

# **PROPOSAL TO ESTABLISH THE UNIVERSITY OF HAWAI'I HOSPITALITY AND TOURISM INSTITUTE**



**Submitted by  
University of Hawai'i  
Hospitality and Tourism Consortium**



## **Background**

- **University system has a number of leading edge travel, hospitality and tourism programs.**
- **Many have significant reputations.**
- **Low recognition of the System's resources.**
- **Industry perception of competition between various units.**
- **Articulation issues.**
- **Growing recognition of the need for cooperation.**

## **The Consortium**

- **Establishment of the University of Hawaii Hospitality and Tourism Committee**
- **Evolution into the University of Hawaii Hospitality and Tourism Consortium**
- **Four island experience**
- **Need to capitalize on the diversity and complexity of the islands.**
- **Recommendation to form the University of Hawaii Hospitality and Tourism Institute.**

## **Consortium Members**

- **Kapi'olani Community College**
- **Kaua'i Community College**
- **Maui Community College**
- **Hawai'i Community College**
- **University of Hawai'i at Hilo**
- **University of Hawai'i at West O'ahu**
- **University of Hawai'i at Mānoa**

## **Mission**

**The mission of the Hospitality and Tourism Institute is to facilitate and support the collaborative efforts of University of Hawai'i community colleges, University of Hawai'i at Hilo, University of Hawai'i at West O'ahu, and the University of Hawai'i at Mānoa in the development and support of system-wide initiatives.**

## **Objectives**

- **Provide a clearly articulated and transparent pathway**
- **Provide a community & international single point of contact**
- **Meet workforce development needs**
- **Promote & support innovative research and training**
- **Provide outreach services to all of the islands**
- **Provide leadership in hospitality and tourism industry**
- **Deliver leading-edge professional development and consultancy services**
- **Encourage economic development through the export of travel expertise**

## **Institute Management**

- **Advisory Committee:**
  - Chancellors
  - Community and its industry representatives
- **Staff**
  - Executive director
  - Administrative assistant
  - Outreach coordinator

## **Operating Budget**

|                               |                  |
|-------------------------------|------------------|
| <b>Executive Director</b>     | <b>\$90,000</b>  |
| <b>Administer the support</b> | <b>35,000</b>    |
| <b>Outreach coordinator</b>   | <b>60,000</b>    |
| <b>Special projects</b>       | <b>100,000</b>   |
| <b>Travel</b>                 | <b>30,000</b>    |
| <b>Public relations</b>       | <b>5,000</b>     |
| <b>Operational supplies</b>   | <b>500</b>       |
| <b>Communications</b>         | <b>500</b>       |
| <b>Other</b>                  | <b>3,000</b>     |
| <b>Total</b>                  | <b>\$325,000</b> |

## **Measures of Institute Effectiveness**

- **Level of success of students.**
- **Level of student demand throughout the system.**
- **Ability of the UH System to meet industry workforce needs.**
- **Surveys of community groups and organizations to assess the University's responsiveness and effectiveness in helping support community and organizational efforts.**
- **Levels of extramural funding in particular from Asia-Pacific developed by Institute initiated activities.**
- **Amount and quality of academic, professional development and applied research support obtained by Institute initiatives.**

## **Conclusion**

- **Tourism is the State's largest economy with impacts on all aspects of society.**
- **Need for the University to meet the workforce needs.**
- **Working together the system will be able to contribute more efficiently to sustainable and responsible tourism**
- **Allow for the best use of human, technological and knowledge management resources.**