Hospitality and Tourism

2020 COMPREHENSIVE PROGRAM/UNIT REVIEW
AY 17-18, AY 18-19, AY 19-20

UNIVERSITY OF HAWAI‘I
HAWAI‘I COMMUNITY COLLEGE
1. Program or Unit Description

The Hospitality and Tourism (HOST) program is designed to provide job training for entry-level and first-line supervisory level positions in the hospitality/visitor industry. Offering education training in the field of hospitality/visitor industry will ensure a skilled pool of workers is continuously available to meet the industry’s employment demand on the Island of Hawai`i. Additionally, making a career path possible to local workers strengthens the human assets of our community. The program was established to:

- Meet the growing needs of the hotels and related hospitality/visitor organizations by training existing and future employees in basic skills needed to obtain entry-level and supervisory positions.
- Provide job upgrading skills necessary for career advancement in the hospitality/visitor industry.
- Develop skills in verbal and written communication.
- Develop skills in distance learning that will promote life-long learning.

2. Analysis of the Program/Unit


The HOST program faculty position is vacant and in combination with classes being low-enrolled, the program is currently on a stop-out effective Fall 2020 and has only offered courses necessary to cycle out students who are currently in the program. There has been difficulty finding and retaining a full-time HOST faculty. As a result of the HOST faculty position being vacant during the COVID10 pandemic budget crisis, the sole HOST position was abolished. Initially, the intent of the stop-out was to revamp the program. However, due to the current financial situation, the college has moved toward aligning the program with UHMC to collaborate on online HOST course offerings to reduce costs across the system. As a result of this collaboration, the program is now working on curriculum changes to meet current industry needs and plans to end the stop-out and begin accepting students into the HOST program for the Fall 2021 semester without adding additional faculty costs to run the program.

OVERALL HEALTH: CAUTIONARY

The program went from Cautionary in 2018 to Healthy in 2019 and back to Cautionary in 2020. It is also essential to note that that the CIP Code used, 52.0901, only considers the positions of Food Service and Lodging Managers. There is no consideration for positions related to the travel side of the industry (e.g. travel agents, tour operators, event planners, ticket agents and airline jobs).

DEMAND: HEALTHY

Over the period from 2017-18 through 2019-20, the indicator for New and Replacement Positions did not change. However, the number of graduates did change from 10 in the first year to 14 in the second year to five in the third year. Regardless of the variance in the number of graduates, because there were at least one and a half positions in Hawaii County for every graduate, the demand indicator remained healthy in the last two years of this review up from unhealthy in the first year.

EFFICIENCY: UNHEALTHY
In 2017-2018, the efficiency was rated unhealthy and improved to cautionary the following year and went back to unhealthy in the most recent year. In the two years that the program was rated unhealthy, there was no BOR appointed faculty for the program. Currently, the HOST department relies heavily on adjunct lecturers for the delivery of courses. Additionally, the fill rate ranged from 49 percent to a high of 57 percent in the most recent year, however, these fill rates are still in the unhealthy range. One trend that is promising is that the number of low-enrolled classes decreased over the three year period.

**EFFECTIVENESS: CAUTIONARY**
Over a three-year period, the program’s effectiveness health moved from healthy to cautionary in the third year. The percent of students who persisted from fall to spring had a slight decrease but was not too alarming. The fall to spring persistence was 70 percent in 2017-2018, dropped to 68 percent the following academic year, and 67 percent in 2019-2020. However, the number of unduplicated degrees/certificates awarded changed from 10 in 2017-2018, went up to 14 in 2018-2019, and was most recently 5 in 2019-2020. This drop in degrees/certificates awarded might be as a result of a few factors – one being the absence of a full-time faculty to engage with and advise students as they move through the program requirements. There was a drop in the fall-to-fall persistence and this may be as a result of students withdrawing from the program in order to work in entry-level jobs in the hospitality and tourism industry which at the time was in need of employees.

**DISTANCE EDUCATION**
Most recently, there was only one distance education class offered in the HOST program. However, due to the COVID19 pandemic and the budget crisis, the program is now working closely with UHMC to collaborate on online HOST course offerings. KapCC and KauCC are also partners that the program can look to for online HOST course offerings.

**Perkins Indicators**
In 2017-2018, the HOST program did not meet any Perkins Indicators. Over the next two years, there was a slight improvement. In 2018-2019, the HOST program met one Perkins Indicator, 4P1. During that year, the program contributed to the Performance Indicators with 18 Degrees and Certificates, 10 being Native Hawaiian and 4 Pell Recipients. HOST offers the CO/CA/AAS, all terminal degrees, thus no contribution made to transfers to UH 4-year. In 2019-2020, the program met a different indicator, 2P1, completion. Additionally, the program contributed to the Performance Indicators with 6 Degrees and Certificates, 4 being Native Hawaiian and 2 Pell Recipients. HOST offers the CO/CA/AAS, all terminal degrees, however there were 2 transfers to UH 4-year. Once the program reopens to HOST students, it needs to work on improvements on all Perkins indicators.

**3. Program Learning Outcomes or Unit/Service Outcomes**

a) **Program Learning Outcomes**
   - Effectively and purposefully use verbal and nonverbal language about Hospitality and Tourism topics with confidence, and appropriate to the audience.
   - Use critical thinking skills to effectively synthesize and evaluate information from assigned readings and articles through written memos, reports, reflective notes, and essay exams.
   - Conduct presentation projects that include Internet research and visual media.
● Interact with others through team-building speeches and visual-oral presentations, which are designed to promote teamwork solutions and teach teamwork principles. Values such as respect for diversity, the need for fairness, empathy, and human dignity are stressed.
● Demonstrate self-management related to the Hospitality Industry through practices that promote physical, mental, and emotional health.

b) List the Program Learning Outcomes or Unit/Service Outcomes that have been assessed in the period of this Comprehensive Review.

All Program Learning Outcomes (1-5) were last assessed in Fall 2017 through the assessment of HOST 100, HOST 261, and HOST 265.

There were no other assessments during the review period.

c) Assessment results from the period of this Comprehensive Review.

HOST Program AY17-18 Assessment Results
KEY: Dark Green = Exceeds // Light Green = Meets // Orange = Partly Meets // Red = Does not Meet

The results of the assessments done in Fall 2017 are promising. Students appear to be succeeding at meeting the outcomes of the course. The course activities included role play, online research, discussion forum via Laulima and site visits and students reacted
enthusiastically to the in-class activities. There was use of a rubric for the assessment activities that helped students be aware of the outcomes and standards that they needed to meet to succeed in the class.

For assessment results for future semesters, HawCC will work with UHMC to see if the assessment activities can be a collaborative effort.

d) No changes were made to the program based on assessment results other than to focus on student support identifying learning objectives more clearly to students on a more regular basis.

4. Action Plan

This program has been lacking a committed full-time faculty to oversee the program. Since the retirement of the sole faculty several years ago, the program was functioning with lecturers and for the last two years faculty were hired but left. The vacant faculty position has been abolished at the system. Though the program title is Hospitality and Tourism, the curriculum is centered on hospitality as a service industry. The Tourism component and what it means need to be explored.

Since the last APR, the program went into a stop-out with the intention to revamp the program. In light of the current fiscal situation, the campus has come up with an agreement with UHMC to align and collaborate on course offerings so that immediate hiring of a faculty will not be necessary while allowing the program to continue to be offered at the campus. Additionally, program modifications are being submitted for alignment. Finally, options for stackable short-term certificates will be proposed.

All Perkins Indicators should be addressed for action since the program has not met any of them consistently over the last three years.

• Technical Skills Attainment
• Completion
• Student Retention or Transfer
• Student Placement

According to the report, “From Today to Tomorrow, A Talent Roadmap to Support Economic Recovery in Hawaii,” August 2020 tourism represents a large share of the economy. An action item that is supported by local industry professionals is to bring to student focus sustainable practices and cultural experiences as a program. The program should look at prioritizing skill development in sustainable practices and culture to help Hawaii reimagine tourism and prepare employees with the skills and knowledge necessary to survive and even thrive during this transition.


Additionally, the Hawaii Island Tourism Strategic Plan, 2020-2025, of which the HawCC contributed to had the following four goals: (https://www.rd.hawaiicounty.gov/economic-development/tourism)
• Responsible Tourism --Support a sustainable visitor industry on Hawai‘i Island that promotes the preservation of our natural and cultural resources and a high quality of life for residents that results in authentic experiences for visitors and economic growth for the county.

• Pono-Based Visitor Communication --Reinforces authentic Hawaiian culture that ensures the foundation of our unique sense of place and establishes the necessary communication to visitors for the care of our ‘āina and culture.

• Place Based Education for Residents --Support and encourage both community-driven and institutional initiatives that are grounded in place-based efforts to train and educate a local workforce that lifts up opportunities that are unique and authentic to Hawai‘i Island.

• Infrastructure --Provide social benefits to both residents and visitors by supporting initiatives and existing efforts that improve transportation, community assets, and housing for residents, which will also benefit visitors.

Looking forward, the HOST program at HawCC must include these goals into its actions as it plans programmatic and curricular modifications to its program to meet the needs of our local hospitality and tourism industry. The program should continue to be offered at the campus and work toward raising enrollment as it prepares for the tourism industry to recover over the next six years as predicted by the Hawaii Department of Business, Economic Development and Tourism. The college must have this educational opportunity as the industry remains an anchor industry for our state and island and rebuilds itself into this new vision with higher-value experiences centered on culture and sustainability. This is an opportunity for the HOST program to help support the prioritization of smaller scale local businesses within the sector to build cultural ecotourism, and promote more sustainable and ‘āina (land)-based tourism practices. Students in the HOST program should continue to take part in work-based learning and internship opportunities to maximize their learning while making connections with local industry. The program will continue to research and hold discussions with industry partners to decide on the best course of action going forward.

Some possible action items that can be considered for the program:

• **Revise mission statement to focus on the preparation of students for supervisory and managerial level positions in order to make the program as well as the graduates more marketable.** *(HGI Action Strategy 1: Strengthen the pipeline from K-12 to the university to improve college readiness and increase college attendance.)*

• **Implement a tracking system for HOST graduates which includes the following: contact information, graduation date, current employer, title, etc.** *(HGI Action Strategy 3: Anticipate and align curricula with community and workforce needs.)*

• **Invite HOST graduates to join the HOST advisory committee.** *(HGI Action Strategy 3: Anticipate and align curricula with community and workforce needs.)*

• **Modify program requirements and course outlines to interweave the Hawaiian values throughout the program and course student learning outcomes.** *(HGI Action Strategy 3: Anticipate and align curricula with community and workforce needs.)*
This ARPD Workforce Data chart above from the UH System Innovation Hawaii Career Explorer website supports keeping the HOST program at HawCC because although the data is only for food service managers and lodging managers in the state of Hawaii, this shows that there is a projected trend upward for these jobs. Because graduates from the HOST program obtain jobs in many more areas as those indicated by the two codes included, the program is optimistic for the job outlook for graduates.
The high-demand hard skills (shown above on left) and soft skills (shown above on right) for hospitality and tourism jobs were compiled from job postings between July 2019 to July 2020. The number in the bubble represents how many times that particular skill was listed in job postings for the related areas. These skills should be included in program and course outline modifications to meet the needs of what the hospitality and tourism industry looks like in the new COVID world. Additionally, the program should look beyond the skills for food service and lodging managers and get a wider range of career skills that program graduates may need.

5. Resource Implications

Detail any resource requests, including reallocation of existing resources (physical, human, financial)

XX I am NOT requesting additional resources for my program/unit.