

Course Learning Report (CLR)

Course: HOST 101 – Introduction to Hospitality and Tourism

Date: SPRING 2014 - 5 sections of HOST 101

Author: One on line and Two Face to Face, One Face to Face, One Face to Face

Overview of Course Learning Report Concepts

Competency: Statements of what students are expected to know and be able to do by the time they complete the learning experience.

Assessment Method: The systematic collection, review, and use of information about educational experiences undertaken for the purpose of improving student learning and development. Consider the following:

- **WHAT**—What is the assessment tool? (Example: course assignment, test questions, paper, presentation, project, portfolio, etc.)
- **HOW**—How will the assessment results be evaluated? (Example: rubric, answer key, observation checklist, rating scale, etc.)
- **WHO**—Who will conduct the assessment? (Example: 4 out of 5 faculty)
- **WHEN**—When will the assessment be conducted (semester, year, week)? (Example: spring 2013 week 16, etc.)

Expected Level of Achievement: Benchmark or specific level of performance expected of students serving as a point of reference by which performance is measured.

Results of Assessment: Summary of assessment results after analyzing assessment noted in the *assessment method* column.

Next Steps: Recommendations for improvements (if there are any). Next steps can include revisions to assessment methods, competency, syllabi, curriculum, teaching methods, student support, and other.

Continuing the Cycle of Improvement: If this is not the first cycle of assessment for this course / competency, what were the “**Next Steps**” from the previous assessment cycle? Include “**Next Steps**” status.

Previous “Next Steps”

FALL 2013 - CLR: To facilitate and assess students’ understanding of the Course Competencies (SLOs) throughout the entire semester by modifying the required Class Activities assignment.

“Next Steps” Status

SPRING 2014 - CLR: Modified Class Activities assignment for SPRING 2014 by requiring students to identify connections they found between the “Course SLOs”, the “Textbook Content”, and the “Real-World”.

This CLR is not complete. We are submitting this as version 1 with the completed CLR to be resubmitted in the early Fall. More assignments will be used as methods of assessment and clarification of the assessment results will be discussed.

PROGRAM OUTCOME	Competency	Assessment Method	Expected Level of Achievement	Results of Assessment	Next Steps
1-7	Competency #1 Differentiate the products and services offered by various sectors of the hospitality and tourism industry, and describe how the sectors are interrelated.	What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3-13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer Key Who: HA When: Final Exam Week What: Final Exam How: Answer Key Who: KD When: Final Exam Week	Expected: 70% of students enrolled earn 70% or better.	Results: 78% of students enrolled earned 70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 83%	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014

1, 4, 9	<p>Competency #2</p> <p>Distinguish the organizational and operational characteristics of transportation, lodging, foodservice, and recreation businesses and organizations.</p>	<p>What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13</p> <p>What: Exam Questions How: Answer Key Who: CC When: Final Exam Week</p> <p>What: Final Exam How: Answer Key Who: HA When: Final Exam Week</p> <p>What: Final Exam How: Answer Key Who: KD When: Final Exam Week</p>	<p>Expected: 70% of students enrolled earn 70% or better.</p>	<p>Results: 76% of students enrolled earned 70% or better.</p> <p>Results: 92% of students enrolled earned 70% or better.</p> <p>Results: 78% of students enrolled earned 70% or better.</p> <p>Aggregate Results: 82%</p>	<p>Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014</p>
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4, 5	<p>Competency #3</p> <p>Identify and compare the career opportunities in the various sectors of the hospitality and tourism industry.</p>	<p>What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13</p> <p>What: Exam Questions How: Answer Key Who: CC When: Final Exam Week</p> <p>What: Final Exam How: Answer Key Who: HA When: Final Exam Week</p> <p>What: Final Exam How: Answer Key Who: KD When: Final Exam Week</p>	<p>Expected: 70% of students enrolled earn 70% or better.</p>	<p>Results: 79% of students enrolled earned 70% or better.</p> <p>Results: 92% of students enrolled earned 70% or better.</p> <p>Results: 78% of students enrolled earned 70% or better.</p> <p>Aggregate Results: 83%</p>	<p>Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014</p>
7, 8	<p>Competency #4</p> <p>Analyze the impact of tourism on the society of a destination, and explain the benefits of developing sustainable tourism practices.</p>	<p>What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13</p> <p>What: Exam Questions How: Answer Key Who: CC When: Final Exam Week</p> <p>What: Final Exam How: Answer Key Who: HA When: Final Exam Week</p> <p>What: Final Exam How: Answer</p>	<p>Expected: 70% of students enrolled earn 70% or better.</p>	<p>Results: 70% of students enrolled earned 70% or better.</p> <p>Results: 92% of students enrolled earned 70% or better.</p> <p>Results: 78% of students enrolled earned 70% or better.</p> <p>Aggregate Results: 80%</p>	<p>Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014</p>

		Key Who: KD When: Final Exam Week			
2, 3, 6–9	Competency #5 Identify the hospitality and tourism market's needs and motivations.	What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer Key Who: HA When: Final Exam Week What: Final Exam How: Answer Key Who: KD When: Final Exam Week	Expected: 70% of students enrolled earn 70% or better.	Results: 78% of students enrolled earned 70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 83%	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014
2,3, 5–7	Competency #6 Describe the tourism systems and services designed to serve the leisure travel market.	What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer Key Who: HA When: Final Exam Week	Expected: 70% of students enrolled earn 70% or better.	Results: 76% of students enrolled earned 70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 82%	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014

		What: Final Exam How: Answer Key Who: KD When: Final Exam Week			
2, 5	Competency #7 Describe the tourism systems and services designed to serve the business travel market, including meetings, conventions and expositions.	What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer Key Who: HA When: Final Exam Week What: Final Exam How: Answer Key Who: KD When: Final Exam Week	Expected: 70% of students enrolled earn 70% or better.	Results: 78% of students enrolled earned 70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 83%	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014
2, 3	Competency #8 Explain the sales and marketing activities utilized in the hospitality and tourism industry.	What: 9 SLO Reports How: Rubric Who: CC When: Weeks 3–13 What: Exam Questions How: Answer Key Who: CC When: Final Exam Week What: Final Exam How: Answer	Expected: 70% of students enrolled earn 70% or better.	Results: 75% of students enrolled earned 70% or better. Results: 92% of students enrolled earned 70% or better. Results: 78% of students enrolled earned 70% or better. Aggregate Results: 82%	Action: To modify exam questions, grading rubrics and course competencies with colleagues. Date: FALL 2014

		<div>Key</div> <div>Who: HA</div> <div>When: Final Exam Week</div> <div>What: Final Exam</div> <div>How: Answer Key</div> <div>Who: KD</div> <div>When: Final Exam Week</div>			
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