



UNIVERSITY OF HAWAII SYSTEM

‘ŌNAEHANA KULANUI O HAWAII

Legislative Testimony

Hō'ike Mana'o I Mua O Ka 'Aha'ōlelo

Testimony Presented Before the
Senate Committee on Higher Education
Thursday, March 30, 2023, at 3:07 p.m.

By

Debora Halbert
Vice President for Academic Strategy
University of Hawai'i System

SCR 171/SR 126 – REQUESTING THE UNIVERSITY OF HAWAII TO TRANSFER
THE SCHOOL OF TRAVEL INDUSTRY MANAGEMENT FROM THE UNIVERSITY OF
HAWAII AT MANOA TO THE UNIVERSITY OF HAWAII - WEST OAHU

Chair Kim, Vice Chair Kidani, and Members of the Committee:

Thank you for the opportunity to provide comments on SCR 171/SR 126. These resolutions request that the University of Hawai'i transfer the School of Travel Industry Management (TIM) from the University of Hawai'i Mānoa (UHM) to the University of Hawai'i West O'ahu (UHWO).

Effective September 1, 2019, the TIM school successfully merged with the Shidler School of Business, including fiscal, administrative, and alumni support. This unification strengthened and expanded relationships with the tourism industry, community, alumni, and students to include new opportunities and resources along with increased financial support. Some of these successes include: generating \$1.5 million in new student scholarships, \$500,000 for international study abroad, raising \$2.5 million for six new faculty endowments, enabling the school to recruit and retain high-quality faculty, and providing summer research support for TIM faculty to conduct research on important issues facing the visitor industry in Hawai'i and beyond.

There are numerous continued benefits of the current alignment, including the fact that TIM offers both graduate and undergraduate degrees while UHWO is not authorized by the Board of Regents (BOR) to offer graduate programs. Additionally, the TIM school is developing a PhD specialization in Travel Industry Management with the Shidler College of Business. To date, 471 Shidler and TIM students (based on a five-year cumulative average) were annually placed in industry-specific internships in Hawai'i, U.S. Mainland, and internationally.

While UHM has maintained a successful program, it also needs to be noted that UHWO has its own hospitality and tourism concentration within its Business Administration degree program. The UHWO program, which was explicitly established as a workforce-focused program, can actively serve the surrounding community.

UH understands this measure's intent, and we agree that workforce development is integral to industry growth for one of our most important economic sectors. We welcome the opportunity to report back next session on what UH is doing as a System to support workforce development for hospitality/tourism throughout the State.

Thank you for the opportunity to provide comments on these measures.

March 29, 2023

Attn: Hawaii State Legislature, Senate Higher Education Committee
Honorable, Ms. Donna Mercado Kim, Chair

RE: SCR171 and SR126 – Proposal to move the UH TIM School to UH West Oahu

Dear Honorable Chair Kim and Senate Committee on Higher Education:

I am respectfully submitting my testimony in strong opposition to this resolution SCR171 and SR126 regarding the proposal to move the UH TIM School to the West Oahu campus. Here are the reasons that I strongly feel make this resolution a travesty:

First of all, it seems the main justification behind this resolution states that the UH TIM School has fallen in their ranking among other hospitality universities in the nation as stated by the first two statements in the resolution SCR171. Therefore, it appears that the main objective of this measure is to have the school relegated away in a capacity from the main campus due to the reasoning that the fallen stature negatively impacts the University. I STRONGLY disagree with this reasoning because although the UH TIM School has lost its strong standing, it is because of this very reason that the school was placed back into the UH Shidler College of Business in 2019 because the strength of the Business college would see an infusion of new strategies and growth possibilities to regenerate the strength and standing of the UH TIM School to see it return to a top school in the U.S. In its inception and founding by Dr. Edward Barnett, the UH TIM School was part of the UH Business College.

These were among the driving forces to re-integrate TIM into Shidler, where it was housed when it first achieved its earlier rankings and built a strong international reputation. Shidler College's relationship to the TIM School was re-established in Fall of 2019. With dedicated leadership and championship of TIM by Shidler College, the TIM Advisory board, and the TIM Alumni Association, significant progress towards growing and strengthening the TIM School is underway, including:

- Increasing TFE faculty from 7 in AY2019 to 12 in AY2023, including a new Director hired in December 2022, with extensive experience in leading TIM programs.
- Industry engagement and financial support, including:
 - \$1.5 million in new student scholarships
 - \$500,000 for international study abroad
 - \$2.5 million raised for six new faculty endowments, enabling the school to recruit and retain high quality faculty
 - Summer research support provided to conduct research on important issues facing the visitor industry in Hawaii and beyond

Second and furthermore, there will be lost growth opportunities and synergies for partnerships already in progress with the strength of the UH Manoa campus, by moving it out of the UH Shidler College of Business:

Examples of integration with UHM/Shidler that would not be available at UHWO

- Graduate programs:

- Newly developed PhD specialization in Travel Industry Management with the Shidler College of Business.
- There is restructured and quickly growing Master of Science in Travel Industry Management supported by Shidler admissions, recruiting and external relations staff.
- Efficiencies and heightened effectiveness from synergies with the integration with Shidler:
 - External relations, development and alumni relations now integrated.
 - Administrative, fiscal, IT support and human resource functions are now integrated.
 - Student support, through recruiting, student advising and career services aligning and integrating to strengthen workforce development and student placement.
 - College offers semesterly career expos which attract more than 50 employers, from non-profit, governmental, hospitality and for-profit sectors
 - (Based on a five-year cumulative average) 471 Shidler and TIM students were annually placed in industry-specific internships in Hawaii, U.S. Mainland and internationally
- Collaboration with other research units on campus
 - There are existing collaborations with the Department of Geography and the Environment and with School of Ocean and Earth Science and Technology (SOEST) regarding travel and tourism impacts.
 - The Institute for Sustainability and Resilience at Mānoa is now co-located with the TIM School in George Hall. With the importance of sustainability in the future of tourism here and elsewhere, this creates a natural partnership.
- Ability to work with outside agencies and with Hawai'i's leading industry
 - Located near centers of governmental, NGO and business leadership in Honolulu.
 - Located in the ahupua'a of Waikiki, the hub for tourism, hospitality and transportation.
 - Existing partnerships with leading hospitality organizations, including a Memorandum of Understanding with Japan Airlines to bolster career opportunities for students.
 - The TIM Alumni Association and TIM Advisory Board members are avid supporters of the TIM School, actively engaging with students to attend college events and programming. This in turn provides a pathway for students to network with industry professionals, leading to robust opportunities for internships and employment.

Third, and furthermore, moving TIM to UHWO would adversely affect current and future students in the program, suppressing enrollment growth and workforce development.

- Students take their general education credit hours with other UHM students, allowing them access to a broad range of classes and the opportunities to double major including with Shidler programs.
- Students can take advantage of the whole host of services at the UHM campus, including career planning and placement, particularly as students balance on-premises internship and classes.

- Although tourism is growing on the Leeward coast, the majority of TIM industry positions are in Honolulu/Waikiki. Proximity to internship opportunities is important for student success and on-time completion.
- With experience and proximity to International Student Services (ISS), the Mānoa International Exchange (MIX) and the University of Hawai‘i at Mānoa Study Abroad Center, support for international students, and students wishing for an international experience, is more robust.
 - The college and TIM School has strong existing relations with international partner universities, including Meikai University and at Keio University.
- Proximity to the Pacific Asia Center for Entrepreneurship (PACE) and Residences for Innovative Student Entrepreneurs (RISE) would benefit students looking at ways to innovate within the travel industry.

Finally, and last but not least, my strongest reason as to why I strongly object to this resolution to move the UH TIM School is that Hawaii’s Number One Industry is TOURISM. There is a LEGACY from the founder Dr. Edward Barnett who founded the UH TIM School and the longstanding history and vision of the school which must not be forgotten. THE UH TIM School should remain at the main campus because of the significance of what this school represents to the future of our visitor industry and the respect Hawaii receives as a leader within the global market of Tourism. Therefore, it is imperative that we start to give the UH TIM School the respect and support it deserves and that starts with infusing strategies, resources and synergies to help it to regain its strength and standing among the top global institutions of higher education. The first step was moving it to the UH Shidler College of Business because the foundation of it’s curriculum is based on the strength of business principals and management courses which can be obtained by partnering with the UH Shidler College of Business. The next steps are to obtain more resources, leadership and support for the school.

I am personally a graduate and alumna of the UH TIM School and as a local girl growing up in Kalihi it was my goal to obtain my education successfully from the UH TIM School at Manoa. I do not believe you need to lower standards to make it easier to achieve for students. The bar should be set high and students need to be given the encouragement and support to work hard, to strive and to believe in themselves to go after the BEST of the BEST if that is their dream. I implore you do not kill the dream and do not lower the standards of this great school by moving it to a secondary location. Join me in visualizing a school that gets back to the high standards and standing that it once had and to go even higher. Together we can make the dream a reality again. The UH TIM School must remain at UH Manoa, the main campus, in order to achieve this vision.

Respectfully yours,

Rose Medina Kemna

SCR-171

Submitted on: 3/28/2023 9:22:40 PM

Testimony for HRE on 3/30/2023 3:07:00 PM

Submitted By	Organization	Testifier Position	Testify
Lee-Ann Choy	Testifying for TIM International Inc. (Alumni Association)	Oppose	Written Testimony Only

Comments:

On behalf of TIM International Inc., the UH School of Travel Industry Management Alumni Association - we oppose this resolution to relocate the School to UH West Oahu

= Accessibility for students to seek internship opportunities will be limited, with 90% of the jobs in Waikiki. The distance to travel to/from work and school, will cause increase fatigue and stress.

= Travel industry is a label put on companies that service travel, but these same companies need a workforce in all business and other professions - marketing, human resources, computer and IT technology, engineers, environmental services, landscaping, sales, business, economics, finance, accounting, etc. The students from TIM and all other schools and areas of study feed into the travel industry, and keeping the school at Manoa will provide cross over and relational trainings for all professions.

= School rankings is insignificant, when schools are labeled "hospitality". The School of Travel Industry Management does not have the word "hospitality" in it, so it will not appear on the top of the list. Which brings us to another point - we are more than a hospitality school. We are a travel industry school - teaching transportation (shipping, ground, air); tourism (statistics, activities, marketing, destination management, cultural value oriented tourism, meetings, conventions, event management, etc.); and then hospitality (hotels, accommodations, architecture & design, management and ownership, real estate).

= Attendance is more than students from Oahu, but all islands and states and countries. The UH Manoa TIM School attracts a global audience. Moving the school to UHWO will limit the attendance and accessibility for the students. There is limited housing at UHWO; and transportation limited.

Since merging with Shidler in 2019, the School has benefited from the opportunities and partnerships, connections to the business community locally, and internationally, and the merging is allowing the School to rebuild its reputation. Collaboration of resources for faculty; inter-business relationship building for the students amongst different areas of study. It is good to be merged back with Shidler Business College. Rebuilding takes time, and we not only need it for our school, but our industry, and a move to UHWO will delay the rebuilding and the process.

We strongly urge you to revoke this resolution.

To: THE THIRTY-SECOND LEGISLATURE REGULAR SESSION OF 2023

COMMITTEE ON HIGHER EDUCATION

Senator Donna Mercado Kim, Chair Senator Michelle N. Kidani, Vice Chair

Testimony regarding **SCR 171 / SR 126**

Position AGAINST:

Regarding Moving University of Hawaii at Manoa, School of Travel Industry Management UHWO (UHWEST OAHU)

I am Dave Erdman, founder, President and CEO of PacRim Marketing Group, with offices in Honolulu and Tokyo. The company is a Asia-tourism-related marketing company established 33 years ago after graduation and from my many TIM internship experiences I had internships as a TIM student with Japan Airlines in Tokyo, and Maui Inter-Continental Hotels Waikiki Marketing office, and my part-time job with Spencecliff corporation's New Tokyo Restaurant, located in Waikiki and convenient to the UH campus. I lived on campus and also worked in the dorm to support paying for my education.

I am a proud, and very passionate alumni of the TIM program at UH Manoa. When I attended the University of Hawaii as a dual major in East Asian languages, and TIM, our TIM program was located at the current Shidler College of Business facility.

As an alumni, I am very excited that the TIM school is now integrated again with the Shidler College of Business. This integration is powerful for the growth of the TIM School, it's global reputation, and for encouraging donors to support the TIM School again with large and medium sized donations.

Shidler College of Business has a strong reputation globally and has secured over 100 million dollars in donor funding to grow its depth of curriculum, faculty, and expand the student enrollment and engagement. The UH Manoa TIM program now can leverage the strength of UH Shidler College of Business programs, brand, and reputation to grow and attract quality faculty and students.

Moving TIM to UHWO would adversely affect current and future students in the program, suppressing enrollment growth and workforce development.

As an UH TIM Manoa alumni I engage in the School of Travel Industry Management events and industry related activities. Our company has internships for TIM students and future leaders, and is convenient to the TIM School, just ten minutes from the Manoa campus. The vicinity of the school to our major visitor destination of Waikiki is critical, it is a living laboratory for tourism, and for opportunities for internships and part-time student jobs. I had these opportunities and have built a company that supports our tourism industry in the Asia-Pacific markets.

If the committee on higher education is concerned about the reputation of the TIM program, and believe that access to west Oahu students is an answer to building its reputation—I **believe it is the opposite.**

The reputation of the TIM School is on a trajectory to for strength and growth again—due to strategic alliance and support from the Shidler College of Business, and from the strong Alumni organization.

Now is not the time to consider such a move. Now is time to consider investment in our TIM School and programs at Shidler School of Business on the UH Manoa campus, and to continue to support this important program at the University of Hawaii at Manoa. Our industry engine, down the street in Waikiki, needs a strong TIM Program at the Shidler School of Business, with students who have the opportunity for various internships that are convenient, and for options of part-time positions that the industry offers close to campus in the hub of tourism in Waikiki.

SCR-171

Submitted on: 3/28/2023 8:02:27 PM

Testimony for HRE on 3/30/2023 3:07:00 PM

Submitted By	Organization	Testifier Position	Testify
Catherine Orlans	Individual	Oppose	Written Testimony Only

Comments:

I am born and raised on O'ahu and commuted during my high school years from the west side to attend McKinley High School. Thanks to a geographic exception and no kid left behind, my parents sent me to this diverse school in town in hopes of being the first in my family to attend a university. We sacrificed many hours of our lives commuting in carpool lanes, the zipper lane and on TheBus express #93. When I got accepted to UH Mānoa's TIM school I was estatic to get to move to town by dorming and paying for it with student loans. I did not need to commute any longer, except on the many rainy days when the Rainbow Shuttle came to my rescue. Dorming at Mānoa allowed me the affordable chance to finally live in town close to my friends that I went to Mckinley with and close to Waikīkī where my TIM degree required me to intern. All while allowing me to live, work and catch TheBus all within close proximity and not having to sacrifice hours of my life in a vehicle. My time at McKinley shaped me to make firends with a diverse group of people and helped overall with my adjustment to living with people from across the US and studying with people from countries like Germany and Venezuela, people that I still communicate with and keep touch with. As an alumni that is currently working in this industry, I see the need for the TIM school to remain apart of the Shidler College of Business for them to further support and elevate to the status that is expected of a destiantion with tourism as the number one economy. For the many professionals to support our students and future workforce it also makes the most sense to keep the school within close proximity of majority of the industry is for O'ahu. Our industry professionals, especially our TIM alumni, often give back our time during our work days to speak with students, teach classes or network at events after work, and overall provide the mentorship and guidance needed to inspire students to live and work in our destination after they gradutate. The state benefits by keeping the TIM school at Mānoa where our TIM students get the most value out of their educational dollar, sometimes even if it means adding on the dorms as a living arrangement. I am in opposition to this SCR. Thank you for your consideraiton of my testimony.

SCR-171

Submitted on: 3/28/2023 9:28:36 PM

Testimony for HRE on 3/30/2023 3:07:00 PM

Submitted By	Organization	Testifier Position	Testify
Holden Lim	Individual	Oppose	Written Testimony Only

Comments:

I am a 1989 graduate of the School of Travel Industry Management at the University of Hawaii at Manoa and I am also the Secretary on the Board of Directors for the School of Travel Industry Management Alumni Association. I vehemently oppose the transfer of the School of Travel Industry Management from the University of Hawaii at Manoa to the University of Hawaii-West Oahu for the following reasons:

1. Tourism businesses are the largest employers in Hawaii and tourism accounts for the largest part of Hawaii's gross domestic product (GDP). As such, the School of Travel Industry Management plays a very important role in training students for the tourism industry and must remain at the main campus for the University of Hawaii.
2. The School of Travel Industry Management at the University of Hawaii at Manoa is one of the top hotel schools in the world and attracts faculty and students from all around the world. In order to continue to attract the highest caliber of faculty and students, the TIM School must continue to remain at the main campus of the University of Hawaii.

SCR-171

Submitted on: 3/28/2023 10:42:40 PM

Testimony for HRE on 3/30/2023 3:07:00 PM

Submitted By	Organization	Testifier Position	Testify
Wesley Fong	Individual	Oppose	Written Testimony Only

Comments:

Chair Donna Kim and Members of the Higher Education Committee:

I write in opposition to SCR171. I have been informed that the university is opposed, the faculty is opposed, the Hawaii hospitality industry is opposed and the students are opposed to having the TIM School move to the West Oahu Campus.

The TIM School is one of only two TIM schools in the United States that is included by the World Tourism Organization of leading tourism programs. The other is George Washington Univeristy in Washington, D.C.

I have been an adjunct professor at the UH TIM School teaching TIM 301 (Hospitality law and Ethics) for the past 20 years. I teach a mandatory 300 level course that requires the students to pass in order to graduate. i normally have a class of 50 - 60 students. I just took a poll of my class regarding the porposed move: 95% opposed the move and 5% voted in favor. 31% said that they would not go for a TIM degree if the school moved and 21% voted OK and the rest abstained.

About one-third of my class are from outside of Hawaii and the United States and these students indicated that they did not want to live near the West Oahu campus nor have to commute from town. The tuition of these students is about \$30,000 per year as opposed to about \$10,000 for in state students. That would be a loss of about \$600,000 in tuition revenue if these students decide to forgo a TIM degree.

A survey taken a few years ago of the graduating TIM students indicated that the only reason they attended the UH was for the TIM degree. Therefore, if they and the Hawaii resident students decide against living near or commuting to the West Oahu Campus for a TIM degree, then where would that leave having a viable and robust student body for the TIM School.

I respectfully request that you reconsider this move.

Mahalo,

Wesley Fong, Esq (TIM 301)(wesleyf.fong@hawaiiintel.net)

To: Senator Donna Mercado Kim, Chair of Committee on Higher Education
Senator Michelle N. Kidani, Vice Chair of Committee on Higher Education
Members of the Senate Committee on Higher Education

From: Dr. V. Vance Roley
Dean and First Hawaiian Bank Chair of Leadership and Management, Shidler College
of Business, University of Hawai'i at Mānoa

Date: March 29, 2023

Subject: Testimony in opposition to Senate Resolution [SCR171](#) / [SR126](#): Requesting the
university of Hawai'i to transfer the School of Travel Industry Management from the
University of Hawai'i at Mānoa to the University of Hawai'i - West Oahu.

I am making this testimony as an individual. In 2019 the School of Travel Industry Management (TIM) rejoined the Shidler College of Business. With dedicated leadership and championship of TIM by Shidler College, the TIM Advisory board, and the TIM Alumni Association, significant progress towards reestablishing TIM as a leading national program in tourism is underway. Accomplishments in the last 3.5 years include:

- Increasing TIM faculty from 7 in AY2019 to 12 in AY2023, including a new Director hired in December 2022 with extensive experience in leading TIM programs.
- Greatly enhanced industry engagement and financial support, such as:
 - \$1.5 million raised in new student scholarships;
 - \$500,000 for international study abroad funding for students;
 - \$2.5 million raised for six new faculty endowments, enabling the school to recruit and retain high quality faculty; and,
 - Financial support for TIM faculty research on important issues facing the visitor industry in Hawai'i and beyond.

Transferring the School to UHWO would undermine these efforts and weaken academic programs and student services, which are now aligned and integrated with UHM programs and with Shidler College. For instance, opportunities to recruit students for the restructured and quickly growing Master of Science in Travel Industry Management or the newly developed TIM PhD specialization as Shidler would be lost, as graduate programs are not available at UHWO. These programs are efficiently supported by the Shidler admissions, recruiting and external relations staff. Other operational efficiencies and synergies arising from integration with Shidler would be lost, including:

- External relations, development and alumni relations are now integrated.
- Administrative, fiscal, IT support and human resource functions are now integrated.
- Student support for recruiting, advising and career services are aligned and integrated to strengthen workforce development and student placement. For instance, TIM students participate in the semesterly career fairs conducted by the College, which attract more than 50 employers from non-profit, governmental, hospitality and for-profit sectors.

These programs are highly effective, with a 5-year cumulative average of 471 Shidler and TIM students placed annually in industry-specific internships.

Opportunities for collaboration with other research units at UHM, such as existing collaborations with the Department of Geography and the Environment and with School of Ocean and Earth Science and Technology (SOEST) regarding travel and tourism impacts, would be disrupted. The Institute for Sustainability and Resilience at Mānoa is now co-located with TIM programs in George Hall. With the importance of sustainability in the future of tourism here and elsewhere, this creates a natural partnership.

From the UHM campus, TIM students and faculty are located near centers of governmental, NGO and business leadership in Honolulu and in the ahupua'a of Waikiki, the hub for tourism, hospitality and transportation. The TIM Alumni Association and TIM Advisory Board members are avid supporters of the TIM School and actively engage with students by attending college events and programming. This provides a pathway for students to network with industry professionals, leading to robust opportunities for internships and employment. It enhances partnerships with leading hospitality organizations, such as an MOU with Japan Airlines to bolster career opportunities.

Moving TIM to UHWO would adversely affect current and future students as well as ongoing efforts to grow enrollment and contribute to workforce development:

- Students take general education classes across UHM, allowing them access to a broad range of classes and opportunities to double major, including with Shidler programs.
- Students can take advantage of the whole host of services at the UHM campus, including career planning and placement, particularly as students balance on-premises internship and classes.
- Proximity to internship opportunities is important for student success and on-time completion. Although tourism is growing on the Leeward coast, the majority of TIM industry positions are in Honolulu/Waikiki.
- UHM's International Student Services (ISS), the Mānoa International Exchange (MIX) and the University of Hawai'i at Mānoa Study Abroad Center support international students and students wishing for an international experience at college.
- Through UHM, the TIM School has a strong existing relation with international partner universities, such as Meikai University and Keio University.
- The Pacific Asia Center for Entrepreneurship (PACE) and Residences for Innovative Student Entrepreneurs (RISE) will benefit students interested in bring entrepreneurial ideas and innovations to the travel industry.

For these and many other reasons, the best place for the School of Travel Industry Management remains UHM and Shidler College of Business.

Thank you for the opportunity to provide testimony on these resolutions. Respectfully submitted by V. Vance Roley, Dean and First Hawaiian Bank Chair of Leadership and Management, Shidler College of Business

SCR-171

Submitted on: 3/29/2023 8:14:13 AM

Testimony for HRE on 3/30/2023 3:07:00 PM

Submitted By	Organization	Testifier Position	Testify
Gail Nakayama	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose this bill. I am a School of Travel Industry Management (TIM) School Alumna, I graduated in 1991 with a BBA when TIM was housed with the UH College of Business. At the time TIM in the University of Hawaii at Manoa's Shidler College of Business was ranked among the top twenty college programs in the nation for hospitality management. In 2022, TIM had dropped in ranking to being among the top fifty college programs.

Shidler College's relationship to the TIM School was re-established in Fall of 2019 and I strongly feel this partnership/strategy will strengthen the student experience and build a solid foundation for career opportunities as it did for me. With dedicated leadership and championship of TIM by Shidler College, the TIM Advisory board, and the TIM Alumni Association, significant progress towards growing and strengthening the TIM School is underway, including the items shared by Shidler College of Business:

- Increasing TFE faculty from 7 in AY2019 to 12 in AY2023, including a new Director hired in December 2022, with extensive experience in leading TIM programs.
- Industry engagement and financial support, including:
 - \$1.5 million in new student scholarships
 - \$500,000 for international study abroad
 - \$2.5 million raised for six new faculty endowments, enabling the school to recruit and retain high quality faculty
 - Summer research support provided to conduct research on important issues facing the visitor industry in Hawaii and beyond

Mahalo,

Gail Nakayama

SCR-171

Submitted on: 3/29/2023 10:03:33 AM

Testimony for HRE on 3/30/2023 3:07:00 PM

Submitted By	Organization	Testifier Position	Testify
Dean Nakasone	Individual	Oppose	Written Testimony Only

Comments:

Aloha, Senators and thank you for all you do. Being a proud UH TIM School alumnus, I want to convey that **keeping the School of Travel Industry Management at UH Manoa has many advantages** including, but not limited to its proximity to Waikiki, the State's tourism hub, tens of thousands of hotel rooms, key corporate regional headquarters support, professional educational resources, etc.

Keeping the TIM School in Manoa will continue to **attract and develop top local students** and prepare them for future hospitality leadership positions.

Much like how Hawai'i is a world renowned tourism brand, **the TIM School at UH Manoa is an icon and brand for hospitality education**, especially around the Pacific Rim, east and west.

I have met with and believe in the current (new) leadership at the Shidler College of Business and School of Travel Industry Management. **The UH TIM School will return to a Top 20 ranking in the near future.**

Mahalo for your time and continued support.

Respectfully submitted,

Dean Nakasone

Dear Senator Kim and members of the Committee on Higher Education,

Thank you for the opportunity to comment on Senate Resolution SCR171 / SR126.. I taught at the TIM School for 30 years and served as its dean for 5 years. I strongly oppose this measure.

College students have a choice of hospitality programs and degrees at 10 locations within the University of Hawai'i System, including 3 Universities and 7 Community Colleges. However, when it comes to attending a program within a Carnegie R1 University designated institution (very high research-doctoral graduates and research funding); there is only one, the School of Travel Industry Management (TIM) at UHM. Thus, its peer programs within that category are those at George Washington University, Cornell, Penn State, UNLV, U of Houston, U Mass, Texas A and M, to mention a few.

The mission of the TIM School is management training in order to provide leaders for the top industry in Hawai'i. With past legislative support it has achieved the highest ratings by its accrediting bodies ACPHA and TEDQUAL, as well as awarded the first Gold Education Award by PATA. But its uniqueness is also reflected in that it is not solely a hospitality program, but also inclusive of the other key components of the visitor industry.

This includes not only hospitality management but also tourism management, which has garnered the bulk of research and professional training contracts in TIM. Students can also study transportation management, which is important since transportation services earn more than half of global travel revenues. This three pronged approach is unique in the field, but worth it because TIM offers a solid curriculum that produces a more well-rounded graduate for this complex industry. However, it is less understood especially when it comes to rankings against other pure hospitality programs.

Of course, the ultimate measure of success of any program are its graduates and the list of successful and distinguished TIM graduates is long and impressive with many holding top management positions locally, national and internationally in hotels and other service firms, airlines and other transportation companies, government, education, as well as CEOs of their own businesses. TIM graduates are highly sought after and most already have jobs lined up prior to graduation through their internships or snapped up after they graduate.

As TIM nears its 60 year anniversary, it has moved from strength to strength through its Undergraduate and Masters programs. Recently, TIM has raised substantial donations under the Shidler matching program, established Chair Professorships, increased scholarships and is launching a PhD program, which raises tourism higher education in Hawai'i to another level.

In short, moving the program to West Oahu would result in the loss of:

- Ability to be competitive for faculty and students against current peer institutions.
- Ability to be competitive for national and international research and professional training grants.
- The momentum achieved in obtaining substantial donations and naming opportunities for TIM.
- Ability to offer programs at the graduate and executive training levels.
- Named facilities within its current home at George Hall, including the Sunset Reference Center, Gee Technology Center and Bernice Louis Computer Center.
- Its strong international reputation that attracts the largest percentage of international students among UHM undergraduate programs.
- Its long and distinguished history that is now being memorialized within George Hall by its new Director Dr. John Crotts, in a project funded by the late Dean and Regent Emeritus Chuck Gee.

Further, it would make it harder for TIM students to juggle classes with work to fulfill their academic and 800-hour internship requirements. A move to West Oahu would present them with a logistical nightmare, since the bulk of Hawai`i high school graduates reside in Honolulu and the bulk of jobs are in Waikiki and Honolulu.

Such an ill-advised move would relegate Hawai`i to be the only State in the country that does not support its major industry within a research university. It would needlessly hamper the UH's ability to offer TIM students and faculty all the advantages of being located at its flagship location, such as the wide variety of course offerings in other departments, student services, and research support that would result in devastating consequences on enrollments, faculty retention, alumni support, and funding.

The remedy for improvement in rankings is to provide greater support and resources, which is what is happening now with its reorganization and rebranding under Shidler College. To pass this resolution would cast a pall of uncertainty to the future of TIM and thus only serve to weaken the University and the state of tourism higher education in Hawai`i itself.

Due to the reasons outline above, the attempt to build up West Oahu by cannibalizing TIM doesn't make any sense. Why kill the golden goose? I urge you to vote no to this resolution.

Sincerely,

Juanita C. Liu, PhD
Professor Emerita

SCR-171

Submitted on: 3/29/2023 1:00:14 PM

Testimony for HRE on 3/30/2023 3:07:00 PM

Submitted By	Organization	Testifier Position	Testify
Adam Te'o Fleming	Individual	Oppose	Written Testimony Only

Comments:

How to make the TIM Program fail:

- Move it as far as you can from the center of the Island's tourism (Waikiki)
- Ensure students will not get the benefit of UH's largest campus (educational, work opportunities, social networking)
- Make sure you take away all the social aspects of being a college student (proximity to entertainment and dining)
- Make sure that it is painful for industry professionals to visit campus (it is hard already to get them to make the 15 minute drive to Manoa)
- Make sure the bulk of potential internships are a painful commute
- Make sure you can't get the best professors by locating the school away from Honolulu and Waikiki
- Take away all the history and alumni connections to the Manoa campus

Really, this is just a very bad idea. It is unfortunate it has taken so much valuable time away from more important issues.

Regards.

UH TIM School Alum

Current member of the UH TIM School Alumni Association

Huge fan and supporter of the next generation of local leaders