

Bachelor of Science in Resort & Hospitality Management Integrated Program Matrix

(updated August 17, 2005)

University Student Learning Goals & Outcomes	Core Competencies	Program Student Learning Outcomes	Assessment Criteria and Measures	Continuous Improvement
<p>Florida Gulf Coast University</p>	<p>College of Professional Studies</p>	<p>Bachelor of Science in Resort & Hospitality Mgmt.</p>	<p>Bachelor of Science in Resort & Hospitality Mgmt.</p>	<p>Resort & Hospitality Mgmt.</p>
<p>Aesthetic Sensibility: know, understand, analyze, and evaluate the variety of aesthetic frameworks and principles at work; collaborate in projects involving aesthetic awareness/analysis (through program outcome b).</p> <p>Culturally Diverse Perspective: know and understand diversity in local/global communities; analyze and evaluate the impact of cultural differences; and participate in projects involving interaction with diverse people, ideas and values (through program outcome c).</p> <p>Ecological Perspective: know issues of ecological/economic sustainability; analyze and evaluate local & global ecological issues; participate in ecological/ environmental projects (through the University Colloquium IDS 3920).</p> <p>Effective Communication: know principles for effective communication; organize thoughts and compose ideas; and participate in collaborative communication projects (through program outcomes e, f).</p> <p>Ethical Responsibility: know and understand ethical issues; analyze and evaluate ethical issues in a variety of contexts; and participate in collaborative projects involving ethical analysis and/or (through program outcome d).</p> <p>Information Literacy: identify and locate sources of information; analyze and evaluate information in a variety of contexts; and participate in collaborative analysis/application of information (through program outcome b).</p> <p>Problem-Solving Abilities: Understand multi/interdisciplinary nature of knowledge; apply critical, analytical, creative and systems thinking; and work individually and collaboratively to recognize and solve problems (through program outcome d).</p> <p>Technological Literacy: Develop knowledge of modern technology; process information through use of technology; and collaborate with others using technology tools (through program outcome c).</p> <p>Community Awareness and Involvement: Know and understand relationships between individuals and their</p>	<p>All programs in the College of Professional Studies link students' learning experiences to the needs of communities and their members.</p> <p>These programs are all designed to meet the College goals:</p> <ul style="list-style-type: none"> • Prepare students to respond in innovative ways to the evolving social, political, economic, and natural environments in which policy-making and service delivery are carried out. • Cultivate an ethic of public integrity and civic engagement in professional, political, and community activities. • Develop an understanding of the multi-cultural and increasingly global contexts within which public problems emerge, as well as an ability to formulate interdisciplinary strategies for their identification and resolution. • Cultivate the knowledge, skills, and personal attributes required for life-long growth and development. • Integrate multiple, state-of-the-art technologies into the learning environment and develop students' abilities to use technology creatively in their work. • Develop comprehensive field-based experiences 	<p>Students who complete the program will demonstrate performance on the following student learning outcomes:</p> <p>a. Have substantive resort, hospitality, recreation and tourism management knowledge essential to the profession.</p> <p>b. Be able to translate theory into practical application in the resort, hospitality, recreation and tourism industry.</p> <p>c. Be sensitive to, and supportive of, a culturally diverse, complex, and technologically advanced workplace that is found in resort, hospitality, recreation, and tourism organizations.</p> <p>d. Be able to think quickly, make decisions, problem solve, be creative and flexible, embrace changing work environments, and provide leadership skills necessary to succeed in the resort, hospitality, recreation, and tourism profession.</p> <p>e. Master good communication, listening, and interpersonal skills.</p> <p>f. Be able to communicate with and manage employees and demanding customers in the resort, recreation and tourism workplace.</p> <p>Critical thinking skills: see program objectives b, d above.</p>	<p>Successfully complete a minimum of 1500 division approved internship/field experience hours in the resort, hospitality, recreation, or tourism industry. Students are externally evaluated several times on their industry competency and skills as part of the 1500 internship/field experience.</p> <p>senior capstone project</p> <p>Successfully complete a minimum of 1500 division approved internship/field experience hours in the resort, hospitality, recreation, or tourism industry. Students are externally evaluated several times on their industry competency and skills as part of the 1500 internship/field experience.</p> <p>Successfully complete a minimum of 1500 division approved internship/field experience hours in the resort, hospitality, recreation, or tourism industry. Students are externally evaluated several times on their industry competency and skills as part of the 1500 internship/field experience.</p> <p>senior capstone project</p> <p>Successfully complete a minimum of 1500 division approved internship/field experience hours in the resort, hospitality, recreation, or tourism industry. Students are externally evaluated several times on their industry competency and skills as part of the 1500 internship/field experience.</p>	<p>The program's 2004-2005 academic year assessment focused on the following learning outcomes: Culturally Diverse Perspective, Effective Communication, Information Literacy, Problem Solving Ability, Community Awareness and Involvement, and Critical Thinking Skills. In addition, the assessment focused on two RHM goals for student learning: 1) Be sensitive to and supportive of culturally diverse, complex and technologically advanced work place that is found in resort, hospitality, recreation and tourism organizations; and 2) Be able to think quickly, make decisions, problem solve, be creative and embrace changing work environments and provide leadership skills necessary to succeed in resort, hospitality,</p>

<p>communities; analyze, evaluate and assess human needs and practices; and participate collaboratively in community service projects (through program outcome f).</p>	<p>linked to individual and community development.</p>	<p>Communication skills: See program objectives e, f above.</p>		<p>recreation and tourism professions.</p> <p><i>As direct measures,</i> the program used the following: internship placement rates for RHM majors; and the internship employee supervisor completed a survey evaluation of the students' professional performance, professional knowledge, professional personality and professional attitude for each 500 hours of internship study. <i>Indirect measures</i> consisted of the following: an Exit interview with graduating seniors that asked them to assess RHM program student learning outcomes; student completion of a required 10 to 15 page self-assessment of their specific internship experience; and student completion of a paper for the Senior Capstone Course describing their internship work experience, relating this to specific Resort and Hospitality Management coursework learning outcomes.</p> <p><i>*Discussion continued on following page.</i></p>
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*Continuation of discussion from page 2, *Continuous Improvement*.

The overall rankings of the two exit interviews fell in the positive range for all learning outcomes and goals measured. However due to the small sample of students (2), no conclusions are being drawn from the data at this time. These exit interviews will be evaluated with the rest of the students graduating from this entering class in the spring of 2006. For the student internship evaluation shown in Appendix A, work supervisors gave 4 out of the 5 students an "A" grade for the work that they performed during the internship experience. Analysis of the student internship evaluation indicated the need for the Resort & Hospitality Management Division to meet with the Human Resource Directors at the key area resorts to discuss the intention and differences between field experience and internship placements so as to further strengthen the student learning experience. The data from the first Senior Capstone course indicated that the identified learning outcomes established for the program have been met. Due to the small (and first) survey sample, no changes in the program goals and learning outcomes are being considered at this time. Exit oral interviews and Senior Capstone Course Discussion, support the demand for additional RHM class offerings, in particular event management courses.

An informational meeting was held with area resort and hospitality human resource directors on internship and field experience expectations for employed students. A standardized process was developed to place and evaluate students in accredited work experiences. Faculty who were not able to attend the meeting with the resort HR directors will be informed of the processes put in place for internship and field experiences at the first RHM Staff meeting in September 2005. The Senior Capstone project papers did not produce any overall concerns regarding need to change the students work experiences to improve any specific learning outcome. As a result of the oral interviews with students and industry research on emerging RHM trends, the division will continue with its plans to develop and submit for University Curriculum review an Event Management Concentration, fall 2005.

Program Description

The Resort and Hospitality Management program is designed to educate students to fill management and marketing positions in the rapidly growing resort, hospitality, recreation and spa management industry. Southwest Florida is home to many of the nation's finest vacation resorts, hotels, restaurants and golf course communities catering to a clientele that expects five star hospitality service. The program as proposed is a culmination of the desire on the part of resort and hotel industry executives to have the local area educate and prepare a pool of qualified graduates that they can recruit to fill critical supervisory and management positions in their resorts. Currently the resorts often have to recruit overseas to find employees with the right combination of education and experience to fill resort positions. FGCU has worked with a thirty-five-member resort and hospitality advisory board over the past eighteen months to design a program that meets the needs of the resort industry in the area.

Partnerships will be initiated and developed within the regional hospitality and tourism industry to allow sites for dynamic hands-on student learning. The emphasis will be on leaving the classroom or laboratory and centering the learning on-site at comprehensive resort facilities and hotels in Collier, Lee counties and the Southwest Florida area. Field Experiences and well-developed internships will allow students to gain valuable experiences while at the same time becoming an important source of new ideas and creative energy for the regional resort, hospitality and tourism industry. Courses will be offered on campus, on-site at resorts/hotels and on-line.

Students will be prepared for management career positions in the following areas: resort management and marketing, hotel/lodging management and marketing, spa management, resort condominium management, club management and recreation program services. Complimentary career opportunities include, camp management, community centers, city, county and state public recreation and special events positions, commercial recreation operations, church recreation and special events, convention and visitor services, public tourism organizations, and the rapidly growing commercial tourism services industry of attraction management, casino's, convention centers, tradeshow and exposition services.

Travel demand and the hospitality services industry continue to grow steadily around the world. At the same time the skilled labor pool needed to fill jobs in the tourism/hospitality sector fails to keep pace with that growth. There is a growing concern among industry professionals over the projected skilled labor shortages in the coming years. An educated and trained workforce with requisite technical, management, marketing, and interpersonal skills necessary to deliver quality customer service is critical to the industry. The proposed Resort & Hospitality Management degree at FGCU is meeting this extremely important need in the region.

The quality of the tourism and hospitality educational system in Southwest Florida will be largely determined by whether or not sufficient professionals and workers can deliver the type of quality services that will allow Southwest Florida destinations to compete in the national and international tourism marketplace.

The proposed Resort & Hospitality Management degree at FGCU builds upon an already existing, strong marketplace of more than forty resorts and numerous upscale hotel properties, over 160 country clubs with some of the best golf courses the country, and outstanding restaurant offerings. As the program develops, additional tracks or specializations will be offered under the new Resort & Hospitality Management Degree. This will offer distinctive courses tailored to the employment needs of various segments within the resort and hospitality industry such as golf management, club management, timeshare management, culinary arts, spa and tennis management, affording students the opportunity to take courses that specifically target their area of career interest.

The Greater Southwest Florida region which FGCU serves, Lee, Collier, Charlotte, Hendry, and Glades counties continues to be a rapidly expanding tourism destination. Lee County employs over 36,000 people in the tourism industry, serving almost two million visitors a year. These visitors generate 1.8 billion in expenditures to the area, and generate resort tax collections of \$10.8 million (Lee Island Coast, VCB, 2002). Collier, Hendry and Charlotte counties also have large tourism economies. In 2002, Collier County estimates the impact of visitors to the area to be \$860 million. (Layden, L. Naples Daily News, Business Section, May 16, 2003. p.1E) Florida Gulf Coast University is uniquely situated, between Lee and Collier counties, to provide strategic leadership and up-to date academic preparation for tourism/hospitality related employment in the Greater Southwest Florida region.