The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries.

### Critical Thinking:
BSTT graduates shall display the ability as professionals to demonstrate critical thinking skills. Critical thinking is defined as the ability to recognize and solve problems generally found in the Travel and Tourism field using quantitative and qualitative reasoning. Specifically, students will be able to:

1.1a design and develop the multifaceted components of a tour package.
1.1b effectively prepare the cost analysis and pricing for a tour package.
1.1c effectively promote a tour package through the development of a promotional tour brochure.

### Assessment Criteria:
BSTT students are required to take a core curriculum where they are evaluated on their ability to use quantitative and qualitative reasoning through the design and development of a cost effective package tour in HFT 4733.

### Standard:
BSTT students will demonstrate minimum scores of 70% on each written Critical Thinking assessment criteria.

### Procedure:
Students must prepare a detailed operational itinerary for a specific package tour and develop a promotional tour brochure. Each assessment tool is directly related to a respective learning outcome. Written guidelines have been developed to assess student performance on each assessment item and distributed to the students.
### Oral Communications:

BSTT graduates of the School of Hospitality and Tourism Management will possess the ability to present prepared speeches and should specifically be able to:

1. Demonstrate the ability to effectively summarize key points and communicate them in front of the class during oral presentations.
2. Demonstrate the ability to effectively present information in a professional manner.
3. Demonstrate the ability to professionally utilize Power Point.

### Assessment Criteria:

#### BSTT students are required to take as part of their core curriculum HFT 3735 Destinations and Cultures where they are required to prepare an oral presentation based upon an assigned research topic pertaining to major tourism destinations and their attractions.

- **2.1 Standard:** BSTT students will demonstrate minimum scores of 70% on written Presentation Evaluation criteria measuring their ability to summarize and communicate.
- **2.2 Standard:** BSTT students will demonstrate minimum scores of 70% on written Presentation Evaluation criteria measuring their ability to present in a professional manner.
- **2.3 Standard:** BSTT students will demonstrate minimum scores of 70% on each written Presentation Evaluation criteria measuring their ability to professionally utilize Power Point.

#### Procedure:

BSTT students are assigned a research topic upon which they are required to make a 10 minute presentation based upon written guidelines and evaluation criteria.
<table>
<thead>
<tr>
<th>Unit’s Expanded Statement of Institutional Purpose</th>
<th>Intended Student Outcomes, Research and Service Outcomes/Objectives</th>
<th>Outcomes Assessment Criteria, Standards &amp; Procedures</th>
<th>Outcome Assessment Results</th>
<th>Use of Results for Improvement</th>
</tr>
</thead>
</table>
| The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries. | **3. Written Communication:**  
BSTT graduates of the School of Hospitality and Tourism Management will possess the ability to prepare a written report and should specifically be able to:  
3.1 prepare written report appropriate for the travel and tourism industry.  
3.2 develop a PowerPoint presentation utilizing material from the written report. | **Written Communication-HFT 3735 Destinations and Cultures**  
**Assessment Criteria:**  
BSTT students are required to take as part of the core curriculum HFT 3735 Destinations and Cultures where they are required to prepare a written report based upon their knowledge of major tourism destinations and their cultural attractions.  
3.1 Standard: BSTT students will demonstrate scores of 70% or higher on written assessment criteria.  
3.1 Procedure: BSTT students must prepare a written report based upon an assigned topic.  
3.2 Standard: BSTT students will demonstrate scores of 70% or higher on evaluation criteria assessing the quality of their PowerPoint presentation.  
3.2 Procedure: BSTT students must prepare a PowerPoint presentation following written guidelines and based upon the assigned topic. | | |
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Intended Student Outcomes, Research and Service Outcomes/Objectives</th>
<th>Outcomes Assessment Criteria, Standards &amp; Procedures</th>
<th>Outcome Assessment Results</th>
<th>Use of Results for Improvement</th>
</tr>
</thead>
</table>
| The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism | **4. Content Learning Outcomes-BSTT:**  
Our core curriculum is designed to teach travel and tourism management courses related to their specific role in today's global economy  
**4.1 Tourism Marketing**  
BSTT graduates of the School of Hospitality and Tourism Management will possess the necessary knowledge and techniques to market and promote any type of tourism product, attraction, or a tourism destination through a tourism marketing plan and should specifically be able to:  
**4.1a.** understand tourism marketing concepts of SWOT analysis, primary and secondary market research and categories of segmentation as they relate to tourism destination marketing plans.  
**4.1b.** demonstrate the ability to apply marketing plan methodologies in the design of a destination tourism marketing plan starting with identification of problems, objectives and strategies as well as the formulation of programs and activities applying the various promotional tools with their correspondent budget for the selected markets. | Content Learning Outcome Assessments:  
**4.1 HFT 4509 Tourism Destination Marketing**  
**Assessment Criteria:** BSTT students are required to take HFT 4509 as part of a core curriculum where they are evaluated on their knowledge of tourism marketing concepts and their ability to formulate a Tourism Marketing Plan for a given destination.  
**4.1a Standard:** BSTT students will demonstrate scores of at least 70% on embedded questions on mid term exam.  
**4.1a Procedure:** Midterm exam with appropriately designed embedded questions will be administered to BSTT students.  
**4.1b Standard:** BSTT students will score at least 70% on formulation of a Destination Marketing Plan.  
**4.1b Procedure:** Final exam will include an appropriately designed question and administered to all BSTT students. | | |
The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries.

### Intended Student Outcomes, Research and Service Outcomes/Objectives

<table>
<thead>
<tr>
<th>4.2  Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSTT graduates of the School of Hospitality and Tourism Management will possess the knowledge and understanding of transportation services for the travel and tourism industry and specifically be able to:</td>
</tr>
</tbody>
</table>

- **4.2a** identify ecological, societal and environmental issues and their affect on supply and demand of tourist transportation systems.
- **4.2b** explain the impacts facing global tourist transportation systems.

<table>
<thead>
<tr>
<th>4.2 HFT 3760 Tourist Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Criteria:</strong></td>
</tr>
<tr>
<td>BSTT Students are required to take HFT 3760 as part of a core curriculum where they are evaluated on their knowledge of effective and efficient transportation systems and their importance to the maintenance of economic viability around the world.</td>
</tr>
</tbody>
</table>

| 4.2a and b Standard: BSTT students will demonstrate scores of at least 70% of the dimensions identified in the results. |

<p>| 4.2 a and b Procedure: A take home examination will be administered to all BSTT students and will be evaluated upon the student’s ability to analyze information based upon written criteria and evaluation forms. |</p>
<table>
<thead>
<tr>
<th>Intended Student Outcomes, Research and Service Outcomes/Objectives</th>
<th>Outcomes Assessment Criteria, Standards &amp; Procedures</th>
<th>Outcome Assessment Results</th>
<th>Use of Results for Improvement</th>
</tr>
</thead>
</table>
| **4.3 Food Production**  
BSTT graduates of the School of Hospitality and Tourism Management will possess a general knowledge of the relationship of food to world wide cultures to provide a deeper understanding of the relationship of food to the tourist’s cultural experience and specifically will be able to:  
4.3a identify the cultural background of various ethnic groups as it relates to their history of food.  
4.3b understand the significance that food plays within the context of a person’s culture.  
4.3c recognize the similarities and differences of the role of food in a variety of ethnic and religious groups. | **4.3 HFT 4874 The Role of Food in Tourism**  
**Assessment Criteria:**  
BSTT students are required to take HFT 4874 as part of a core curriculum where they are evaluated on their knowledge of food production as it relates to world wide cultures.  
**4.3 Standard:** BSTT students will demonstrate scores of at least 70% on embedded questions on quizzes.  
**4.3 Procedure:** Quizzes with appropriately designed embedded questions will be administered to BSTT students throughout the semester. | | |
<table>
<thead>
<tr>
<th>Unit's Expanded Statement of Institutional Purpose</th>
<th>Intended Student Outcomes, Research and Service Outcomes/Objectives</th>
<th>Outcomes Assessment Criteria, Standards &amp; Procedures</th>
<th>Outcome Assessment Results</th>
<th>Use of Results for Improvement</th>
</tr>
</thead>
</table>
| The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries. | 4.4 Tourism and Sustainability
BSTT students of the School of Hospitality and Tourism Management will gain knowledge of the fundamental role of sustainable practices in the protection of the natural, social and economic capital in the 21st Century, and should specifically be able to: | 4.4 HFT 4701 Sustainable Tourism Practices
Assessment Criteria: BSTT students are required to take a core curriculum as part of their studies where they are evaluated on their knowledge of a variety of good practices as they apply to sustainable tourism development. | | |
<p>| 4.4a. understand the holistic concept and dimensions of sustainability, and the dimensions of sustainable tourism development as part of Agenda 21 for the public and private sector. | 4.4a. Standard: BSTT students will achieve 70% on embedded questions on the mid term exams. | | | |
| 4.4b. explain the rights and responsibilities of the stakeholders as main actors of sustainable tourism development. | 4.4b. Standard: BSTT students will achieve 70% on embedded questions on the mid term exams. | | | |
| 4.4c. conduct online research on a variety of international and national organizations, certification programs as well as diverse good practices applied to the operation of tourism related services in developed and developing countries. | 4.4c. Standard: BSTT students will achieve scores of 70% on their class discussion presentation based on their research. | | | |
| 4.4d. explain elements and tools for management tourism attractions, services and destinations with sustainability. | 4.4d. Standard: BSTT students will achieve 70% on embedded questions on the final exams. | | | |
| | 4.4d. Procedure: Final exam will be administered with appropriately designed embedded questions. | | | |</p>
<table>
<thead>
<tr>
<th>Unit's Expanded Statement of Institutional Purpose</th>
<th>Intended Student Outcomes, Research and Service Outcomes/Objectives</th>
<th>Outcomes Assessment Criteria, Standards &amp; Procedures</th>
<th>Outcome Assessment Results</th>
<th>Use of Results for Improvement</th>
</tr>
</thead>
</table>
| The purpose of the School of Hospitality and Tourism Management is to educate undergraduate students to successfully assume leadership positions in the hospitality and tourism industries. | **4.5 Travel Law**  
BSTT Students of the School of Hospitality and Tourism Management will understand the legal dimensions of the travel and tourism industry learning to identify legal issues before becoming problems while being sensitized to the legal implications of their decisions and should specifically be able to:  
**4.5a** display critical thinking skills.  
**4.5b** improve oral communication skills. | **4.5 HFT 4727 – Travel Law**  
**Assessment Criteria:**  
BSTT students are required to take a core curriculum where they are evaluated on their ability to understand the legal dimensions of the travel & tourism industry by participating in a mock-court setting.  
**4.5a Standard:** BSTT students will demonstrate scores of at least 70% on their case student analysis  
**4.5a Procedure:** Students are observed on their ability to think on their feet, respond coherently, and manage the facts and the law to their favor while displaying confidence.  
**4.5b Standard:** BSTT students will demonstrate scores of at least 70% on their mock-court presentations.  
**4.5b Procedure:** Students are assessed during mock-court presentations. | | |
The school's research mission is to conduct and disseminate meaningful applied research to assist leaders of hospitality and tourism organizations to successfully manage in a dynamic environment.

5. Research Outcomes – BSTT

BSTT graduates of the School of Hospitality and Tourism Management will recognize the importance of research. The students shall develop a lifelong desire to acquire up to date knowledge and skills in the travel and tourism industry. Specifically, they will be able to:

5.1 display the ability to find travel and tourism related information and be capable of discerning its quality and relevance.

5.2 demonstrate the ability to review and summarize research findings utilizing the Internet

5. HFT 4221 Human Resources Management in the Hospitality Industry

Assessment Criteria:

BSTT students are required to take a core curriculum where they are evaluated on their ability to find human resources information and discern its quality and relevance through the development of a research paper in HFT 4221.

Standard a and b: BSTT students will demonstrate scores of at least 70% on research paper evaluation criteria.

Procedure a and b: A research paper on a human resources function of their choice is required of each BSTT student. The guidelines and evaluation criteria are designed to measure their ability to conduct quality research. Research findings are presented in class and discussed to ascertain quality and relevance.
### The school's service mission is to actively serve the university, local community and the worldwide hospitality and tourism industry through participation in the meaningful activities, which benefit their constituents.

### Intended Student Outcomes, Research and Service Outcomes/Objectives

<table>
<thead>
<tr>
<th>Outcome Assessment Criteria, Standards &amp; Procedures</th>
</tr>
</thead>
</table>

### 6. Service Outcomes-BSTT:

BSTT graduates of the School of Hospitality and Tourism Management will recognize the specific meaning "service" has in our industry. The students will recognize the importance of active community service. Upon graduation our students will have a strong record of participating in community service activities.

### 6. Participation in SHTM Special Events:

#### Assessment Criteria:

BSTT students will be encouraged to participate in one or more special events sponsored by the School of Hospitality and Tourism Management.

#### Standard:

60% of BSTT students will participate in at least one of the special events that are sponsored by the SHTM.

#### Procedure:

BSTT students will be encouraged throughout the semester to participate in upcoming special events.