September 15, 2017

MEMORANDUM

To: Michael Bruno
   Interim Vice Chancellor for Academic Affairs and
   Vice Chancellor for Research

From: Thomas Bingham
       Interim Dean

Subject: TIM Response to M.S. Program Review Visiting Team Report

Please accept the attached response to the TIM M.S. Program Review Visiting Team Report.
School of Travel Industry Management

Response to the External Graduate Program Review
September 15, 2017

The School of Travel Industry Management thanks the visiting team for its valuable observations and recommendations. While the team noted that “the School of Travel Industry Management is vital for the State of Hawai’i and the Asia-Pacific region, and that the graduate program is vital to the success and integrity of the Travel Industry Management program” and praised the program for its quality, the team also identified three areas for improvement and offered several of recommendations.

Recommendations and Responses

Lack of a permanent dean
TIM agrees that the lack of dedicated leadership has had a significant impact on the ability of the School to reach its potential. As noted in the self-study, TIM has had interim deans for all but five years since 1999, and only interim deans since 2008. For all the reasons stated in the visiting team’s report, we fully support the recommendation to recruit and appoint a “permanent” dean.

Graduate curriculum
TIM agrees that the curriculum needs to be revisited and updated.

- We will undertake a complete graduate curriculum review.
  - Constituencies to be consulted include: industry professionals, alumni, the TIM advisory council, current students, and peer and benchmark institutions.
- Timeline
  - Fall 2017: gather data and consult constituencies
  - Spring 2018: formulate recommendations and revisions
  - Fall 2018: submit proposed revisions to the Office of Graduate Education
  - Fall 2019: implement new curriculum

Application pool
TIM agrees that the size and quality of the application pool requires attention.

- TIM will consider a number of strategies to increase the quantity and quality of domestic and international applicants.
  - Possible strategies include: a 4+1 fast-track pathway that cultivates promising TIM undergraduates and other UHM programs, and increasing the number of 3+2 partner institutions
  - We anticipate a revised curriculum may be more responsive to industry needs and thus more attractive to potential students.
- Timeline
  - Fall 2017: develop recruitment strategies
  - Spring 2018: implement strategies
  - Fall 2018/annually: assess impact