April 5, 2019

MEMORANDUM

To: Michael Burns
Provost

From: Thomas Bingham
Interim Dean

Subject: Graduate Program Review, One-Year Report

We are pleased to offer this one-year report, addressing issues highlighted in the TIM Graduate Program Review Response of October 19, 2017. Several meetings were held and plans were made to address these issues. Less progress was made than was intended, as considerable energy, focus, and time was diverted to matters related to the proposed merger with the Shidler College of Business.

Size of the Program and Recruitment

TIM acknowledges that the program could/should be larger and steps have been taken to increase the size of the application pool.

- Yunnan University and the Shanghai Institute of Tourism (Shanghai Normal University) have expressed strong interest in developing 3+2 agreements and TIM is reviewing their respective undergraduate curriculums.

- TIM’s proposed combined BS+MS pathway for TIM students was approved in March 2018. Eligible students were identified and recruited, and we expect the first two to begin their programs next academic year.

- Shortly before the program review, TIM restructured its graduate funding to enhance recruiting: awarding assistantships upon acceptance rather than after one year of study, creating one fellowship by combining UH Foundation and UHM achievement scholarships, and awarding two-year packages. (Funding for the fellowship has now been challenged by the retraction of much of the achievement scholarships.) This new structure has already resulted in improved yield.
• A new brochure was sent to more than 1,000 people in the U.S. and Asia-Pacific countries in January 2019

Curriculum

The TIM Graduate Committee undertook a complete graduate curriculum review in 2017. The committee agreed to keep three disciplines (hospitality, tourism, and transportation) and offer multiple tracks. The committee reviewed a list of leading US-based MS-level tourism and hospitality training programs and their curricula. Based on the peer institutions’ curricula and industry needs, questionnaires were created for TIM Alumni, TIM graduate students, and Focus Group interviews. Distribution of the questionnaires has been delayed by work on the merger.

The Response observed that the 36-credit requirement for the TIM M.S. is high relative to other master’s degree programs. A survey of M.S. requirements at what some consider to be the top 15 hospitality and tourism graduate programs in the U.S. shows that five require 36 credits, six require 32-34 credits, and four require 30 credits, indicating that, while the TIM degree is at the high end of the range, it is not an outlier. That being said, it is appropriate for TIM to consider this issue further as it engages alumni and industry focus groups.