is required.

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)

In addition to the 21 credits in required core courses, Plan A candidates must complete: three elective courses (9 credits) approved by the graduate chair; and TIM 700 Thesis Research (6 credits).

Plan B (Non-thesis)

In addition to the 21 credits in required core courses, Plan B candidates must complete: four elective courses (12 credits) approved by the graduate chair; and TIM 694 Professional Paper (3 credits).

Certificate in Sustainable Tourism

The Certificate in Sustainable Tourism is designed to provide non-TIM undergraduate students with an opportunity to develop knowledge and understanding of sustainable and responsible tourism principles and practices.

Students must apply to the TIM school to be accepted to the certificate program prior to enrolling in upper-division TIM courses. Admission requirements include completion of TIM 101 with B grade or better, completion of 54 non-TIM credits and a minimum cumulative GPA of 2.5.
Certificate students are required to take 15 credits offered by the TIM school and complete the requirements for a bachelor degree in their area of study. The required courses are TIM 101 and TIM 420. Students will select nine credits from the following courses: TIM 321, 324, 325, 369J, 469B.

**Instructional and Research Facilities and Programs**

**Center for Tourism Policy Studies**

The Center for Tourism Policy Studies (CTPS) was established in coordination with the World Tourism Organization as one of fourteen such centers throughout the world. CTPS conducts research for academic, government, and industry use, offers professional development programs, and provides technical assistance and other community services in tourism-related areas. Through its programs the CTPS has the following five objectives: 1) conducts research of interest to the travel industry and disseminates the findings and results to the academic, governmental, and private sector communities through publications, conferences, and lectures; 2) provides relevant career-oriented courses for Hawai’i residents through continuing education, outreach, and extension services; 3) provides professional development seminars at the regional and international levels; 4) maintains the Sunset Reference Center, a comprehensive tourism resource center; 5) maintains linkages with other research and training units within the university, other educational institutions, and tourism-related organizations in Hawai’i, the Asia-Pacific region, and worldwide.

**Professional Development Programs**

The TIM school’s professional development 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 two-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.

In addition, TIM conducts both short- and long-term education and training programs for tourism professionals in Hawai’i and the Asia-Pacific region.

**Gee Technology Learning Center**

The TIM school’s state-of-the-art information technology center houses an executive video conference suite, a multimedia 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 faculty, and serves as a major resource center for the Asia-Pacific region.

**ECO-Hawai’i Educational & Community Outreach**

ECO-TIM is designed to extend TIM’s expertise in and commitment to responsible tourism to the broader community in Hawai’i through community outreach, service, and continuing education. This program works with community associations, individuals, small- and medium-sized enterprises, and government organizations to provide outreach services and continuing education activities. Activities include outreach projects, lectures, courses, exhibits, forums, conferences, briefing notes, and internet-based information exchange.

**Student Organizations**

The TIM school has four 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), Pacific Asia Travel Association (TIM Satellite Chapter), and Eta Sigma Delta.

**Honors and Awards**

The TIM school provides scholarships and awards to qualified 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) junior in club 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.