

2011.25

University of Hawaii Maui College Course Outline and CAR

Author(s): Liping Liu, Debbie Nakama, Lorelle Peros

Department: Business/Hospitality

Date submitted to Curriculum Committee: October 1, 2011

Type of action:

- Addition:*
- regular
 - other; specify:

- Modification:*
- alpha/number
 - title
 - credits
 - description
 - pre-requisite
 - co-requisite
 - recommended prep
 - other; specify: SLO's

Course:

- 1. Alpha: HOST
- 2. Number: 101
- 3. Title: Introduction to the Hospitality Industry
- 4. Credits: 3
- 5. Contact Hours/Type: 3 cr. lecture

Existing course, if different from above:

Alpha: _____ Number: _____
 Title: _____
 Credits: 3 _____ Contact Hours/Type _____

6. Course Description:

7. Pre-requisites: BUSN 150 or ICS 101 with grade C or better (or concurrent); ~~or~~ ^{or} consent; and ENG 19 with C grade or better, or placement at ENG 22; or consent

Pre-requisite may be waived by consent yes no

8. Co-requisites: N/A

9. Recommended Preparation: N/A

10. Cross-list: N/A

11. Reason for this curriculum action:

Align SLO's and competencies with Accreditation Commission for Programs in Hospitality Administration (ACPHA) recommendations and standards.

Course is taught at another UH campus:

no Explain why this course is proposed for UHMC:

yes, specify college(s), course, alpha, and number where same or similar course is taught: UH Manoa (Intro. to Hospitality & Tourism, TIM 101) KapCC (Intro. to Hospitality & Tourism, HOST 101), Kauai CC (Intro. to Hospitality & Tourism, HOST 101), HawCC (Intro. to Hospitality & Tourism, HOST 101, Leeward CC (Intro. to Hospitality & Tourism, HOST 101)

12. Proposed term of first offering: Fall _____ semester of 2012 _____ year
5-year Review Date 2018

13. Grading: Standard (Letter, Cr/NCr, Audit) Explain, if not Standard grading:

14. Is this course repeatable for credit? no yes; maximum is _____ credit or unlimited.

Many previous course outlines have SLOs and what are now called Competencies/Concepts/Issues/Skills combined in question number 6. In this form in number 15: SLOs are considered to be over arching "what the student will be able to do in the rest of life" type statements. In number 16: Competencies/Concepts/Issues/Skills are considered to be the more specific steps by which the SLOs are achieved.

15. Student Learning Outcomes (SLOs). List one to four inclusive SLOs.

Use roman numerals (I., II., III.) to designate SLOs..

On successful completion of this course, students will be able to:

- I. Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka'i (leadership).
- II. Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).
- III.
- IV.

16. Competencies/Concepts/Issues/Skills. *Use lower case letters (a., b....zz) to designate competencies/concepts/issues/skills..*

On successful completion of this course, students will be able to:

- a. Analyze the roles and interrelationships of the various sectors of the travel and tourism industry and how they impact the industry (Ho'okipa, Laulima, and Alaka'i);

- b. Analyze factors that influence destination choices and how they impact travel and tourism; (Ho'okipa, 'Ike loa, Kuleana); and
- c. Determine how historical and current concepts and trends may impact the travel industry (Ho'okipa, Laulima, Alaka`i, 'Ike loa, Kuleana).

17. Suggested Course Content and Approximate Time Spent on Each Topic

Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills

- 1 class session Introduction (I, II), (a, b, c)
 - Icebreaker/get acquainted activity
 - Introduction to the course syllabus including a discussion of materials, assignments, projects and site visitations

- 4 - 6 weeks Roles and Interrelationships of Sectors of the Travel & Tourism Industry (I, II, - a)
 - Sectors in travel and tourism
 - Organizational structure, chart, department functions and interrelationships
 - Careers in travel and tourism
 - Channels of distribution in the tourism industry
 - Travel agencies
 - Tour operators and wholesalers
 - Transportation – Air, Land, Sea
 - Accommodations – Independent properties, chains, bed and breakfast, resorts
 - Food service
 - Technology services
 - Guest relations
 - Attractions and recreation
 - Gaming entertainment
 - Conventions & event planning
 - Sales and marketing processes and marketing research activities
 - Impacts of various sectors in the travel and tourism industry

- 4 – 6 weeks Factors Influencing Destination Choices and its Impact on Travel and Tourism (I, II – b)
 - Impact of tourism locally, nationally, and globally
 - Factors influencing tourism and travel patterns (motivational, seasonal, cultural, economic, etc.)
 - Hawaii's uniqueness as a travel destination
 - Workforce needs
 - Multiplier effect
 - Cost benefit analysis

Statistical indicators
 Visitor arrivals
 Visitor expenditures
 Lengths of stay
 Tax revenues
 Social impacts
 Environmental impacts
 Factors influencing tourism
 Government tourism policy, planning, administration at the local, national, and international levels
 Destination planning and development

4 - 6 weeks Historical concepts, trends, and impacts on the travel industry (I, II, - c)
 Current travel events and trends
 Interpret industry statistics
 Technology
 Travel and tourism industry concepts
 Travel and tourism industry terms
 Pioneers of travel
 Historical events and effects on travel

18. Suggested Course Requirements and Evaluation

Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills

Specific course requirements are at the discretion of the instructor at the time the course is being offered. Suggested requirements might include, but are not limited to:

-	
Attendance and Participation (I, II, a, b, c)	0 – 5%
Homework Assignments (I, II, a, b, c)	10 – 30%
Quizzes (I, II, a, b, c)	0 – 5%
Tests and Exams (I, II, a, b, c)	20 – 40%
Presentations, Demonstrations, Group Work, Exercises, and Projects (I, II, a, b, c)	30 – 50%

19. College-wide academic student learner outcomes (CASLOs) this course supports: *(mark all that apply)*

- Written Communications
- Quantitative Reasoning
- Information Retrieval and Technology
- Oral Communication
- Critical Reasoning
- Creativity

If this course supports one or more CASLO, then either complete the Assessment of Intended Student Learning Outcomes Standards (CCOWIQ) Grid (see Curriculum Committee website for grid form and submit it with this form) OR in

the box following explain briefly how this course supports the particular CASLO or CASLOs: see attached grid.

20. Using the program student learning outcomes (PLOs) for the main program of which this course is a part, list only those PLOs this course supports:

PLO: I. Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka'i (leadership).

PLO: II. Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).

PLO:

PLO: .

PLO:

PLO:

PLO:

21. No question. Question 21 will be part of the process used in Curriculum Central.

22. Method(s) of delivery appropriate for this course: *(mark all that apply)*

Traditional HITS/Interactive TV Cable TV Online Hybrid
 Other, explain:

23. Text and Materials, Reference Materials, and Auxiliary Materials

Appropriate text(s) and materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Walker, John. Exploring the Hospitality Industry. Pearson Prentice Hall, New Jersey.

Appropriate reference materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Newspapers, magazines, internet resources.

Appropriate auxiliary materials will be chosen at the time the course is offered from those currently available in the field. Examples include:

24. Maximum enrollment: 35 Rationale, if less than 35:

25. Course is restricted to particular room type: no yes; explain:

26. Special scheduling considerations: no yes; explain:

27. Special instructional resources (*personnel, supplies, etc.*) required:

no yes; explain:

28. Special student fees required: no yes; explain:

29. Function/Designation: Mark all that apply.

- AA* First Category Category Second Category, if appropriate Category
 Fulfills Hawaii Emphasis (HI) Graduation Requirement

AS Program Category List Additional Programs and Category:

AAS Hospitality and Tourism PR - Program Requirement List Additional Programs and Category: Hospitality & Tourism

BAS Program Category List Additional Programs and Category:

Developmental/Remedial Other/Additional: Explain:

** Submit the appropriate form(s) to have the course placed in the requested category(ies) to both the Curriculum Committee and the Liberal Arts/AA Program Chair. If the course satisfies category I: Foundations/Skills: Foundations I or II, it needs to be submitted to the Foundations Board. If a course needs a diversity designation, it needs to be submitted to the Diversity Board. If a course needs a Hawaii/ Asia/ Pacific designation, it needs to be submitted to the HAPS board. See your Department Representative, the Curriculum Chair, or the Liberal Arts/AA Coordinator for information.*

30. Course increases decreases makes no change to number of credits required for program(s) affected by this action. Explain, if necessary:

31. Course is:

Not appropriate for articulation.

Appropriate* for articulation as a general education course at:

UHCC UH Manoa UH Hilo UHWO

Previously articulated* as a general education course at:

UHCC UH Manoa UH Hilo UHWO

**Submit Course Articulation Form(available on the Curriculum Committee website) if course is already articulated, or is appropriate for articulation, as a general education (100-, 200-level) course. Check Curriculum Committee website under UH Courses for articulation sites.*

Standardized and/or appropriate for articulation by PCC or other UH system agreement at:

UHCC UH Manoa UH Hilo UHWO Explain:

Appropriate for articulation or has previously been articulated to a specific department or institution: UHCC UH Manoa UH Hilo UHWO Outside UH system Explain:

This course outline is standardized and/or the result of a community college or system-wide agreement. Name of the responsible committee/group: HOST PCC

32. List catalog used and then degrees, certificates, prerequisites, and catalog sections and their page numbers affected by this proposal: 2011-2012 UHMC General Catalog, Hospitality & Tourism, AAS, CA, CC p. 51; Course Descriptions, pp. 124-125.

33. Additional Information (*add additional pages if needed*):

University of Hawaii Maui College
Course Outline and CAR Signature Page

Janet Perry 10/13/11
Proposed by: Author or Program Coordinator Date

Janet Perry 10/13/11
Checked by Department Representative to Curriculum Committee Date

Cyrella Pascual 10/13/11
Requested by Department: Department Chair Date

m. Brock 11-11
Recommended by: Curriculum Chair Date

[Signature] 2-1-12
Approved by Academic Senate: Academic Senate Chair Date

[Signature] 2-3-12
Endorsed by: Chief Academic Officer Date

[Signature] 2/11/12
Course Approved by: Chancellor Date