School of Travel Industry Management

Administration
George Hall 346
2560 Campus Road
Honolulu, HI 96822
Tel: (808) 956-8946
Fax: (808) 956-5378
Email: tim-info@hawaii.edu
Web: www.tim.hawaii.edu
Interim Dean: Juanita C. Liu

Faculty
*D. J. L. Choy, PhD (Graduate Chair)—tourism economics, tourism development, travel marketing, tourism policy and planning
*J. Chi, PhD—transportation economics, transport policy, applied economics
D. Fitzgerald, MHRM—human resource management
L. U. Gershuni, MBA—service management, food and beverage, event management, entrepreneurship, sociocultural impacts of tourism
*J. H. Hwang, PhD—food service management, consumer behavior
*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
*K. Seo, PhD—hospitality finance and accounting
*P. J. Sheldon, PhD (Emerita)—tourism and hospitality information systems, tourism economics, tourism policy
*D. Spencer, PhD—tourism policy, planning and management
*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.

Contents

<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>325</td>
</tr>
<tr>
<td>Advising</td>
<td>326</td>
</tr>
<tr>
<td>Academic Policies</td>
<td>326</td>
</tr>
<tr>
<td>Undergraduate Program</td>
<td>326</td>
</tr>
<tr>
<td>Graduate Program</td>
<td>328</td>
</tr>
<tr>
<td>Instructional and Research Facilities and Programs</td>
<td>329</td>
</tr>
<tr>
<td>Center for Tourism Policy Studies</td>
<td>329</td>
</tr>
<tr>
<td>Professional Development Programs</td>
<td>329</td>
</tr>
<tr>
<td>Gee Technology Learning Center</td>
<td>329</td>
</tr>
<tr>
<td>The Sunset Reference Center</td>
<td>329</td>
</tr>
<tr>
<td>ECO-Hawai‘i Educational &amp; Community Outreach</td>
<td>329</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>329</td>
</tr>
<tr>
<td>Honors and Awards</td>
<td>330</td>
</tr>
</tbody>
</table>

* Graduate Faculty
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 United Nations World Tourism Organization (UNWTO).

Degrees
Undergraduate Certificates: travel industry management and sustainable tourism
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
Fax: (808) 956-5378

All students are assigned to the student services advisors upon admission to the school. Advisors assist students with the selection of courses appropriate to their career goals, identifying career goals that are appropriate to their interests, understanding UH Mānoa policies and procedures, and identifying co-curricular activities and/or work experiences to help them develop skills and abilities outside the classroom.

Mandatory academic advising is required for all freshmen, sophomores, and new transfer students. All students are encouraged to see an advisor at regular intervals to plan for graduation in a timely manner. The Bachelor Degree Program Sheet and additional advising information can be found on the school’s website.

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 2.0 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.

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, as well as event management enterprises.

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 free-standing 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.; supply chain management; 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.

For information on a Bachelor Degree Program Sheet, go to www.manoa.hawaii.edu/ovcaa/programsheets/.

Student Learning Objectives for the BS Degree

TIM Student Learning Objectives for the Bachelor of Science degree are: 1) Effective Communication—students can employ communication skills effectively to accomplish organizational and professional objectives; 2) Leadership and Teamwork—students can demonstrate leadership, students can work effectively, respectfully, professionally as a team member; 3) Critical and Creative Thinking—students can analyze situations and develop alternative options to resolve identified issue, students can select appropriate information to develop reliable, valid, and logical arguments; 4) Knowledge and Global Perspective— from a global perspective, students can explain and apply the principles of travel industry management and of hospitality, tourism, and/or transportation management; 5) Ethics and Stewardship—students can demonstrate integrity and ethical behavior, students can comprehend the importance of host cultures to the global travel industry and apply sustainable practices.

Admission Requirements

Classified UH Mānoa Students

Applications are available at the TIM office in George Hall 346. Students must meet the following criteria:
1. A minimum cumulative GPA of at least 2.0 for all work attempted at UH Mānoa; 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

Students attending other academic institutions must meet the following criteria:
1. Admissible to UH Mānoa with a 2.0 cumulative transfer GPA for Hawai‘i residents and a 2.5 cumulative transfer GPA for non-Hawai‘i residents, and 24 transferable college-level credits.
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 Credits Policy

Please refer to the UH Mānoa Policy for Transfer Credits. Access: manoa.hawaii.edu/admissions/undergrad/policies.html#credits.

Definition: Transfer credits are credits received for previous courses completed at another institution of higher education that articulate with UH Mānoa courses.

Eligibility: Declared majors may request an evaluation of credits taken at other institutions of higher education through the Office of Admissions and Office of the Registrar.

All students are reminded that:
- A minimum of 30 credits must be taken at UH Mānoa.
- All courses at the TIM school that are designated at the “upper division” (300/400 level) cannot be satisfied with a course transferred from a two-year school.
- A minimum of 36 upper division TIM credits must be taken at the TIM school.

Application Procedures

Application forms are available in the TIM Student Services Office for classified degree students at UH Mānoa in other schools and colleges who wish to change majors. Applications must be received by May 1 for fall admission and November 1 for spring admission. Applicants who are not currently classified degree students at UH Mānoa must submit the UH System Application Form to the UH Mānoa Office of Admissions by the published fall and spring application deadlines.

School Requirements

To earn the bachelor of science degree, students must complete the following General Education Requirements:
1. Fulfill the UH Mānoa General Education Foundation Requirements: (12 credits)
   a. One course in Written Communication FW (3): ENG 100, 100A, 190 or ELI 100.
1. Fulfill the UH Mānoa General Education Focus Requirements: (16-19 credits)
   a. Any course designated Biological DB (3) rec. FSHN 185.
   b. Any course designated Physical DP (3) rec. CHEM 151/151L for hospitality track.
   c. Any course designated Lab DY (1) rec. FSHN 181/181L for hospitality track.
2. Two Social Sciences courses
   1. TIM requires ECON 130 for DS (3).
   2. Any course designated DS other than ECON (3). rec. TIM 321, 324, BUS 310 or SOCS 225 (0).
3. Fulfill the UH Mānoa General Education Language (HSL) Requirements. (12-16 credits) TIM requires that students achieve second-year proficiency. See the TIM advisor for information on waivers or earning up to 16 back credits.
4. Fulfill the UH Mānoa General Education Focus Requirements. Most of the eight focus requirements may be met through TIM required courses, e.g., ETH–TIM 301 or 321; OC–TIM 306; and five WI–recommended DL course, TIM 321, 425, 431, and summer session TIM 200 or 300. Non-system transfers should refer to page 28 of the Catalog for pro-rated focus requirements.
5. Complete the TIM lower division special requirements (13 credits): TIM 101, ACC 201, ACC 202, and ICS 101B or 101.
6. Complete the internship program, (TIM 100, 200, and 300 or 400B or 400C), including 800 hours with at least one internship in the student’s area of emphasis and one in the U.S.;
7. Complete the TIM upper division core courses (21 credits): a. Statistics (BUS 310, ECON 321, NREM 310 or SOCS 225).
   b. With grades of C- or higher: TIM 301, 302, 303, 304, 305, 306. Statistics and TIM 302 must be completed during the first semester the student is eligible.
8. Complete one of the TIM areas of emphasis with grades of C- or higher for each course: a. Hospitality Emphasis (21 credits): TIM 313, 314, 333, 431, 401 or 403, one hospitality elective, and, one Tourism/Transportation course.
   b. Tourism/Transportation Emphasis (21 credits): TIM 350; one of (TIM 321, 324, 325 or 420); 431; three Tourism/Transportation electives; and one hospitality course.
9. Earn a minimum of 120 credit hours with a minimum cumulative GPA of 2.0.
10. Complete at least 45 credits of upper division coursework numbered 300 or higher.
11. Complete at least 36 upper division credits in TIM.

For more information, please refer to the TIM Degree Requirements Sheet and the UH Mānoa Catalog course descriptions.

**Concurrent Degrees**

TIM students may pursue a concurrent degree with another UH Mānoa college/school. Applicants for concurrent degrees must have a minimum 3.25 UH Mānoa cumulative GPA and submit a statement of purpose and academic plan. Applicants must apply separately and be accepted to both colleges and/or schools. For more information, contact the TIM advisor.

**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 a 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 420. Students will select nine credits from the following courses: TIM 321, 324, 325, 369E, 369J, 415, and 469B.

**Certificate in Travel Industry Management**

The certificate consists of 5 core courses that provide basic fundamentals in travel industry management for non majors.

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 the completion of 24 college-level credits and may include other admissions requirements. The required courses are TIM 101 and four of the following five 300-level courses: TIM 302, 303, 304, 305, 306. Please contact the TIM advisor for more information.

**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 diverse academic backgrounds, which contribute to a rich and stimulating classroom environment. There are, however, certain subjects that entering students must be familiar with in order to work from a common knowledge base in our courses. These subjects are: 1) introductory economics, 2) introductory financial and managerial accounting, and 3) introductory statistics. If you have not yet taken these courses, they are not required for admission and options are available for meeting this requirement.
**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). The GMAT is preferred. Students should take the GMAT unless it is not available. Where applicable, the Test of English as a Foreign Language (TOEFL) also is required. 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, two years work experience or equivalent is preferred.

**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 601, 602, 603, 605, 606, 607, 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).

**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 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), Pacific Asia Travel Association (TIM Satellite Chapter), Young SKAL, American Hotel & Lodging Association Student 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) senior in tourism/transportation management; (e) junior in travel industry management; (f) TIM International Award of Excellence (awarded by the TIM Alumni Association); (g) Dean’s Scholar award; and (h) Dean’s Spirit of TIM Award.

Honors
For Honors Program information, see the “Honors” section of this Catalog. Students may apply for UH Mānoa undergraduate research awards.

Dean’s List
For Dean’s List information, see the Academic Honors in the “Undergraduate Education” section of this Catalog.