

September 19, 2017

To the attention of the Principal Investigator, KCC-TAACCT III Grant Program, in fulfillment of the TAACCT grant requirements.

Aloha, my name is Dean Nakasone, Vice President, Hawai'i Lodging & Tourism Association (HLTA) and the purpose of this letter is to support the third-year hospitality courses and Advanced Professional Certificate (APC) that has been developed by the Hospitality and Tourism Education Department (HOST) at Kapi'olani Community College (KCC). Having spent the last 38 years in the lodging industry private sector, I have witnessed a discernable shift that has been reshaping the traditional operations, alliances and partnerships of the business.

Most notably we have seen substantial growth in timeshares, fractional ownership and alternative vacation rentals. Additionally, new hotel property investors, who lack hospitality industry experience, have reshaped operations and partnerships. It is now common for a hotel property to have an owner, a specific management company, and a separate brand/franchise all attached to it requiring hotel operators to deftly work for three bosses and to be nimble enough to address various brand standard expectations. Thus, a new kind of hospitality management and leadership training is needed, both for the current and incoming workforce (new students).

I commend the HOST Department at KCC for addressing the emerging needs of our industry with the development these courses:

- HOST 320 – Vacation and Condominium Hospitality Operations
- HOST 330 – Sustainable Hospitality Facility Design and Operations
- HOST 340 – Lodging Industry Analytics and Revenue Management
- HOST 350 – Strategic Hospitality Leadership

As our industry continues to become more complex and sophisticated, it has increased the demand for graduates with enhanced credentials and degrees. A significant benefit of the development of this APC is the articulation agreement with the University of Hawai'i at West O'ahu that provides the APC students an additional pathway towards a Bachelor of Business Administration in Hospitality and Tourism.

KCC's hospitality programs and graduates have been a welcome and treasured resource to Hawaii's hospitality industry for years and I look forward to supporting the school and its programs as the tourism business continues to evolve in an ever-changing landscape of global competition.

Sincerely,



Dean T. Nakasone
HLTA Vice President