**Hospitality & Tourism (HOST) Program**



**Part II. ANALYSIS OF PROGRAM**

**I. Program’s Strength**

**A. Program Quantitative Indicators - Overall Program Health: Healthy**

**Demand Indicators: Healthy**

Since tourism drives Hawaii’s economic engine, there is consistent employment opportunities in the hospitality and tourism field within our local community and state (#1 & #2). The number of HOST program graduates in 16-17 (#3) contributes to a healthy ratio. All graduates in 2016-2017 are currently employed in the hospitality and tourism industry.

**B. Effectiveness Indicators: Healthy**

From the period of 2014-2017, the HOST Program’s successful completion rate (equivalent C or higher) has averaged 77% and persistence rates from Fall to Spring has averaged 72%. Persistence from Fall to Fall continues to increase; however, more focus is still needed to track students throughout their educational journey in the HOST program to ensure completion.

**II. Program’s Weaknesses**

* **Efficiency Indicators: Cautionary**

Due to the decrease in majors since 2014 (average 16% per year), the average class size and fill rates have dropped and this has impacted the amount of low-enrolled classes.

Specialized classes such as Hospitality Internship Abroad (HOST 290v) and Hospitality and Tourism International Internship (HOST 394v) have a small class size due to the unique nature of the class (i.e. application, agreement between the College and the hosting hotels).

*The HOST Program Coordinator is currently working on updating an enrollment*

*management plan to increase the amount of majors over the next five years.*

**III. Response to Perkins Indicators**

1. **1P1 AND 2P1**

The HOST Program does not meet Perkins Goal Indicators for 1P1 – Technical Skills Attainment and 2P1 Completion. Students in the HOST program most commonly stop out due to economic reasons and gainful employment opportunities that are readily available in the industry. This has been a constant challenge for the HOST program since for most entry level positions, employers “hire for attitude and train for skill.” The HOST Program needs to address this through its enrollment management plan.

1. **RETENTION OR TRANSFER**

Student retention or transfer rates are met. Over the years, an increasing amount of HOST majors are seeking baccalaureate degree opportunities either through the ABIT program or UH West Oahu.

**Part III. ACTION PLAN**

1. **CASLO Assessment-Standard 3- Oral Communication**

On March 22, 2017, HOST faculty members Dr. Liping Liu and Lorelle Peros discussed the 2016-2017 College-wide Academic Student Learning Outcomes (CASLO) assessment of oral communication with the HOST Advisory Committee, the UHMC CASLO team (Eric Engh, Celeste Baldwin, Whitney Hashimoto), and HOST students. HOST 101 (Introduction to Hospitality & Tourism) was the course that was selected. Dr. Liu provided two video samples of student work (one deemed “exemplary” and one “minimal”) that was used to evaluate the core competencies of oral communication.

The committee provided insight and recommendations:

* The most immediate, relevant skills are that of communication (not presentation). Students entering the workforce will need to have conversational skills including interviewing skills and listening skills to be effective in the hospitality industry. They will need to be able to communicate their thoughts clearly across a wide range of audiences both internally and externally.
* In addition to the written evaluation/feedback on student's oral presentation, instructor may consider providing feedback face to face.
* Students should be able to do "practice runs" before conducting their final presentation -- either in front of other students in their class or peers.
* Continue to provide oral communication opportunities in various classes to those students who shy away from public speaking. Patiently and constructively encourage them to participate in class activities, such as Tourism News Minute, role play, case studies, group discussions, etc.
* Expand on every day communication practices - both verbal and non-verbal.
* HOST classes should add portions of oral communication to curriculum, instead of waiting for students to take the needed classes (i.e. Speech 151 or Business Communication 130).
* More is better. The more students are forced to stand up in front of the class and present to their instructor and their peers, the more comfortable they will be overall with oral communication skills.
* Practice presenting without penalty.
* Continue to involve the advisory committees.
* Continue to solicit feedback based upon industry standards and the requirements to achieve/maintain employment within the chosen field.
* Continuous evaluations of oral communication skills in all courses is the best practice.

HOST faculty have integrated these recommendations within the curricula.   For example, in the *HOST 101 Introduction to Hospitality & Tourism* class, in addition to the Chapter Presentation and Term Project Presentation by students, an Event Management Presentation has been added to the class schedule since Spring 2017.  Students are asked to attend an event, conduct an interview with the event manager(s)/planner(s), document the event and interview and report back to class by giving a 20-minute oral presentation.  The instructor provides instantaneous feedback for the students' presentation.

**II. ACPHA Accreditation Self-Study (Submitted November 2017)**

The HOST Program submitted its reaffirmation of accreditation self-study report in November 2017. The self-study included a comprehensive report and analysis of the following standards:

1. Mission and Outcomes
2. Administration and Governance
3. Planning
4. Assurance of Student Learning
5. Curriculum
6. Instructional Resources
7. Student Support Services
8. Physical and Learning Resources
9. Financial Resources

Specific strengths, weaknesses, and action plans for each standard were identified and discussed in the document. The HOST Program faculty are actively working toward achieving the goals stated in the action plans.

**Part IV. RESOURCE IMPLICATIONS**

List of top three resource requests (IV):

After construction funds to develop the Hospitality Academy of Maui are requested in July 2018, the HOST Program will request funding for a property management system for the training center.