Instructor's Report on the Exemplary Sample:

For each relevant outcome on the CASLO rubric, briefly describe your assessment of the exemplary student's work; point out the elements or characteristics of the work that establish the skill level.

1. Outcome 4.1: Organize an oral presentation for effective communication (exemplary sample).

Response

As the introductory HOST course, each student in HOST 101 class is required to select a tourist destination of her/his interest, research on the impacts of tourism, and device a travel plan by integrating components of hospitality and tourism learned in class. Elements, such as travel motivation, destination choice, economical, cultural, and environmental impacts of tourism, lodging, dining, activities, budget and interrelatedness of the industry are explored in this project. A written report and a ten-minute oral presentation to communicate the findings in front of the class are built in as a part of the project requirement. Considering the file size limitation, the submitted video sample recorded merely a brief moment of the student oral presentation (1m45s), which captured only a few snapshots of the entire oral presentation by the student. To give the CASLO Oral Communication Assessment Committee a holistic view of the student performance, a PowerPoint presentation file by t

2. Outcome 4.2: Use impactful language suited to an intended audience and situation (exemplary sample).
Response

The student presenter skillfully uses the vocabulary and language suitable to the hospitality industry and the class audience. As shown in the PPT slides the student choose words for their precise meaning and uses an appropriate level of specificity. The presentation layout and colors in the slides fit in the theme of the presentation.

3. Outcome 4.3: Demonstrate physical and vocal communication techniques (exemplary sample).

Response

The submitted video sufficiently demonstrates the student's poise and confidence during the presentation. She maintains direct eye contact with the student audience while using a laser pointer to her presentation slides. She dresses appropriately for the presentation. Her appearance, posture, hand positions, gestures, and facial expression are at ease and appropriate for the presentation. Her voice is clear and projects at right volume. To keep the presentation within the allotted 10 minutes, students are advised to practice and rehearse prior to the final presentation time. To further remind the student presenter of the remaining presentation time in class, instead of setting up an alarm clock, the instructor periodically shows a sign of 5 minutes, 3 minutes, and 1 minute. This way, the presenter is able to focus on the presentation content and keep the flow of the presentation. Clearly, this student presenter pays attention to the audience including the instructor, and ke

4. Outcome 4.4: Convey a central message (exemplary sample).
Response

The presentation covers all required components of the final report and communicates effectively the main findings of the project research. The organization is logical and easy to follow. By researching on her dream destination - New Zealand and learning to create a travel plan, the student reflects on the skills learned for successfully completing the project. She skillfully synthesizes what she has learned about the scope of the travel and tourism industry through this project. At the end she concludes that ecotourism is the most suitable mode of travel, which creates meaningful travel experiences to the visitor and minimize the impact to the aboriginal Maori people’s way of life and its land. The central message she delivered is clear and powerful.

5. Outcome 4.5: Gather and present supporting material (exemplary sample).

Response

To start off her presentation, the student showed a brief video to give the audience a glimpse of the fascinating destination. The presentation incorporates a table of trip itinerary and budget in the slide. A list of MLI format citations is also included at the end of her final report paper. After completing the presentation, the student responded to the instructor's questions accurately. She draws references from the sources that she used in conducting the project research, including the resources listed on UH Maui Library website: http://maui.hawaii.libguides.com/hospitality. (Scroll down, under the "Article Databases", click on "Global Road Warrior").

Instructor's Report on the Minimally Passing Sample:

For each relevant outcome on the CASLO rubric, briefly describe your assessment of the minimally passing student's work; point out the elements or characteristics of the work that establish the skill level.

6. Outcome 4.1: Organize an oral presentation for effective communication (minimal sample).
Response

This individual's final presentation is chosen to be the minimally passing sample, yet it is worth noting that for outcome 4.1, the student does an adequate job covering the required content for the project presentation. The student presentation includes an introduction, main body, and conclusion. The organization of the content appears to be logical and resealable. The only thing missing is the presentation outline following the cover slide.

7. Outcome 4.2: Use impactful language suited to an intended audience and situation (minimal sample).

Response

The student presenter follows the project guidelines and does an acceptable job communicating the project findings. However, the language he uses in his class oral presentation is a bit dreadful. From time to time he uses filler words, such as "um"s, "like", and "well" in his presentation.

8. Outcome 4.3: Demonstrate physical and vocal communication techniques (minimal sample).

Response

The student presenter failed to demonstrate proper body language during his presentation. His physical gesture appears to be stiff and he speaks monotone during the entire presentation. Most of the time he reads the lines of each slide and largely neglects eye contact with the audience. When the instructor (sitting in an audience seat) shows the minute-reminder sign at the latter part of the presentation, he totally ignores it. As the result, he ends up close his presentation in a rather abrupt way as he passes the the 10-minute time limit.
Response

Selecting Australia as his travel destination, the student appropriately researches the country's background, history, points of interest, international travel requirement, and various aspects of travel planning. In this PowerPoint presentation file, apparently he includes a slide titled "What I Have Learned" as a conclusion. Unfortunately, he unsuccessfully conveys the core messages as he intended due to the fact of him running overtime in class oral presentation.

10. Outcome 4.5: Gather and present supporting material (minimal sample).

Response

Because of the rather abrupt closing, the student doesn't have time to present much supporting material either. In addition, he misses the opportunity to respond to the instructor's questions about his selected travel destination and resources used in the research project.

Instructor's Report on Course Work:

To provide context for discussion of the student work, please briefly describe course work that prepares students to demonstrate each relevant outcome on the CASLO rubric.

11. Outcome 4.1: Organize an oral presentation for effective communication.
As an introductory course, HOST 101 Introduction to Hospitality provides students with a basic understanding of the travel industry. Emphasis is placed upon familiarizing students with an overview of the travel industry. As a prerequisite to other courses in the HOST program, students are introduced to analyze and communicate 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), which aligns with the PLOs. For this CASLO oral communication assessment, the term project final presentation samples are selected. To help students organize the content skillfully, a project guideline with sample outline and evaluation rubrics was given to students on the 3rd week of the semester. Prior to this term project final presentation, students in this class have had at least four opportunities to speak and deliver oral presentations in front of the class.

"Tourism News Minute" invite

12. Outcome 4.2: Use impactful language suited to an intended audience and situation.

To effectively report on the term project findings, students are expected to carefully adopt the vocabulary suitable to the hospitality industry and the project objectives. Chooses words for their precise meaning and uses an appropriate level of specificity. Sentence style fits paper's purpose. Are sentences varied, yet clearly structured, not long and rambling.

13. Outcome 4.3: Demonstrate physical and vocal communication techniques.

The oral presentation rubric clearly specifies the body language requirements. Questions to ask for to Outcome 4.3 include: Does the presenter deliver the information with confidence and poise. Is the appearance, attire, body language, posture, hand positions, gestures, eye contact appropriate? Pays attention to enunciation, vocal variety, pauses, pacing?
14. Outcome 4.4: Convey a central message.

**Response**

The objectives of the project are threefold: 1) train the students to research on a tourism destination and the tourism impacts to the chosen site; 2) students learn to plan a trip efficiently, making the linkage among the various sectors of travel and hospitality industry; 3) and report and communicate the research findings and trip plan effectively. Questions to ask for Outcome 4.4 are as follows: Does the presentation address all required components of the project final report? Is the organization of the presentation logical and easy to follow? Does the presentation convey the essential messages clearly?

15. Outcome 4.5: Gather and present supporting material.

**Response**

The oral presentation requires students to follow the provided guidelines and refer to the sources of information used in the research process. Students are expected to include Appendix in their project final paper. In the previous semester, the instructor worked with Ellen Peterson at the UH Maui College library to identify useful books, journals, and online magazines to better help students successfully complete the project. The UH Maui Library website: http://maui.hawaii.libguides.com/hospitality is shared with the students at the beginning of the semester. Questions to ask for outcome 4.5 are: Does the presentation use a logical structure appropriate to paper’s purpose. Does the presentation flow well? Is the topic sentence clear? Does the report use easy-to-follow order? Do the trip plan Itinerary and budget tables are clearly included in the presentation? Does she/he provide proper sources used in the presentation? In addition, the project oral presentation rubric

**Student Success Rates:**

Of the students enrolled in your course at end of the first week of the semester, what percentage passed this assessment with a grade of "C" or better?
16. Success Rate:

17. Please let us know if you have shared each of the following along with this report:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A sample of exemplary student work</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>A sample of minimally passing student work</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Instructions for the assignment (as presented to students)</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>A rubric used to determine a grade for this assignment</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Video of Presentation Excerpt-Exemplary Sample
Presentation Outline

- Background Information of the Chosen Destination
- Travel Motivation
- Impacts of Tourism
- Lodging & Dining Choices
- Recreation & Leisure
- Travel Itinerary & Budget
- Conclusion

Famous Movies
- King Kong
- The Last Samurai
- The Lord of the Rings Trilogy

Travel Motivation:
- Culture
- Budget
Tourism Impact: Economy

- More job opportunities
- 13.7% of GDP in 2014
- Expected to keep rising

Tourism Impact: Environment

- Growing Population
- Growing Volume of Tourists

Dining

The French Cafe
Pizzeria Napoli

THE KIWI Memory
Premiere Eco-travel Experience

Itinerary:

Christchurch
- Re:Start
- Quake City
- Start Kiwi Experience

Kaikoura
- Lazy Shag Backpackers
- Dolphin Encounter
- Topspot Seal Swims

Itinerary:

Wellington
- Zealandia Eco Sanctuary
- Wellington Cable Cars
- Pizzeria Napoli

Taupō
- River Valley Adventure Lodge
- Horseback Riding
**Itinerary**

**Rotorua**
- Kiwi Encounter
- Hobbiton
- Eco-sites

**Auckland**
- Skyjump
- The French Cafe

<table>
<thead>
<tr>
<th>City</th>
<th>Accommodation питания</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chile</td>
<td>Rotorua</td>
<td>$120</td>
</tr>
<tr>
<td>Queenstown</td>
<td>Skyjump</td>
<td>$180</td>
</tr>
<tr>
<td>Hobbiton</td>
<td>Kiwi Encounter</td>
<td>$90</td>
</tr>
<tr>
<td>Eco-sites</td>
<td>Nature Cafe</td>
<td>$50</td>
</tr>
<tr>
<td>Auckland</td>
<td>Skyjump</td>
<td>$120</td>
</tr>
<tr>
<td>The French Cafe</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Kiwi Encounter</td>
<td>$120</td>
<td></td>
</tr>
<tr>
<td>Return</td>
<td>$120</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2,000.00</td>
<td></td>
</tr>
</tbody>
</table>

**Budget Total**

Congratulations! Within the $2,000 budget!

**Conclusion**

- **Hospitality & Tourism is a multibillion dollar business**
- Different segments in hospitality & tourism are interconnected
- Planning a tour encompasses various skills
- Given a limited budget it can be challenging to engineer a memorable travel experience
- Ecotourism option makes it possible, worthwhile, and meaningful

**Thank You!**
Video of Presentation Excerpt-Minimally Passing Sample
ANZALIA
HOSPITALITY & TOURISM
OVERVIEW

Brandon Moreland

GEOGRAPHICAL LOCATION
& POPULATION

Australia is one of the most famous and popular vacation destinations in the world. This makes the Tourism industry an important contributor to the Australian Economy.

Canberra is the capital city of Australia

The most famous city in Australia is Sydney with a population of 4,627,345

TOURISM VISA

• Visitor visa (subclass 601)
• Tourist
• Traveling for business visitor purposes
• Costs 125 dollars

POINTS OF INTEREST

The Sydney Opera House
• One of the most famous buildings in the 20th century
• 45,000 Square Feet
• 6 Entertainment Venues
• Restaurants

AYERS ROCK

• Located 5 hours from Alice Springs
• 2 or 3 full days of driving to get to Ayers rock
• A single piece of rock
• Also known as Uluru
• Has a resort on the top of it

THE GREAT BARRIER REEF

Located in the Coral Sea, off the coast of Queensland

• 4 ways to get there: Plane, Bus or Ferry
• It stretches 132,974 miles long
• Great for scuba divers and snorkeling
• 2,900 different kinds of coral
THE GREAT BARRIER REEF TODAY

Australia Travel Itinerary

Date
Depart

12/5/16
HA Flt# 451
11:35AM
Airport Shuttle to Hotel
Silkari Suites Sydney
1 Room:
Executive Studio
Check-in: Tue, Dec 6
- night stay

12/7/2016
City Harbor dinner cruise

12/8/2016
Bridge Climb Experience

12/10/2016
Hop on City Tour

12/11/2016
Airport Shuttle from Hotel to SYD
Check-out: Sun, Dec 11

12/11/2016
Jet Star Air Flt#25
SYD
CNS
9:00AM
Ibis Hotel Cairns Queen Studio
5-night stay

12/12/2016
Half day reef snorkel boat tour

12/13/16
Kuranda Scenic Railway Tour

12/15/16
Tubing on the Mulgrave River

12/16/16
Airport Shuttle from Hotel

12/16/16
Jet Star Air Flt#951
CNS
1:30PM
HA Flt# 452
SYD
9:20 PM

BUDGET

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist Visa Fee</td>
<td>$125.00</td>
</tr>
<tr>
<td>Round trip Airfare HNL-SYD</td>
<td>$1,005.00</td>
</tr>
<tr>
<td>Round trip Shuttle airport/Hotel</td>
<td>$246.00</td>
</tr>
<tr>
<td>Sydney Hotel 5 nights</td>
<td>$686.41</td>
</tr>
<tr>
<td>Round trip Shuttle airport/Hotel</td>
<td>$58.00</td>
</tr>
<tr>
<td>Airfare/Hotel &amp; SYD-CNS</td>
<td>$558.00</td>
</tr>
<tr>
<td></td>
<td>$2,456.41</td>
</tr>
</tbody>
</table>

WHAT I HAVE LEARNED

• How to create a travel itinerary
• How to budget my money
• What actually goes into planning a trip
• How crucial it is to research that country you want to visit

THANK YOU FOR YOUR TIME

Questions?
HOST 101 Introduction to Hospitality & Tourism  
Term Project Guidelines  
(60 pts Written Report + 20 pts Oral Presentation)

I. Hospitality & Tourism Industry Overview  
All you will learn in this course, the scope of the hospitality & tourism industry includes lodging, transportation, food & beverage, activities, and retail. All of these segments are interrelated. Every service encounter within these segments is important because it significantly impacts one's perspective of a travel destination.

People travel for a variety of reasons – leisure, business, education health, etc. Furthermore, a destination’s natural surroundings, appeal, cultural diversity, infrastructure, superstructure, etc. all play a role in influencing a prospective traveler’s final “purchase decision.”

II. Background Information  
The United Nations Educational Scientific and Cultural Organization (UNESCO) has embarked on a study examining the political, economic, social, and/or cultural connections and impacts between the United States travelers and other communities of the world. As a student in this class, you will be traveling to an international destination for 10 days, learning and exploring various aspects of international and domestic tourism for the country you have chosen. You are asked to report your findings on the destination and include a comprehensive professional travel plan for your 10-day trip. Your budget has to be within $2,000 excluding the international airfare.

III. Your Tasks  
Devise and professionally compile a travel plan that incorporates the principles of planning, organizing, coordinating, and decision making by answering the following:

A. Research the country you chose to travel to and provide background information (i.e. what is this country known for, where is it located, what is its image as a tourism destination, etc.)
B. Explain the purpose of travel and identify three internal “push” and three external “pull” factors that influence your choice of travel to an international destination.
C. Discuss the economic, social and/or cultural impacts of tourism in the international destination you chose.
D. Describe hotel accommodation choices for your 10-day trip to your international destination (minimum of 2 different hotels). And list dining options at your international destination for your stay.
E. Describe recreation and leisure activities at your international destination for the 10-day period. Describe eco-destinations.
F. Create a travel itinerary and budget. Itemize your costs. Include costs of airfare, transportation, accommodations, recreation, leisure, etc.
G. Explain what you have learned about the scope of the travel and tourism industry (i.e. in general, describe the interrelatedness of industries, factors that influence travel and tourism, etc.)
H. Write an executive summary of your travel plan.
I. Cite your sources (e.g. US Dept. of State International Travel website and www.tripadvisor.com, etc.)
* Be sure to research your destination using the following library guide resources:  [http://maui.hawaii.libguides.com/hospitality](http://maui.hawaii.libguides.com/hospitality). Scroll down, under the "Article Databases" click on "Global Road Warrior"  *(Login with UH Username)*

**Paper Format Requirements:**

- Double spaced, font Arial or Times New Roman, size 12.
- Number all the pages.
- All submissions should be in MS Word or PDF. If you don’t have MS Word or PDF available, consider submit inline (copy and paste to the submission box).

I’ve attached a sample term project paper in Assignments at HOST 101 Laulima site.

IV. Project Timeline

The following are the milestones for completing the final project (total 80 points):

<table>
<thead>
<tr>
<th>PROJECT PHASES</th>
<th>DUE DATE</th>
<th>SECTIONS</th>
<th>SUBMIT TO</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Part I – Peer Edit Eval</td>
<td>M. 10/3</td>
<td>Sections A, B, C, D</td>
<td>Hard Copy</td>
<td>15 pts</td>
</tr>
<tr>
<td>Project Final Paper</td>
<td>W. 11/30</td>
<td>Project Final Paper</td>
<td>Assignments in Laulima</td>
<td>30 pts</td>
</tr>
<tr>
<td>Presentation (10 minutes each)</td>
<td>11/30 &amp; 12/7</td>
<td>Entire project</td>
<td>In front of HOST 101 Class</td>
<td>20 pts</td>
</tr>
</tbody>
</table>

---

V. Evaluation

The following is the Peer Edit Evaluation Form (10 points each) ***You’ll need to turn in this form along with the reviewed project Part I/II of your peer***

<table>
<thead>
<tr>
<th>Weak</th>
<th>Satisf</th>
<th>Strong</th>
<th>CRITERIA</th>
<th>REVIEWER’S COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Assertion: clarity, importance</td>
<td>e.g. Your position is clear. I also like the way you explore points that conflict with your main point.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Evidence: relevance, strength, credibility</td>
<td>e.g. I don’t see how your second and third pieces of evidence support your assertion.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Organization: arrangement of ideas, guiding the reader</td>
<td>e.g. Pretty good. But the middle paragraph on the second page seemed in the wrong place.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mechanics: spelling, grammar, punctuation</td>
<td>e.g. Many careless mistakes. Better proofreading needed.</td>
</tr>
</tbody>
</table>
Your **final project paper** will be evaluated based on the rubric below (30 points):

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>WEIGHT</th>
<th>DESCRIPTIONS</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>x 3</td>
<td>Responds appropriately to the assignment. Demonstrates substantial research, data collection, analysis, and discussion. Does the paper cover all the topics required?</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Organization &amp; Support</td>
<td>x 2</td>
<td>Uses a logical structure appropriate to paper's purpose. Does the paper flow well? Is the topic sentence clear? Does the report use easy-to-follow order? Includes summary and conclusion? Uses evidence appropriately and effectively?</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Style &amp; Mechanics</td>
<td>x 2</td>
<td>Chooses words for their precise meaning and uses an appropriate level of specificity. Sentence style fits paper's purpose. Are sentences varied, yet clearly structured, not long and rambling? Free of spelling, punctuation, grammatical errors? Uses citations properly?</td>
<td>5 4 3 2 1</td>
</tr>
</tbody>
</table>

Your **oral presentation** will be evaluated based on the following rubric (20 points)

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>WEIGHT</th>
<th>DESCRIPTIONS</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content &amp; Organization</td>
<td>X 2</td>
<td>Does it include introduction (grabs and keeps attention), body (adequate research and analysis), conclusion (concise, take-home message)? Has covered all the required components of the final report? Is the organization logical and easy to follow?</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Presentation Delivery</td>
<td>X 1</td>
<td>Is the appearance, dress, body language, posture/ poise, hand positions, gestures, eye contact appropriate? Pays attention to enunciation, vocal variety, pauses, pacing?</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Presentation Design &amp; Visual Aids</td>
<td>X 0.5</td>
<td>Do the words, layout, and colors in the slides fit the theme of the presentation? Are they clear? Is the design original or creative? Any handouts or additional visual aids used?</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Question Response</td>
<td>X 0.5</td>
<td>Respond to the questions accurately? Referenced the resources in answering the questions? Provide life/work experiences or examples to support the answers?</td>
<td>5 4 3 2 1</td>
</tr>
</tbody>
</table>

**COMMENTS:**

* See the Project Paper Format/Outline on next page.
PROJECT PAPER FORMAT/OUTLINE

I. COVER SHEET
   • travel destination, your name, course, date of submittal
   *** Number all pages (not include this cover page)

II. TABLE OF CONTENTS (0.5-1 page)

III. EXECUTIVE SUMMARY (1-2 pages) *(Section H - write it after you complete sections A, B, C, D, E, F, G)*
   • Give readers the essential contents of this project
   • Preview the main points of the project and enable the readers to build a mental framework for organizing and understanding the information in your document

III. DESTINATION INFO & TRAVEL PLAN (8-12 pages)

   A. DESTINATION CHOICE (1-2 pages)
      • Location, history, tourism image

   B. TRAVEL MOTIVATION (1-2 pages)
      • Push and Pull Factors or other

   C. IMPACTS OF TOURISM (1-2 pages)
      • Economic, social, cultural impacts of tourism

   D. ACCOMMODATIONS DINING (1-2 pages)
      • Hotel accommodations (minimum of 2)
      • Sample dining options for 10-day stay

   E. RECREATION & LEISURE (2-3 pages)
      • Recreation activities, leisure activities, eco-tourism destinations

   F. TRAVEL ITINERARY & BUDGET (1-2 pages)
      • Include a daily schedule of your 10-day trip and a proposed budget

IV. CONCLUSION (1-2 pages)
   • Synthesize what you have learned about the scope of the travel and tourism industry through this project
   • Reflect on the interconnection of each segment based on the project

IV. APPENDIX (as applicable)

V. Works Cited (MLA format) *(Section I - this should be placed at the end of your paper)*