

**UHCC December 2007 Coversheet –  
Annual Instructional Program Review**

**College:** Hawaii Community College

**Program:** Hospitality and Tourism

<b>Check All Credentials Offered</b>	<b>AA</b>	<b>AS</b>	<b>ATS</b>	<b>AAS</b>	<b>CA</b>	<b>CC</b>	<b>COM</b>	<b>ASC</b>	
				<b>X</b>	<b>X</b>	<b>X</b>			

**College Mission Statement:** Hawaii Community College promotes student learning by embracing our unique Hawaii Island culture and inspiring growth in the spirit of “*E ‘imi Pono.*”

**Program Mission Statement:** The mission of the Hospitality and Tourism Program is to provide students with a general overview of hospitality operations to help them develop the technical and interpersonal skills necessary for them to be valued employees in the industry and contributing members of the community.

<b>OVERALL PROGRAM HEALTH (Check one)</b>		
<b>Healthy</b>	<b>Cautionary</b>	<b>Unhealthy</b>
	X	

**Part II. Analysis of the Program (strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the data)**

There is tremendous industry demand for qualified employees in the hospitality and tourism trades. Demand based on new and replacement positions in the county is significantly higher than the number of majors or graduates. The number of majors more than doubled in the three year reporting period. Unfortunately, the demand for employees in West Hawaii is so great that employers are willing to hire persons without academic credentials at \$15 an hour plus full benefits. This does little to help enrollment. Consequently the program’s efficiency is deemed cautionary. Five certificates were earned during the three year period. Students who are taking classes perform well, are hired, and retained by employers. One HOST AAS degree will be awarded in fall 2007 and five HOST AAS degrees will be awarded in spring 2008. The overall health of the program is cautionary due to below planned enrollment in West Hawaii.

**Significant Program Actions (new certificates, stop-out; gain/loss of positions, results of prior year’s action plan)**

In fall 2007 16 new students entered to program, and 6 returning students will earn their AAS degree in 2007-2008. Recruiting at Career Fairs on the Hilo side have produced good response. On the Kona side, potential students are recruited directly into the workplace by the hospitality industry due to extreme workforce shortage.

Curriculum Committee approval was received for the following changes effective spring 2008:

- HOPE 20 to HOST 101 Introduction to Hospitality and Tourism
- HOPE 42 to HOST 150 Housekeeping Operations
- HOPE 45 to HOST 152 Front Desk Operations
- HOPE 93v to HOST 193v Cooperative Education
- HOPE 193v to HOST 293v Cooperative Education

Agreements have been approved to articulate

- HOST 101 with the UH School of Travel Industry Management and Kapiolani CC, Kauai CC, Maui CC.
- HOST 150, HOST 152, HOST 193v and HOST 293v with Kapiolani CC, Maui CC, and Kauai CC.

The DOE has not approved articulation of HOST 101. Its articulation statewide with the Department of Education was planned for fall 2007. Kapiolani CC, Kauai CC, Maui CC and the UH School of Travel Industry Management are affected by this.

### ***Part III. Action Plan***

The move to the new Palamanui Campus anticipated for Fall 2009 will place the West Hawaii campus within 20 minutes of the 15 world class resorts and clubs along the Kohala Coast. This will offer convenient access to students who work in the hospitality and tourism industry and desire to increase their potential for promotion, and be competitive for jobs with more career opportunities. The location will have a traffic pattern that is more convenient for the great majority of the Hawaii Island residents; as contrasted to the present location that is experiencing long traffic delays along congested two lane roads.

Palamanui Village, which will be adjacent to the University of Hawaii Center – West Hawaii Campus, is planning a moderate priced 120 room hotel and convention center which will offer students convenient cooperative education and job experience.

The present curriculum will be appropriate in the new campus.

Lecturers from the Kohala resorts will be conveniently available for credit as well as non-credit courses. The HOST lecturer in Hilo, a retired Marriott executive, has done a superb job of interesting students in hospitality careers.

Academy of Hospitality and Tourism programs are active in 6 Hawaii high schools interesting students in 10, 11, 12 grades in careers in the hospitality industry. Working with state academy representatives, similar programs could be established in two Big Island high schools in 2009.

A HOST division secretary will be needed in spring 2008. Other action items include:

1. Active recruitment of students will continue. Specifically, contacts will be made with HawCC

guidance counselors, high school guidance counselors, English as a second language advisors, international student advisors, human resources directors in the hospitality properties, Chamber of Commerce members, Hawaii Hotel Association members, Kohala Resort Association members, the Kohala Center, the Hospitality Advisory Council, and Workforce Development Division of the Department of Labor.

2. Reports requesting Board of Regent approval to move the HOST program from provisional status to permanent status will be submitted spring 2008.
3. Academy of Hospitality and Tourism programs are active in 6 Hawaii high schools in an effort to interest students in the 10, 11, and 12 grades in careers in the hospitality industry. Working with state academy representatives, similar programs could be established in two Big Island high schools in 2009.

***Part IV. Resource Implications (physical, human, financial)***

1. Funding for a division secretary in West Hawaii is needed; estimated cost is \$35,000.
2. Efforts to help establish academy of hospitality and tourism academies are estimated at \$70,000 to hire a faculty member to work with the high schools.

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