



Executive Summary  
2021 Academic Program Review  
College of Business

Hospitality and Tourism Management [CIP: 520901]

**Review Team**

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**Degree Programs by Level**

**Undergraduate Programs:**

Hospitality and Tourism Management (B.B.A. and B.S.)

**Mission and Purpose**

The Mission of the Hospitality and Tourism Management Program (HTMP) at Florida Atlantic University (FAU) is fourfold:

1. To educate students through a highly rigorous curriculum in comparison to similar peer programs
2. To prepare students for successful careers in the world's number one service industry – hospitality and tourism – by focusing on quantitative and communications skills to a greater extent than peer programs
3. To produce and distribute meaningful research and other scholarly outputs to assist business and academic leaders across the hospitality industry
4. To actively serve the college, university, and regional business community with service, consulting, and mentoring activities

**Strategic Goals and Action Plans**

Goal 1: Improve the efficiency of the program's operations.

In order to off-load routine tasks important for sustaining the Hospitality and Tourism Management program and currently performed by the program director, a program coordinator

should be hired. The responsibilities of the coordinator would include, but not be limited to, monitoring weekly job posting in the industry and ensuring their availability to students and graduates; routinely coordinating with internship sponsors to ensure a sufficient number of internship opportunities and verifying the number of hours required for the completion of the internship requirement for the majors; maintaining website currency; maintaining appropriate e-mail lists; and proactively interacting with tri-county high school guidance counselors/liaisons and presenting to advisors and students as needed.

Goal 2: Develop stronger ties with key stakeholders in the hospitality and tourism industry.

The program director and coordinator (once hired) in collaboration with the faculty will assess the need for a Hospitality and Tourism Management Advisory Board to advance the mission of the program and complement the Dean's Advisory Board of the College. The program director and coordinator will meet with approximately 10-15 key industry executives across various hospitality and tourism niche areas to determine interest and feasibility, as well as to acquire an understanding of ways that a board might benefit the program. The program director will also reach out to administrators of hospitality programs in other academic institutions to become familiar with best practices for developing advisory boards. Assuming positive outcomes of these meetings, a faculty committee chaired by the program director will be formed to develop a plan for creating an advisory board following University Policy 2.5 on Advisory Bodies, which includes a template of Guidelines and Principles.

Goal 3: Provide a more appealing and more flexible degree alternative for Hospitality and Tourism Management majors.

The Hospitality and Tourism Management faculty will revise the requirements for majors seeking the Bachelor of Science (BS) degree or Bachelor of Arts in Business Administration (BA). This revision will provide an alternative to the curriculum requirements, which some students may find more appealing compared to the Bachelor of Business Administration (BBA) offered by the program. The revision of the BS degree requirements could mirror the curriculum of the BS in Economics wherein students are not required to take the business core courses. This revision will provide an easier path to graduation for transfer students with AS degrees and dual enrolled high school students. It will also increase the number of electives that majors can take while not exceeding the 120 credits required for graduation, effectively increasing flexibility for majors. Appropriate action will be taken to market/promote the revised BS curriculum revision after institutional approvals have been obtained. Should the College of Business (COB) move instead toward a Bachelor of Arts in Business Administration (BA), the major will mirror other major formats with expanding course offerings that are major-specific.

Goal 4: Integrate business analytics into the curriculum for Hospitality and Tourism majors and minors.

The program director will initiate deliberations among the Hospitality and Tourism Management faculty to develop a new course in analytics focused on the hospitality and tourism industry, and integrate the Certification in Hospitality Analytics (CHIA) into the course. CHIA is offered in

partnership with STR which provides premium data benchmarking, analytics and marketplace insight for global hospitality sectors. The American Hotel and Lodging Association Educational Institute (AHLEI) provides study materials and administers the certification. CHIA is recognized by the Council on Hotel, Restaurant, and Institutional Education (CHRIE), which is a non-profit association for academic institutions offering programs in hotel management. The ITOM Department began integrating an Excel certification requirement into the Management Information Systems required course in recent years. The program director will reach out to the chair of that department to understand how the certification was integrated into the syllabus and what the faculty learned through the implementation process.