To: Erika Lacro, Vice President for Community Colleges, University of Hawai‘i
Via: Tammy Oyadomari-Chun, Associate Vice President for Academic Affairs
Della Teraoka, Academic Programs Director

From: Maria Bautista, Interim Vice Chancellor for Academic Affairs, Kapi‘olani Community College
Colette Higgins, Dean, Division I and Academic Support, Windward Community College

Re: Phase II Workgroup Discussion – Hospitality and Tourism Education

The program coordinating council for the hospitality and tourism education programs across the community colleges convened on Wednesday, March 3rd for the purpose of addressing the guiding Phase II questions

1. To what extent can similar or duplicated programs be consolidated or eliminated?
2. Review the extent as to which program is uniquely or strategically meeting a general education requirement.
3. To what extent can low enrolled courses (<10) be scheduled more strategically and cost effectively?
4. To what extent are programs meeting Hawaii’s needs?

The meeting was facilitated by Maria Bautista, Interim Vice Chancellor for Academic Affairs, Kapi‘olani Community College and Colette Higgins, Dean, Division I and Academic Support, Windward Community College. The discussion was guided based on the following agenda topics. In attendance were:

Hawai‘i Community College, Anne Chung
Maui College, Liping Liu and Lorelle Peros
Kapi‘olani Community College, Dave Evans and Rosalie Fernandez
Leeward Community College, Doug Choy, Ross Higa, Warren Kawano
Kaua‘i Community College, Candace Tabuchi

The strengths of the hospitality and tourism programs are numerous:
- Two of the programs, Maui and Kapi‘olani are accredited by ACPHA.
- Programs have active, diverse advisory boards.
- Located on key islands within key tourism destinations - all programs have a close relationship with industry partners that allows students to volunteer/participate in industry events.
- Programs feature capstone internship experiences.
• Programs have articulation agreements with UHWO providing students with a seamless pathway to a four-year degree.
• Enrollment management initiatives include the awarding of credit for Prior Learning (PLA) - Dual Equivalency Agreements that allows students to earn up to 6 college credits while in high school - and Early College with the DOE.
• International agreements foster enrollment and provide for internships opportunities abroad.
• The HOST PCC has long enjoyed a collegial, collaborative relationship - always with a willingness to work together and support each other's initiatives. The ability to communicate is already evident. For example, if LeeCC has needed to cancel a low enrolled course, they have made arrangements with KapCC for the students to take the class at that campus. Additionally, HawCC does not have a full-time faculty member, so they have reached out to UHMC, KapCC and KauCC to provide opportunities for students to take needed courses and complete their degrees.
• In fall of 2017, the HOST PCC finalized an extensive articulation agreement that solidified the alignment of courses across the campuses. Courses became consistent in name, number, descriptions and teaching equivalencies. This cohesiveness fosters transferability and will serve us well as we move forward to enable students to take similar classes with other programs. Additionally, the improvements that all programs have made in capabilities to deliver classes remotely will allow for the various articulated courses to be offered by one campus for students at multiple campuses.

Unique Attributes - in addition to what is common throughout hospitality and tourism, there are unique characteristics of each program

Maui College
• The HOST program has a partnership with Shanghai Institute of Tourism at Shanghai Normal University and students have been able to complete coursework and internships in China.
• Hospitality Academy of Maui Teaching Lab (located on UHMC campus) - $4.6 m has been earmarked by the State legislature. Stakeholders are on board.
• The program continues to work in collaboration with UHMC’s International & Regional Partnerships Coordinator to expand its global reach in Japan, Okinawa, Korea and the Philippines.

Kapiʻolani Community College
• Students can pursue majors in two tracks, Travel and Tourism and Hospitality.
• The Travel program utilizes the live TravelPort reservation training system preparing students for travel agencies and airlines. This could be an option for Neighbor Island
students interested in this area of our industry. Home campuses would need to secure computer access to utilize the TravelPort system.

- The Hospitality program has recently upgraded the hotel property management system used in the Front Office Management class to the Oracle Opera cloud based system. Opera is used by 80% of hotel organizations and the cloud based capabilities will allow our program to deliver the course remotely.
- The program has international agreements with Korea Tourism College, Meikai and Meiji University that enhances enrollment in our courses.
- All three of the program’s classrooms/labs are outfitted with Smart Classroom technology. Each classroom has the capability to be used for distance delivery with cameras and microphones. This will allow students on the neighbor islands, the mainland and international locations to synchronously participate in class sessions being conducted at KapCC.
- The HOST program offers unique courses such as HOST 270 - Tourism Security and Safety and HOST 265 Tourism Development and Management
- The program has a third-year Advanced Professional Certificate (APC) program that seamlessly articulates with UHWO for a Bachelors Degree in Business with an emphasis in Hospitality and Tourism.

**Kauaʻi Community College**

- The HOST program has partnered with UH Maui College to provide students with internship opportunities with Shanghai Institute of Tourism at Shanghai Normal University.
- Prior-Learning Assessment completions are the highest on the campus due to networking with industry partners
- Industry support and a recent Perkins grant provides students with free access to online case simulations through Knowledge Matters.
- Coordination with the island High Schools created an Early College initiative where students are graduating with Certificates from the program. 2021 will be the third year that high school completers will earn a Hospitality Certificate.

**Vision for the Future**

Moving forward, the HOST PCC envisions a number of initiatives to be an active participant in the recovery of the tourism industry

- The results of an industry needs assessment survey shows a strong demand in short-term training and certification programs. This would benefit with a discussion to help bridge the divide between credit and non-credit offerings.
- Skills refreshment or upgrades could focus on operational topics such as front office, food and beverage, housekeeping, management and marketing.
- Programs can adopt a model to enable industry employees to take credit classes as non-credit.
- KapCC’s third-year, Advanced Professional Certificate (APC) program, would be a valuable training program for industry supervisors and managers.

- Each of the programs have placed a priority on fostering an appreciation of respecting, and advancing the indigenous culture of the destination. This will be valuable to support the direction of recovery that has been defined by the Hawai’i Tourism Authority’s emphasis on Mālama Ku’u Home and the concepts of Regenerative Tourism - rather than just sustainable tourism.

- Enrollment and revenue could also be enhanced with the development of courses and content to be delivered online to international programs and students enhancing both international and cross-campus opportunities.