School of Travel Industry Management

Mission Statement
The mission of the School of Travel Industry Management at the University of Hawai‘i, as the leading regional professional institution, is to develop, integrate and disseminate knowledge related to all aspects of the travel industry field through a multi-disciplinary approach, incorporating education, research and service.

About the School
Founded in 1966, the School of Travel Industry Management (TIM) is one of the most respected programs worldwide in the field of hotel, restaurant, tourism, and transportation management. TIM is recognized as a leading educational institution in hotel, restaurant, tourism and transportation management. TIM pioneered the concept of integrating all aspects of the travel industry under a single discipline. The School is accredited by the Accreditation Commission for Programs in Hospitality Administration through 2008.

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 school is designated as a World Tourism Organization Education and Training Center, and also houses the Center for Tourism Policy Studies where research on the travel industry is performed.

The curriculum has an international perspective, focusing on global issues affecting and shaping the industry. The visitor industry in Hawaii provides students with opportunities to study applications of theory to practical business situations. TIM’s distinctive faculty, the School’s extensive facilities and resources, the leading industry in Hawaii, and the international focus of the programs provide students a unique educational environment and experience.

Degree Programs

Bachelor of Science Degree with emphasis on hospitality management, tourism management, or transportation management. The undergraduate instructional program is committed to the development of competent management personnel for the travel industry through a curriculum that enables you to develop leadership abilities to solve problems of a dynamic industry.

Master of Science Degree is designed to give students broad exposure to the complex nature of the travel industry. The program encompasses the entire travel industry including tourism, hospitality and transportation. The program prepares students for advanced careers in tourism, travel, hotel, restaurant and institutional management, transportation systems including air, ground and maritime, as well as areas integrating the entire industry including information technology and electronic communication, education and training.

e-TIM Graduate Certificate Program
The Online Certificate in Travel Industry Management program is designed to serve travel industry professionals who hold a bachelors degree. e-TIM is for professionals on the neighbor islands of Hawaii and further a field, including the U.S. mainland and the Asia-Pacific. e-TIM addresses strategic issues faced by managers, executives and planners in today’s changing travel industry. The program will begin in Spring 2003.

Centers and Institutes
Center for Tourism Policy Studies
The Center for Tourism Policy Studies conducts research for academic, government and industry use, offers professional development programs, and provides technical assistance and other community services in tourism-related areas.

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**WTO International Tourism Education and Training Center**
The TIM School is an International Center for Tourism Education and Training of the World Tourism Organization (WTO), an agency of the United Nations. It was the first educational institution in the Pacific-Asia region to receive the designation. The WTO Center provides education and training appropriate to the needs of WTO member countries with special emphasis on the Pacific-Asia region.

**Sustainable Tourism and Environment Program** addresses the relationship between tourism development and the quality of host social, cultural and environmental resources. Through teaching applied-research methods, STEP increases student and faculty opportunities to address issues arising from current practice and development in the field of sustainable tourism.

**Executive Development Institute for Tourism** (co-sponsored by the Pacific Asia Travel Association) provides an intensive three-week program to serve ongoing educational needs of executives and professionals in both private and public sectors of international tourism organizations. Since 1979, participants have included government officials, hotel executives, educators, tour operators, airline executives and other travel industry professionals from 49 countries.

**Hawaii International Hotel Institute** provides quality short-term training for personnel in the international hospitality industry. The institute offers professional development courses in the areas of food and beverage, hotel operations, human resources and general hospitality management. Over the years, participants have represented hundreds of different organizations from Hawaii and the Asia-Pacific region. The Kahala Mandarin Hotel has partnered with the Institute on an initiative to build value-added managers through training. Upon completion, the manager will be recognized as a Certified Kahala Manager and will receive joint certification from the TIM School and the Kahala Mandarin Oriental Hotel.

**TIM Neighbor Island Seminars** are one-day seminars targeted for the hospitality and service-based industries. The program is held twice a year in October and March on Maui, Oahu, the Big Island, and Kauai. The one-day format serves the needs of the busy manager. It reinforces what he or she already knows and helps to develop new skills to create the "value-added" professional. The seminars give managers a compact version of what is offered in the Hawaii International Hotel Institute program.

**TIM Custom Training Programs** provide opportunities for hotels, restaurants, and government agencies. These programs are customized to meet the organization's needs and address some of the challenges they face. Examples of TIM Custom Training Programs are the Professional Program for Tourism Scholars from China, and Short-term programs with Certificates of Proficiency, Understanding and Participation.

**Facilities**

**Bernice Loui & Leong Hop Computer lab** is on the cutting edge of computer and information technology, offering students access to personal multimedia computers, high-speed laser printers, a color laser printer, color scanners, general business software packages, special travel industry software packages and the Internet and World Wide Web. An extensive collection of multimedia software and hardware helps students create state-of-the-art presentation materials and links them to the outside world through the Internet. A
number of courses offered focus on the use of computer information systems for decision making in various sectors of the travel industry and the impact of technological innovation on the travel industry.

**Sunset Reference Center** has more than 10,000 items, including books, reports, statistical publications, article reprints, and subscriptions, and more than 200 periodicals. The Sunset Reference Center has the largest collection of specialized resource material on tourism in Hawaii. The Center provides research material for students, support the research activities of the Center for Tourism Policy Studies, and serves as a major resource center for the Pacific and Asian region.

**Food Service Modules:** Students in restaurant management gain experience in our three food modules, and study the elements of hotel design in our Hotel Design Laboratory. The TIM School has 3 course modules in food service including Principles of Food Preparation, Quantity Food Production and Institutional Purchasing. Lab facilities include 2 large institutional style food preparation kitchens. Food prepared in the labs is sold by the students often to rave reviews by students, faculty and staff at the University.

**Gee Technology Learning Center** opens in Fall 2002. The center will include a multi-media and high technology classroom capable of transmitting and receiving videoconferences. Synchronous and non-synchronous on-line credit and non-credit courses will be coordinated from the Center to constituents on the neighbor islands and potentially the rest of the world. The Learning Center will house a tourism knowledge database for the Pacific-Asia region that will assist researchers in their studies. The Center will also be open to private industry for their own training programs.

**Other Facilities**
- Graduate student study room (w/computers)
- Undergraduate Student Clubs and Meeting room

**Student Profile**

**Student Organizations**
- **Travel Industry Management Student Association** provides opportunities for students to meet fellow students interested in the travel industry field, to meet industry professionals and to add to practice management skills through a wide variety of activities.
- **Club Managers’ Association of America, University of Hawaii Chapter**. The objective of the association is to encourage members’ education and advancement in the field of club management. Members meet with club managers in Hawaii through the students-club manager sponsorship program. The student chapter was recognized in February 2002 at the 75th Annual World Conference and Convention on Club Management in San Antonio, Texas. The club tied for first place in the Student Idea Fair Education Category for its entry on a wine seminar. The Student Idea Fair is used to showcase innovative ideas and programs that are executed by student clubs.
- **Eta Sigma Delta** is the international honor society for the field of hospitality management. Eta members participate in career and community-service related activities.
- **Hawaii Hospitality Sales and Marketing Association-Student Chapter** provides members the opportunity to attend the monthly state chapter meetings, as well as participate in the Special Olympics, tours, seminars and social activities.
- **Pacific Asia Travel Association TIM Satellite Chapter**. The objectives of PATA re to foster a close relationship between students and Hawaii's travel industry leaders, to provide forums for the promotion and understanding of PATA destinations and members’ tourism products, and to promote travel industry professionalism and skills through education and training.
- **Pacific Transportation Student Association** provides students interested in the transportation field educational activities outside the classroom and opportunities to interact with industry members. It is affiliated with the National Defense Transportation Association.
• **Project Ho’okipa** - the goal of this club is to promote greater understanding and preservation of indigenous cultures within hospitality management.

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### Student Awards

- 2001 Employee of Year, Radisson Waikiki Prince Hotel: Mahealani Kaleohano
- Outstanding Junior in Travel Industry Management: Roberta Arakawa
- Edward K. Hastings Memorial Award, Outstanding Senior in Hotel Management, Hawaii Hotel Association: Lezlie Ragamat
- Outstanding Senior in Tourism, Pacific Asia Travel Association – Hawaii Chapter: Bodil Lande
- Outstanding senior in Club Management, Club Managers Association of America, Paradise of the Pacific: Carlos P. Sullivan, III
- Outstanding Student in Transportation, Air Cargo Association of Hawaii: Natalie S. burgess
- Frank Der Yuen Memorial Award, Outstanding Senior in Transportation, National Defense Transportation Association, Aloha Chapter: Martha Vanderbilt
- TIM International Award of Excellence, TIM International, Inc.: Catherine Chunyi Liang
- Outstanding senior in Travel Industry Management, Hawaii Visitors and Convention Bureau: Victoria Peters
- Outstanding Master of science Student in Travel Industry Management, SKAL Club of Hawaii: Chanadda Atiset
- TIM Dean’s Spirit Award, Inter-Pacific Hawaii Retail Group: Daniel Chun
- TIM Dean’s Scholar Award, School of Travel Industry Management: Alice Chiao
- Nolan Kramer Memorial Award, Outstanding Student in Travel Information Technology, Nolan Kramer Memorial Fund: Heyse Ngan

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### FACTS & FIGURES

- 331 undergraduate students - Approx 60% local; 30% international; 10% mainland/Europe/elsewhere
- 25 graduate students - 90% international

Total Students: 354, Undergrad: 331, Grad: 23

The student-to-faculty ratio is about 14 to 1.

- Undergraduate Men: 109/331
- Undergraduate Women: 222/331
- Graduate Men: 6/23
- Graduate Women 17/23

**Gender/Ethnic Breakdowns: (Fall 2001)**

- Percentage Female: 239/354
- Asian/Pacific Islander: 274
  - Japanese: 110
  - Chinese: 65
  - Korean: 21
  - Filipino: 28
  - Hawaiian/Part Hawaiian: 21
  - Pacific Islander: 4
  - Other Asian: 6
  - Mixed Asian/Pacific Islander: 19
- Hispanic: 2
- Caucasian: 45
- African American : 2
- American Indian/Alaska Native: 0
Faculty Profile

Publications and Presentations: 50 Publications, 43 Paper Presentations
2 Books, 5 Book Chapters, 27 Articles, 16 Other Publications.

Leadership, Editorial Positions
- Co-editor, *Journal of Information Technology and Tourism*: Pauline Sheldon
- Editorial Board Member, *Annals of Tourism Research*: Pauline Sheldon
- Editorial Board Member, *Journal of Travel Research*: Pauline Sheldon
- Editorial Board Member, *Tourism Economics*: Pauline Sheldon
- Editorial Board Member, *Journal of Travel and Tourism Marketing*: Pauline Sheldon
- Editorial Board Member, *Tourism Analysis*: Pauline Sheldon
- Editorial Board Member, *Pacific Tourism Review*: Pauline Sheldon
- Editorial Board Member, *Progress in Tourism and Hospitality Research*: Pauline Sheldon
- Resource Editor, *Annals of Tourism*: Frederick Collision
- Editorial Board Member, *Intermedia, Journal of the International Institute of Communication*: Mark Hukill
- Editorial Board Member, *International Journal of Transportation Research*: Byung-Wook Wie
- Associate Editor, *Networks and Spatial Economics: A Journal of Infrastructure Modeling and Computation*: Byung-Wook Wie

Leadership in National, International, State, and Regional Professional Organizations
- Board of Directors, Travel and Tourism Research Association: Pauline Sheldon
- Board of Directors, National Tourism Foundation: Pauline Sheldon
- Board of Directors, Hawaii Visitors and Convention Bureau: Pauline Sheldon
- Board of Trustees of the Pacific Telecommunications Council: Mark Hukill

Faculty Awards
- Distinguished Service Award, TIM Business Night, 2002: Hans Strasser
- Excellence in Teaching Award, TIM Business Night, 2002: Dean Cost
- Presidential Citation for Meritorious Teaching, 2000: John Cox
- TIM Alumni Hall of Honor Award: Tsuyoshi Sakata

Interesting Facts About the School
- The School will be opening its Gee Technology Learning Center in November 2002 with executive video conferencing room, multi-media classroom and state-of-the-art travel industry computer lab.
- The School recently received the highest rating with the World Tourism Organization’s TedQual certification.
- Every year the School offers numerous professional and executive programs such as the Executive Development Institute in Tourism, and the Hawaii International Hospitality Institute attended by executives from around the world.
- The School is custom-designing many training programs for China and other Asian countries as their tourism industry grows.
- The School hosts an international electronic bulletin board for over 800 tourism researchers and educators called TRINET (Tourism Research Information Network).
The TIM School recently received the TedQual (Tourism Education Quality) Certification, a new quality certification issued by the World Tourism Organization to establish a quality assurance system for tourism education programs worldwide. The overall goal is to gradually build toward standardization of quality management, structure and organization in tourism education.

Community Service Initiatives
- Annual involvement in the planning and execution of the Honolulu Harbor Festival and Festival Lecture Series
- Annual TIM Night Banquet for the travel industry designed and executed by TIM students with help from students from Kapiolani Community College and local high schools.
- Sustainable Tourism and the Environment Program: University Partnerships (STEP-UP): A program involving numerous service projects dealing with tourism and the environment.
- Faculty serve on the boards of directors of numerous travel industry associations, such as the Hawaii Visitors and Convention Bureau, Pacific Asia Travel Association, and the Travel and Tourism Research Association.
- Numerous community service projects by student clubs in the TIM School, including the Ronald McDonald House, Visitor Industry Charity Walk and the Lyon Arboretum.

Research
- Tourism Development Plans for the Bikini and Rongelap Atolls: Fred Collison and Dan Spears.
- Resort Marketing to the Baby Boom Generation: Misty Johanson
- Predicting Revenue per Available Room for the U.S. Lodging Industry Using Stock Index and Disposable Income: Hyun Joon Kim
- Risk-Adjusted Performance Indexes of REITs: A Comparative Analysis Hotel REITs vs. Other REIT Sectors: Hyun Joon Kim
- Predicting Hospitality Bond Rating with Multiple Discriminant Model: Hyun Joon Kim
- Social Carrying Capacity of Hawaii’s Reefs and Beaches, Sea Grant Project: Sam Lankford
- Dynamic Congestion Pricing Model and Algorithm: B.J. Wie

Prominent Alumni
- Steven P. Mahan, General Manager, Vice President, Dupont/GATX Logistics, California
- Suzan Koa, Director, Southern China and Hong Kong, Singapore Tourism board Hong Kong Office
- Alex Kong, Chairman and CEO, Asiatravelmart.com, Malaysia
- Richard Johnson, Owner, Hotel Online, California
- Phillip H.C. Phan, Associate Professor, York University, Canada
- Ronald Q. Tam, Fleet Inspector General, U.S. Department of Defense, Navy CINCPAC Fleet, Hawaii
- Clyde Min, Vice President, Historical Area Hospitality Operations, Colonial Williamsburg Company – Hospitality Group, VA
- Valerie R. King, President and Chief Operations Officer, Ticket Plus, LLC. Hawaii
- Walter K. Mookini, Jr., Senior Stage Manager, Walt Disney World, Florida
- Terrill S.W. Chock, Executive Vice President, Bank of Honolulu, Florida
- Dave Erdman, President and Chief Executive Officer, PacRim Marketing Group, Inc.
- Patrick K.C. Quek, President and Chief Executive Officer, PKF Consulting, California
- Johnson W.K. Choi, President and Managing Director/Executive Vice President and Chief Operations Officer, Global Estate and Tax Consultants/ProjectOnNet.com, Hawaii
- Kathryn K. Inkinen, President, Inkinen and Associates, Hawaii
- Hilda M. Min, Vice President/Account Executive, Executive Search International, Florida
- William Bone, Area Director, Partnership Marketing Development and Franchise Services, Starwood Hotels and Resorts in Hawaii.
• Brian Crawford, Owner, Shalei Kilauea-The Inn at Volcano, Hawaii
• John Cushnie, General Manager, the Ala Moana Hotel
• David A. Hadrick, General Manager, Sheraton Alice Springs Hotel, Indonesia
• Richard M. Hartman, Managing Director, Bass Hotels and Resorts, Singapore
• Ren T. Hirose, Area Director of Six Sigma, Starwood Hotels & Resorts – Hawaii
• William Hunter, General Manger, Aquarius Beach Tower Hotel, Northern Marianas
• Christine Inawaty, General Manger, Hotel Lawson, Australia
• Rita P.Y. Lau, Hotel Manager, The Fairmont Hotel, San Francisco
• Ernest Nishizaki, Vice President and General Manager, Royal Hawaiian Hotel
• Alan H.C. Ong, Senior Vice President of Operations and Projects, Equatorial Hotels, Malaysia
• Lazlo S. Ravasz, General Manager (retired), Aston Hotels & Resorts, Hawaii
• Charles R. St.Sure, General Manager, Maui Lu Resort, Hawaii
• Theodore N. Sakai, Executive Assistant Manager, Hilton Waikoloa Village, Hawaii
• Tsuyoshi Sakata, Vice President/Regional Director of Asian Business Development (retired), Starwood Hotels and Resorts in Hawaii
• Paul Tang, General Manager, Hyatt Regency Grand Cypress, Florida
• Glenn P. Vergara, General Manger, Executive Center Hotel, Hawaii
• Michael B. White, General Manger, Kaanapali Beach Hotel, Hawaii
• Po King Nicholas Wu, General Manger, Hilton Taipei, Taiwan
• Paul Yokota, General Manger, Hawaii Prince Hotel, Waikiki, Hawaii
• Glenn A. Perry, Senior Investment Associate, Coldwell Banker Commercial Pacific Properties, Hawaii
• Michael E. Rabe, President, Creations in Catering, Hawaii
• Edmund F. Wary, Owner, Antie Pastos, Rodeo Cantina, Dixie Grill, Hawaii
• Brent A. Potter, General Manger, Hilo Hattie, Hawaii
• Stacie Aliapoulios, Director of Hotel Operations, Passkey, USA, Massachusetts
• Randolf F. Chu, General Manger, Royal Adventure Travel, Hawaii
• Joseph D. Pluta, Owner and Manager, Maui Destination Travel, LLC
• Les Enderton, Executive Director, Oahu Visitors Bureau
• Noelani T. Schilling-Wheeler, Director of Sales and Marketing, Hawaii Visitors and Convention Bureau, Oahu Visitor’s Bureau
• Nobumasa Baba, Senior Director of Sales and Marketing, Japan Airlines Development Company, Ltd., Japan
• Marco W.Y. Chan, Managing Director, FEDEX, Tennessee
• John R. Enselman, Director of Air Transportation, DHL Airways, Inc., California
• Fredlyn Inn Neel Chung, Airport Manager, Air New Zealand, Hawaii
• Michael Ohashi, Sales Manager, CSX Lines, LLC, Hawaii
• Gareth K. Sakakida, Managing Director, Hawaii Transportation Association