

UNIT REPORT

**Tourism, Hospitality, and Event Management (BS) -
01.Reviewer's Report -
Academic Data**

Generated: 11/9/23, 10:49 AM

Tourism, Hospitality, and Event Management (BS)

Tourism, Hospitality and Event Management BS Program Mission

Mission:

The mission of the undergraduate degree program aligns directly with the College of Health and Human Performance mission, and with the mission of the University of Florida as described in the Strategic Plan of the State Board of Governors: "The University of Florida is committed to educating students so they are prepared to make significant contributions within an increasingly global community offering a broad-based, exclusive public education, leading-edge research, and service to the citizens of Florida, the nation, and the world. The University of Florida nurtures young people from diverse backgrounds to address the needs of our societies, while sustaining community resources through its mission of service, research, and teaching". In support of both the institutional and departmental mission, the Tourism, Hospitality and Event Management degree program is comprehensive and prepares students to plan, develop, manage, and deliver leisure services to a variety of populations in diverse settings around the world, and to become decision makers in private and public organizations while providing a firm foundation from which students may pursue graduate studies. A broad general education is emphasized and complemented with a core of professional and specialized courses. This degree provides students with the opportunity to gain competency in tourism, hospitality and event industry knowledge, develop intellectual abilities, and foster technical, interpersonal and professional skills. The aim of the degree program is to instill skills such that graduates become leaders, decision-makers, and entrepreneurs in the private and public sectors.

Program Type and Level: Bachelor (includes all bachelors level degrees)

Start: 07/01/2022

End: 06/30/2023

Program: Tourism, Hospitality, and Event Management (BS)

Program CIP: 31.0301

Site Information: Online & Residential

If Other Site: :

Responsible Roles: Christopher Janelle (cjmj@ufl.edu)

PG 1 Evaluate results of curriculum reviews

Goal:

Evaluate the results of curriculum reviews and course evaluations of the BS in Tourism, Hospitality and Event Management (THEM) to better determine if curriculum improvements are needed.

Program: Tourism, Hospitality, and Event Management (BS)

Evaluation Method:

When THEM students complete their internship which is the last class before graduation they complete an online survey (the THEM Exit Survey) asking them to evaluate different aspects of their degree including the content of classes, the extent to which they felt prepared for their internships by their classes, the extent to which their degree program met their expectations and suggestions for improvements in different areas. A qualtrics report of the results from fall, spring and summer were reviewed by the UG and the Internship Coordinator. The report contained frequencies and open-ended responses. In addition, the overall mean scores for all of our classes fall, spring and summer were reviewed by the undergraduate coordinator and the Dept Chair. The THEM Undergraduate Curriculum Committee reviewed the overall summary of these data.

Results:

The overall results from the above mentioned data sources were reviewed by the THEM UCC. The THEM Exit Survey includes students who took much of their course work during the COVID-19 pandemic and some of this is reflected in their responses (Residential n=96; UFO n=30). Additionally, they all finished their degrees with our former degree requirements that included ACG 2021 Financial Accounting. From Fall 2023, this class has been removed as a required class for THEM majors and all majors now take a 1 credit Career Preparation Class LEI 2090 and a department elective. THEM Exit Survey: When asked to assess their overall THEM degree experience the mean response was 11.40 (SD- 2.10) (scale 1-13). When asked if the quality of their classes met their expectations the mean was M=7.78 (SD = 1.98) (scale 1-10). But when asked about the challenge associated with their classes the mean was M=5.46 (SD 1.84) (scale 1-10). In answering the question 'did they feel prepared for their internship' n=82 responded definitely yes; 38 somewhat yes. The open-ended responses concur with the quantitative data. Overall, students felt prepared, rated their classes and their degree as valuable and they felt prepared for their internships. For example: " Courses

prepared me well"; "The classes I took made me feel prepared for this internship because of the materials I was given"; "My professors, courses, and past jobs/internships experiences all prepared me for my internship". The overall mean scores for classes taught fall, spring and summer reflect the sentiments that the students are satisfied with the course content and their instructors with the following department means: fall M=4.59; spring M=4.55, and summer M=4.51. There are some areas for improvement reported in the THEM Exit Survey: some students would like more exposure to computer software particularly the specialized programs used in the hospitality industry. Some students mentioned that some classes particularly in the 3000 and 4000 level were repetitive in content. Some students reported they did not feel challenged by their classes, this is supported above with m=5.46. Students also mentioned specific classes LEI 4880 Research Methods and LEI 2181 Leisure and Contemporary Society. Both of these classes have been revamped since these internship students would have taken them and the overall teaching evaluations from the past year suggest that students are more satisfied with the classes in their current form. The THEM UCC will address issues related to repetition of material and lack of perceived challenge over this academic year.

PG 2 Assess recently implemented LEI and HFT courses

Goal: To review and assess the recently developed and implemented LEI (Leisure) and HFT (Hospitality Management) courses

Program: Tourism, Hospitality, and Event Management (BS)

Evaluation Method:

Student feedback in the form of 1. Course Evaluations; 2. Results of the THEM Exit Survey (survey of graduating seniors completed after internship). The undergraduate coordinator and THEM Undergraduate Curriculum Committee reviewed the overall mean course evaluation scores for HFT 3253 Lodging Operations and Management; HFT 3806 Food and Beverage Management; and HFT 4755 Theme Park and Attraction Management and compared them to the dept mean for the same semester. Student responses to the open-ended questions on the Alumni Survey were evaluated.

Results:

The THEM UG and UCC reviewed the data. For teaching evaluations HFT 3253 (M= 4.69) and HFT 4755 (M=4.94) were above the Department means (Fall 4.59) and (Summer 4.51). Students rate these classes positively and their associated instructors. So the conclusion is that these two newly developed classes are meeting PG2. HFT 3306 (M=4.31 spring 2023 residential) and (M=4.36 UFO summer) was slightly lower than the Dept means (spring M=4.55; summer M=4.51). The students in the THEM Exit Survey also referred to this class. The mean scores are within range of the department means and show that overall the students evaluate this class positively. The open-ended responses on the whole reflect a wish for more classes on food and beverage to be included in the UF THEM degree. Unlike many of our peer programs we do not have a teaching kitchen and a full time instructor for food and beverage. As a department we have discussed this lack of a practical lab based focus on food and beverage which some of our students would like to see, but a lack resources has so far prevented us from implementing a practical element to this class. We will continue to monitor any further developments with HFT 3806.

Attached Files

SLO 1 Content

Outcome: Identify major concepts, principles and theories associated with tourism, hospitality, and event management.

SLO Area (select one): Content (UG)

Assessment Methods Checklist:

Assessment Method Narrative:

SLO Not Assessed This Year: true

Threshold of Acceptability:

How many students did you assess for this outcome?:

How many students met the outcome?:

What percentage of students met the outcome?:

Does this meet your threshold of acceptability?:

Results:

SLO 2 Content

Outcome:

Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.

SLO Area (select one): Content (UG)

Assessment Methods Checklist: Project(s)

Assessment Method Narrative:

SLO Not Assessed This Year: true

Threshold of Acceptability: 70

How many students did you assess for this outcome?:

How many students met the outcome?:

What percentage of students met the outcome?:

Does this meet your threshold of acceptability?:

Results:

SLO 3 Content

Outcome:

Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.

SLO Area (select one): Content (UG)

Assessment Methods Checklist:

Assessment Method Narrative:

SLO Not Assessed This Year: true

Threshold of Acceptability:

How many students did you assess for this outcome?:

How many students met the outcome?:

What percentage of students met the outcome?:

Does this meet your threshold of acceptability?:

Results:

SLO 4 Content

Outcome:

Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.

SLO Area (select one): Content (UG)

Assessment Methods Checklist: Project(s)

Assessment Method Narrative:

SLO Not Assessed This Year: true

Threshold of Acceptability: 70

How many students did you assess for this outcome?:

How many students met the outcome?:

What percentage of students met the outcome?:

Does this meet your threshold of acceptability?:

Results:

SLO 5 Content

Outcome: Apply marketing strategies aligned to tourism, events and hospitality services.

SLO Area (select one): Content (UG)

Assessment Methods Checklist: Faculty developed examination(s)/test(s)
Presentation(s)

Assessment Method Narrative:

SLO Not Assessed This Year: true

Threshold of Acceptability: 70

How many students did you assess for this outcome?:

How many students met the outcome?:

What percentage of students met the outcome?:

Does this meet your threshold of acceptability?:

Results:

SLO 6 Content

Outcome:

Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to tourism, events and hospitality services.

SLO Area (select one): Content (UG)

Assessment Methods Checklist: Non-exam Course assignment(s)
Project(s)

Assessment Method Narrative:

SLO Not Assessed This Year:

Threshold of Acceptability: 70

How many students did you assess for this outcome?: 80

How many students met the outcome?: 69

What percentage of students met the outcome?: 86

Does this meet your threshold of acceptability?: Yes

Results:

For HFT 4468 Hospitality Revenue Management, in Fall 2022 out of 35 residential students taking the class 20 earned A, 4 earned A-, 4 B+, 3 B, 3 B-, and 1 C. SLO 6 (Content) is assessed through a (1) Project where the students conduct an analysis of revenue data of hotel properties , and (2) Exercises where students demonstrate acquired knowledge in revenue management through analysis and critique of industry topics. For Project, the results in Fall 2022 were: 29 earned A, 3 earned A-, 1 B+, and 2 B. For Exercises, the results in Fall 2022 were: 13 earned A, 6 earned A-, 7 B, 2 C, 3 D+, 1 D, and 3 D-.

In Spring 2023, for HFT 4468, out of 27 residential students taking the class 25 earned A, and 2 earned A-. SLO 6 (Content) is assessed through a (1) Project where the students conduct an analysis of revenue data of hotel properties , and (2) Exercises where students demonstrate acquired knowledge in revenue management through analysis and critique of industry topics. For Project, the results in Spring 2023 were: 22 earned A, and 5 earned A-. For Exercises, the results in Spring 2023 were: 12 earned A, 3 earned A-, 4 B+, 3 B, 3 B-, and 2 C+.

For UFO/online for HFT 4468, in Spring 2023 out of 18 residential students taking the class 8 earned A, 3 earned A-, 2 B+, 2 B, 1 C+, 1 C-, and 1 D-. SLO 6 (Content) is assessed through a (1) Project where the students conduct an analysis of revenue data of hotel properties , and (2) Exercises where students demonstrate acquired knowledge in revenue management through analysis and critique of industry topics. For Project, the results in Spring 2023 were: 6 earned A, 4 earned A-, 6 B+, 1 C+, and 1 C. For Exercises, the results in Spring 2023 were: 11 earned A, 2 earned A-, 1 C+, and 4 F.

The summary data for the final course grade: out of 80 students taking the class, 53 earned A, 9 earned A-, 6 B+, 5 B, 3 B-, 1 C+, 1 C, 1 C-, and 1 D-. The summary data for the Project grade: out of 80 students taking the class, 57 earned A, 12 earned A-, 7 B+, 2 B, 1 C+, and 1 C. The summary data for the Exercises grade: out of 80 students taking the class, 36 earned A, 11 earned A-, 4 B+, 10 B, 3 B-, 3 C+, 2 C, 3 D+, 1 D, 3 D-, and 4 F.

Out of 80 students in the residential and UFO/online sections of HFT 4468, 69 met the C or above (70% threshold) for SLO 6 based on the assignment grade on Project and Exercises. The percentage of students who met the outcome is 86.25%. The instructors noted that hospitality revenue management covers core financial and revenue topics such as hotel industry analytical foundations, hotel math fundamentals, differential pricing, forecasting demand, inventory and price management, distribution channel management, evaluation of revenue management efforts in lodging, revenue management for food and beverage services, and evaluation of revenue management efforts in food and beverage services. Because the Exercises grade is rated via various exercise activities throughout a semester, residential students who were absent from classes or online students who missed deadlines are likely to lose points. This is why the Exercises grade is overall worse than the Project grade in both the residential and UFO/online sections of HFT 4468.

Attached Files

SLO 7 Critical Thinking

Outcome:

Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and event management services.

SLO Area (select one): Critical Thinking (UG)

Assessment Methods Checklist: Project(s)

Assessment Method Narrative:

SLO Not Assessed This Year:

Threshold of Acceptability: 70

How many students did you assess for this outcome?: 119

How many students met the outcome?: 119

What percentage of students met the outcome?: 100

Does this meet your threshold of acceptability?: Yes

Results:

For LEI 4880 Research Methods, in Fall 2022 out of 49 residential students taking the class 17 earned A, 16 earned A-, 8 B+, 6 B, and 2 B-. SLO 7 (critical thinking) is assessed through a Term Project where the students conduct small-scale research in groups of 2-4 people from the beginning (research idea) to reporting and interpreting results. For Term Project, the results in Fall 2022 were: 13 earned A, 14 earned A-, 7 B+, 11 B, 2 B-, and 2 C+.

In Spring 2023, for LEI 4880, out of 42 residential students taking the class, 16 earned A, 9 earned A-, 8 B+, 5 B, 3 B-, and 1 C. SLO 7 (critical thinking) is assessed through a Term Project where the students conduct small-scale research in groups of 2-4 people from the beginning (research idea) to reporting and interpreting results. For Term Project, the results in Spring 2023 were: 33 earned A, 4 earned A-, 1 B+, and 4 B-.

For UFO/online for LEI 4880, in Spring 2023 out of 28 online students taking the class, 13 earned A, 8 earned A-, 1 B+, 3 B, 1 B-, 1 C+, and 1 C-. SLO 7 (critical thinking) is assessed through a Term Project where the students conduct small-scale research in groups of 1-2 people from the beginning (research idea) to reporting and interpreting results. For Term Project, the results in Spring 2023 were: 28 earned A.

The summary data for the final course grade: out of 119 students taking the class, 46 earned A, 33 earned A-, 17 B+, 14 B, 6 B-, 1 C+, 1 C, and 1 C-. The summary data for the Term Project grade: out of 119 students taking the class, 74 earned A, 18 earned A-, 8 B+, 11 B, 6 B-, and 2 C+.

All students in the residential and UFO/online sections of LEI 4880 met the C or above (70% threshold) for SLO 7 based on the Term Project assignment grade. The instructors noted that the data analysis part of the term project presents difficulties for students, despite the fact that a statistics class (students usually take a class at the 2XXX level) is a prerequisite for LEI 4880. It was decided to include in the course material practicums and exercises for data analysis using Excel. Those include both descriptive analyses and statistical tests such as t-test, one-way ANOVA, chi-square, and correlation/regression. Further, the UFO online class has been redesigned in Summer 2023 to strengthen the data analysis competencies of the students and includes eight Excel-based practicums. The residential class incorporates similar exercises which are conducted via Zoom and are led by the instructor. Another addition to the class is a one-week module on research methods using AI.

Attached Files

SLO 8 Communication

Outcome:

Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

SLO Area (select one): Communication (UG)

Assessment Methods Checklist:

Assessment Method Narrative:

SLO Not Assessed This Year: true

Threshold of Acceptability:

How many students did you assess for this outcome?:

How many students met the outcome?:

What percentage of students met the outcome?:

Does this meet your threshold of acceptability?:

Results:

Use of Results for Improvement Item 2022-2023

Improvement Types Checklist: Added one or more existing Program Goal evaluation methods.

Use of Results for Improvement Narrative - Required:

Before we implemented our THEM degree three years ago we always included the THEM Exit Survey data from the students who had completed their internships as part of our SLO and PG assessment. This year the THEM Undergraduate Curriculum Committee decided to review the Alumni Survey once again to evaluate the Program Goals. This decision was taken since the THEM Exit Survey now includes students who have taken the new HFT classes (PG2), whereas for the years before this would not have included students who had taken these classes as they were newly introduced to the THEM degree. Additionally, the THEM Exit Survey questions had been revised and so they are now more relevant to PG1 evaluating the overall curriculum in THEM. The results of the THEM Exit Survey are insightful and have provided us with a number of points to discuss at the THEM UCC level and then Department wide: 1. The cited lack of challenge in our classes for some students; 2. The cited need for training with specialized computer software. 3. Repetition in content. Is this repetition or is it reinforcement of material that is not being framed as such?

The department chair and undergraduate coordinator reviewed the results.

Program Results Not Reported This Year:

Program Results Reporting Complete: true

THEM BS AAP Detail

Providing Department: Tourism, Hospitality, and Event Management (BS)

Assessment Cycle:

Assessment Cycle

The following chart illustrates the years during which each of the Tourism, Hospitality and Event Management SLOs will be assessed throughout a three-year Assessment Cycle. All student learning outcomes will be measured at least once during the three-year cycle. Two to three SLOs will be assessed each year.

Assessment Cycle Chart

Program – Tourism, Hospitality and Event Management

Analysis and Interpretation: May - June

Improvement Actions: Completed by October 1

Dissemination: Completed by November 1

SLOs	Year	21-22	22-23	23-24	24-25
Content Knowledge					
#1				X	
#2		X			X
#3				X	
#4		X			X
#5		X			X
#6			X		
Critical Thinking					
#7			X		
Communication					
#8				X	

SLO Assessment Rubric:

attached

Attached Files

Assessment Oversight:

Assessment Oversight

The Department of Tourism, Hospitality and Event Management Assessment Committee is a standing committee with representative faculty.

Name	Department Affiliation	Email Address	Phone Number
Rachel Fu, PhD	Department Chair	racheljuichifu@ufl.edu	352-294-1694
Heather Gibson, PhD	Undergraduate Coordinator	hgibson@hnp.ufl.edu	352-294-1649
Sarah Eberhart	Director of Assessment and Student Services, College of Health and Human Performance	seberhart@hnp.ufl.edu	352-294-1645
Chris Janelle, PhD	Associate Dean for Academic and Student Affairs, College of Health and Human Performance	cjanelle@hnp.ufl.edu	352-294-1718

Methods and Procedures - Undergraduate and All Certificate Programs:

2022-2023 Student Learning Outcome	Assessment Method	Measurement Procedure
Identify major concepts, principles and theories associated with tourism, hospitality, and event management.	Course Project HFT4468, LEI3301	Course Rubric
Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.	Course Project LEI4540, LEI4880	Course Rubric
Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.	Course Project LEI3301	Course Rubric

Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.	Course Final Paper LEI4880	Course Rubric
Apply marketing strategies aligned to tourism, events and hospitality services.	Course Project LEI3301	Course Rubric
Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to tourism, events and hospitality services.	Course Final Paper HFT4468	Course Rubric
Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and event management services.	Course Project LEI4880	Course Rubric
Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.	Course Final Paper LEI4880	Course Rubric

Methods and Procedures

1) The Department Assessment Committee collects data throughout the academic year in preparation for the annual evaluation of SLOs. The Committee meets each May at the end of the academic year to analyze and assess the data.

2) The Assessment Committee receives the following data:

a) The committee analyzes and interprets data from core courses through sampling of exams and projects. The grading rubric and assigned grade from each professor are also provided to the committee to directly assess student performance in the following courses: (LEI 3301, LEI 4540, HFT 4468, LEI 4880).

3) The Assessment Committee summarizes their findings and provides actionable improvement recommendations that are disseminated to the appropriate stakeholders each fall semester. The faculty and coordinators further analyze the results and recommendations and implement changes to the curriculum through the normal curriculum development process in the department.

4) The Course Projects require students to apply concepts, theories, and/or practices taught in the courses. Each project or assignment is graded using a rubric designed by the instructor.

Curriculum Map - Undergraduate Degree Programs:

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
LEI 3301	I, A	I	I, A	I	I, A		I	I
LEI 4540	R	R, A	R	R	R	I, R	R	R
HFT 4468	R, A				R	R, A	R	R
LEI 4880	R	R, A	R	R, A	R		A	A, R

Research :

This is not a research degree.

SLO Measures - Graduate and Professional Programs:

Assessment Timeline - Graduate and Professional Programs: