MINUTES OF THE REGENTS’ JOINT COMMITTEES ON
ACADEMIC AFFAIRS AND COMMUNITY COLLEGES

Date: Thursday, September 9, 2004

Place & Time: Kaua‘i Community College
Performing Arts Center
2:53 p. m.

Committee on Academic Affairs

Committee Members Present: Regents
Bender (presiding)
Haynes
Kakuda
Kawakami
Lee (ex-officio)

Committee on Community Colleges

Committee Members Present: Regents
Haynes
Kai
Kawakami
Lagareta

Other Regents Present: Regents
Albano
Tanaka
Tatibouet
Yamasato

Others Present: David McClain, Acting President, University of Hawai‘i
John Morton, Chancellor, Kapi‘olani Community College
David Iha, Executive Administrator and Secretary of the Board
Carl Makino, Executive Assistant to the Board

Approval of Committee Meeting Minutes

Regent Kawakami moved to approve the minutes of the meeting of the Regents’ Committee on Community Colleges held on June 15, 2004. The motion was seconded by Regent Haynes and unanimously carried.

Change in Status from Provisional to Permanent of the Travel and Tourism Program, Kapi‘olani Community College

Chancellor Morton requested that the Committee grant permanent status to the Travel and
Tourism Program at Kapi‘olani Community College effective Fall 2004. He informed the Committee that the purpose of this competency-based program is to prepare students for employment in the complex and expanding industry of Travel and Tourism. This program will allow students to study a variety of courses that will expose them to the entire breadth of this diverse and interdependent field. Classes are designed to present contemporary trends and topics vital to the success and growth of the visitor industry. Complementing the specific Travel and Tourism courses will be a strong general education component featuring classes that relate to this field of study. Additionally, students will be offered a comprehensive core of hospitality courses that will also be taken by Hotel and Restaurant Operations students."

The Travel and Tourism Certificate of Achievement curriculum is designed as a two-semester course sequence. The program is career-laddered, allowing students to continue on to the Associate in Science level if they choose. This course of study is proposed to allow students the option of either a Certificate of Achievement or Associate in Science Degree with the certificate program designed to allow students to seamlessly continue on to their associate degree. This program will eventually be articulated with the Tourism and Transportation emphasis within the School of Travel Industry Management at UH-Mānoa.

Students upon completion of the program will be well prepared for a variety of positions such as travel agents, travel agency managers, ticketing and reservations personnel, tourism special event planners, tour and itinerary planners and related jobs in the tourism industry and with the overall knowledge gained, will be well-armed for promotions and job mobility throughout the spectrum of jobs available in a career in Travel and Tourism.

The program will apply for accreditation along with the Hotel and Restaurant Operations program with the Council on Hotel, Restaurant and Institutional Education (CHRIE) after it has attained permanent status within the college.

Long-term industry projections from the 1999 World Travel and Tourism Council (WTTC) Report forecast continued growth in employment opportunities and economic activity in Travel and Tourism, both nationally and locally. However, there is no other comprehensive Travel and Tourism program offered in the community college system. Some similarities in courses offered in this program can be seen in the curriculum of the School of Travel Industry Management (TIM) at UH-Mānoa. This alignment of curriculum was designed intentionally to provide students with a solid background in the entire tourism field so that they are either well prepared to continue their education and study advanced subject material in tourism at the TIM School or other four-year program, or well prepared to begin and be successful in a career in Travel and Tourism.

Student demand for the program grew steadily from 72 students in fall 1998, 159 students in fall 1999, 175 students in fall 2000, and to 185 students in fall 2001. Since fall 2001, there has been a slight decline in enrollments: 141 majors in fall 2002 and 129 majors in fall 2003. The level of student interest in the program is expected to remain high with the majority of students being Hawai‘i residents. However, there has also been an increase in interest from international students, particularly those from Japan and Korea, with 10 students in fall 1998, 20 students in fall 1999, 33 students in fall 2000, and 50 students in fall 2001. In fall 2002 and 2003, approximately 63 and 66 international students respectively enrolled in Travel and Tourism and Travel Industry Management at KCC.
Recent Travel and Tourism graduates have found employment in the industry or are pursuing their Bachelor's Degree in Travel Industry Management at either the University of Hawai'i-Mānoa or at Hawai'i Pacific University. This list does not represent all of the graduates; tracking graduates into employment has been particularly challenging up to this point. However, with the new mandates entailed in Perkins Achieving Standards funding, better mechanisms to track them through employment will be implemented.

After an extensive one-year self-study by program faculty, staff and advisory committee members of the Travel and Tourism and Hotel/Restaurant Operations programs in the Hospitality Education Department, the program was granted accreditation for four years (February 2001 - February 2005) from the Commission on Accreditation of Hospitality Management Programs (CAHM).

Following a brief discussion, Regent Haynes moved to grant the Travel and Tourism program at Kapi'olani Community College permanent status subject to the Regents’ policy on established academic programs effective Fall 2004. The motion was seconded by Regent Kai and unanimously carried.

There being no further business before the Committee, the meeting was adjourned at 2:59 p.m.

Respectfully submitted,

David Iha, Secretary
Dated: October 4, 2004

c: Chairperson Patricia Y. Lee
Members, Board of Regents
Acting President David McClain