

2008 Annual Report of Program Data Coversheet

College: Hawaii Community College

Program: Hospitality and Tourism (HOST)

Check All Credentials Offered	AA	AS	ATS	AAS	CA	CC	COM	ASC	
				x	x	x			

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.

OVERALL PROGRAM HEALTH (Check one)		
<i>Healthy</i>	<i>Cautionary</i>	<i>Unhealthy</i>
	x	

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

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 workforce development programs will send more laid-off workers to earn their AAS degrees. The hybrid course 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 fte 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 (new certificates, stop-out; gain/loss of positions, results of prior year's action plan)

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.