



SCHOOL OF TRAVEL INDUSTRY MANAGEMENT

Administration

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Faculty

- *J. Chi, PhD (Graduate Chair)—transportation economics, transport policy, applied economics
- D. Fitzgerald, MHRM—human resource management
- *J. Jun, PhD—food service management, consumer behavior
- *I. Lin, PhD—services/hospitality marketing, services/hotel management, consumer behavior, and human resources management
- *K. Seo, PhD—hospitality finance and accounting
- *L. Shulga, PhD—hospitality management
- *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
- T. Wilkins, Instructor

Emeritus Faculty

- C. Gee, Dean Emeritus
- D. J. L. Choy, PhD
- F. Collison, PhD
- J. Liu, PhD
- P. Sheldon, PhD

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 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 hospitality, tourism, and transportation concepts, knowledge, and skills through global leadership in teaching, research, training, and outreach. These activities contribute to economic, sociocultural, and environmental sustainability, including supporting and enriching host cultures.

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

General Information.....	331
Advising.....	332
Academic Policies.....	332
Undergraduate Program	332
Graduate Program	334
Instructional and Research Facilities and Programs.....	334
Center for Tourism Policy Studies	334
Professional Development Programs.....	335
Gee Technology Learning Center	335
The <i>Sunset</i> Reference Center	335
ECO-Hawai'i Educational & Community Outreach	335
Student Organizations	335
Honors and Awards	335

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).

Degrees

Undergraduate Certificates: travel industry management

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

Academic 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. The Director of Internship and Career Development also provides internship and career advisement.

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

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 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.; 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/.

Program Learning Objectives for the BS Degree

1. Knowledge and Global Perspective
 - Identify and demonstrate skills relevant to the operational areas of hospitality and tourism management.
2. Effective Communication
 - a. Demonstrate effective written communication skills.
 - b. Demonstrate effective oral communication skills.
3. Leadership and Teamwork
 - a. Demonstrate effective leadership skills, or traits of a leader.
 - b. Work productively, respectfully, and professionally as a team member.
4. Critical Thinking
 - a. Analyze situations and develop alternative options to resolve identified issues.
 - b. Synthesize appropriate information to develop reliable, valid, and logical arguments.
5. Ethics and Stewardship
 - a. Apply ethical behavior.
 - b. Evaluate the importance of host cultures to the global hospitality industry and utilize sustainable practices.

Admission Requirements

Classified UH Mānoa Students

Applications are available at the TIM office in George Hall 346. Students must have a minimum cumulative GPA of at least 2.0 for all work attempted at UH Mānoa.

Transfer Applicants

Students attending other academic institutions must be 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.

Transfer Credits Policy

Please refer to the UH Mānoa Policy for Transfer Credits at manoa.hawaii.edu/admissions/policies.html#mini-three.

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 **March 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 requirements:

1. Fulfill the UH Mānoa General Education Foundation Requirements: (12 credits)
 - a. One course in Written Communication FW: ENG 100, 100A, 190 or ESL 100 or AMST 111.
 - b. One course in Quantitative Reasoning FS/FQ: BUS 250, NREM 203, MATH 203, 215, 241, or 251A.
 - c. Two courses in Global and Multi-Cultural Perspectives (FG): TIM 102 for FGB and one course designated FGA or FGC
2. Fulfill the UH Mānoa General Education Diversification Requirements: (16-19 credits)
 - a. Two Arts/Humanities/Literature courses:
 1. COMG 151 or 251 for DA.
 2. Any course designated Literature DL. or designated Humanities DH
 - b. Three Natural Sciences courses:
 1. Any course designated Biological DB.
 2. Any course designated Physical DP.
 3. Any course designated Lab DY.
 - c. Two Social Sciences courses
 1. ECON 130.
 2. Any course designated DS other than ECON.
3. Fulfill the UH Mānoa General Education Hawaiian or Second 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. See the "Undergraduate General Education Requirements" section.

5. Complete the TIM lower division special requirements (13 credits): TIM 101, ACC 201, ACC 202, and ICS 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, 420 or 425); 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 course work numbered 300 or higher.
11. Complete at least 36 upper division credits in TIM.

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

Multiple Majors and/or Degrees

TIM students may pursue a multiple major/degree in another UH Mānoa college/school. Applicants for multiple major/degrees must have a minimum 3.25 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 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, or 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 course work 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 such as 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 contributes to a rich and stimulating classroom environment. There are, however, certain subjects that 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. Completion of these courses at either the undergraduate or graduate level is required for graduation but not 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.

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 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 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 eight 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, Eta Sigma Delta, Hospitality Sales and Marketing Association International Student Chapter, and Meeting Professionals International Student Chapter.

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* as well as the STAR scholarship website.

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*.