

UNIVERSITY OF HAWAI'I COMMUNITY COLLEGES
ANNUAL INSTRUCTIONAL PROGRAM REVIEW
PROCEDURES, COMPONENTS, AND MEASURES

Hospitality and Tourism Program (HOST) 2008

Program Mission

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.

Program History

The Hotel Operations program was first introduced to Hawai'i Community College's predecessor, Hawai'i Technical School, in the early 1950s. It later became part of the college's Business Education Division and was primarily taught by lecturers. The program was transferred to the college's West Hawai'i campus in the fall of 2001 with Hilo based students being offered classes via distance education based in Kealahou.

In the spring of 2002 the Food Service program and the Hotel Operations program became part of the Hospitality Division and the Hospitality Training Institute. In June 2004, the Regents gave provisional approval to expand the program. This resulted in the addition of a Certificate of Achievement and an Associate of Applied Science degree to the existing Certificate of Completion. Spring 2007 the program's name was changed from Hotel Operations (HOPE) to Hospitality and Tourism (HOST) in accordance with other Hawaii Community Colleges. The HOST program was approved by the Regents as Established in July 2008.

Program Student Learning Outcomes

Upon successful completion of the hospitality and tourism program, students are prepared to:

1. Understand the ethics and values in the hospitality and tourism industry.
2. Demonstrate proper work attitudes and work habits.
3. Demonstrate general knowledge of hotel departmental functions and their relationship.
4. Demonstrate general knowledge of the structure, function and operation of hospitality and tourism industry enterprises.
5. Demonstrate entry-level proficiency in technical skills required in the hospitality and tourism industry.
6. Choose an appropriate career path based on industry knowledge or requirements.
7. Practice proper etiquette and appearance/hygiene techniques as required by industry standards.
8. Demonstrate judgment and skills necessary in the job selection process.
9. Integrate their knowledge of Hawai'i's history and culture into hospitality and tourism industry operations.

Part I. Quantitative Indicators for Program Review

Please see attached Annual Report of Program

Part II. Analysis of the Program

In normal economic times there has been 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 has increased from 18 to 23 in the three year reporting period and is up to 29 in October 2008. Average class size is 15.25 as compared to a capacity of 30, consequently the program's efficiency is deemed cautionary. Students who are taking classes perform well, are hired, and retained by employers. The overall health of the program is cautionary due to below planned enrollment in West Hawaii.

With the present economic contraction, higher unemployment will bring more students, and Hawaii State workforce development programs will send more laid-off workers to earn their AAS degrees. The hybrid courses offered are a strong attraction to these non-traditional students.

Over the first three years of its existence the HOST program has risen to a steady yet modest level of enrollment. It has completed its most successful academic year with the conferral in May 2008 of four A.A.S. degrees plus one in fall 2007. Although the number of majors has grown from nine in its inaugural year to 23 in the most recently completed year, the HOST program figures for full equivalent students (ranging from 3.4 to 5.8) reflect the fact that most of the students in the program are pursuing their credentials on a part time basis and they must take considerably longer to complete their programs.

With the opening of a new facility at Palamanui in West Hawaii the prospects for enrollment growth in the program will improve. The current location in Kealahou is too far from the center of population and access roads are inconvenient for student clientele. The slated opening date for the Palamanui site of 2010 will provide a more central location that makes the projected enrollment of 60 students by that year a reasonable estimate.

Student to faculty ratio has been below 10:1 in each year of the program's existence, and this has helped to keep fall to spring persistence rates above 50%, reaching 85% during the '06-'07 academic year. Moreover, student performance in their courses has ranged from a low of 67% success to the '06-'07 high of 100% success for both the general education as well as the coursework in the major field (completion of course work with grades of "C" or better).

The small size of the program implies a high cost per ssh relative to comparable programs. Calculations suggest that parity with comparable programs will be reached when the HOST program reaches 45 majors enrolled. Given the recent high persistence and high academic success rates this figure is a reasonable target in approximately two years time. The deployment in high schools of the concept of hospitality and tourism academies should also prime the pump for student recruitment.

The data did not include the Certificates of Completion, just the Certificate of Achievement due to a recent administrative decision. For many of our students, the CC is a major step forward in their education and a point of pride for family and friends. I recommend that the CC be included in the data next year.

Significant Program Actions

The HOST program was approved by the Regents as Established in July 2008.

Approval was received for the following curriculum changes:

- 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

These changes were effective spring 2008.

A new West Hawaii Campus secretary was hired in fall 2008 with 50% of her time available to the HOST/CULN programs.

Part III. Action plan

The move to the new Palamanui Campus in Fall 2010 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 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, a similar program could be established in one Big Island high schools in 2009.

Request will be made to the Curriculum Committee in January 2009 for the following courses to be raised to the 100 level: Guest Service Procedures HOST 25, Hospitality Marketing HOST 47, Introduction to Management MGT 20, Principles of Hotel Management HOST 44. With these changes all the courses in the HOST program will be 100 level or higher.

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

No changes are anticipated until the move to Palamanui Campus in fall 2010 at which time increased enrollment with likely require another lecturer. Finding this person should begin in spring 2010.

The quality of the video conferencing equipment for distance learning at the Palamanui Campus should be at hospitality industry standards. With upgraded equipment courses could be offered at the Hualalai, Waikoloa, Mauna Lani or Mauna Kea resorts which would greatly expand the accessibility of college education to over 5,000 employees at these world class resorts.

Annual Report of Program Data for Hotel Operations

HAW CC Program Major(s): HOPE, HOST

Demand Indicators			Fall of Year		
			2005	2006	2007
1	New & Replacement Positions (State)		138	138	190
2	New & Replacement Positions (County)		39	39	24
3	Number of Majors		18	19	23
4	SSH Program Majors in Program Classes		51	87	111
5	SSH Non-Majors in Program Classes		27	57	72
6	SSH in All Program Classes		78	144	183
7	FTE Enrollment in Program Classes		5.20	9.60	12.20
8	Number of Sections Taught		2	4	4

**Demand
Health**
Cautionary

Efficiency Indicators			Fall of Year		
			2005	2006	2007
10	Average Class Size		13.00	12.00	15.25
11	Fill Rate		43.33	43.64	67.78
12	FTE BOR Appointed Faculty		0.00	0.00	0.00
13	Majors / FTE BOR Appointed Faculty		0.00	0.00	0.00
14	Majors / Analytic FTE Faculty		45.00	23.75	28.75
15	Program Budget Allocation		\$18,830.00	\$37,728.00	\$39,471.00
16	Cost per SSH		\$241.41	\$262.00	\$215.69
17	Number of Low-Enrolled (<10) Sections		0	1	0

**Efficiency
Health**
Cautionary

Effectiveness Indicators				
		2005	2006	2007
19	Persistence (Fall to Spring)	55.56	84.21	78.26
20 a	Number of Degrees Earned (Annual)*	0	0	0
20 b	Number of Certificates of Achievement Earned (Annual)*	0	0	1
21	Number Transferring (to UHM, UHH, UHWO)	1	0	0
Perkins - Campus Actual **				
22	1P1 Academic Achievement	66.67	100	16.67
23	1P2 Vocational Achievement	75	100	66.67
24	2P1 Completion	25	25	0
25	3P1 Placement Employment/Education	0	100	0
26	3P2 Retention Employment	0	100	0
27	4P1 Non Traditional Participation	8.33	23.53	10.53
28	4P2 Non Traditional Completion	0	100	0
Perkins - State Standards **				
22	1P1 Academic Achievement	81.81	81.92	81.87
23	1P2 Vocational Achievement	90.00	90.00	90.42
24	2P1 Completion	36.00	37.33	38.17
25	3P1 Placement Employment/Education	71.00	71.72	71.07
26	3P2 Retention Employment	90.00	92.00	92.00
27	4P1 Non Traditional Participation	14.81	14.60	14.60
28	4P2 Non Traditional Completion	12.86	12.73	12.19
29	Faculty FTE Workload	0.4	0.8	0.8

Effectiveness Health
Cautionary

Overall Program Health

Cautionary

*All degrees and certificates are counted based on fiscal year.
 ** Perkins data are for CTE programs only. From report on 2006-2007 Perkins activity year