

Florida Atlantic University
Hospitality and Tourism Management Program
Academic Program Review
April 7-9, 2021

Review Team:

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Committee Process:

This report provides the findings of the review team, Dr. Debby Cannon, Dr. Srikanth Beldona, and Dr. Jesse Saginor, on the academic program review of the Hospitality and Tourism Management Program. The findings are based on a review of the Program self-study document, web materials, and meetings

Department Overview

The department consists of three tenured/tenure-track professors, four instructors, two adjunct instructors, and the director of the program. The tenured/tenure track lines include one associate professor and two assistant professors. With respect to diversity, the faculty is particularly well represented for its small size based on several different aspects of diversity. As mentioned in the report, one area for future improvement in faculty diversity is based on gender, with the program focused on addressing this gap via adjuncts given the lack of additional faculty lines in the near future. Student enrollments since the last program review range from 88 to 110. The program offers a Bachelor of Business Administration of Hospitality and Tourism Management, an Online Bachelor of Business Administration of Hospitality and Tourism Management, and minor in Hospitality and Tourism Management. Additionally, there are six undergraduate-level certificates: two executive education certificates (Hospitality and Tourism Management; Meetings and Events Management) and four undergraduate certificates (Hospitality and Tourism Management; Club Management; Casino and Gaming Industry Management; Meetings and Events Management). At the graduate level, there is an MBA in Hospitality and Tourism Management as well as a certificate in Hospitality and Tourism Management.

Departmental Strengths

1. Program and Departmental Leadership

A predominant and consistent strength heard in all meetings including both internal and external stakeholders was the strong and positive leadership of Dr. Peter Ricci, Director of the Hospitality and Tourism Management Program and Clinical Associate Professor. Dr. Ricci has had a central role in establishing a program with an excellent reputation. He has played an integral part in recruiting outstanding faculty, engaging and mentoring students, developing widespread and loyal industry relationships including alumni and others and building administrative support throughout the College and University. The review committee commends Dr. Ricci for his positive and inspirational leadership that has been fundamental to the building and expanding of an exceptionally well-run program known for excellence, innovation and support of current and future industry needs.

The Hospitality and Tourism Management Program is organizationally located in the Marketing department. The support of the Chair of the Marketing Department, Dr. Cheryl Burke Jarvis, has been important to Hospitality and Tourism since her arrival to FAU approximately three years ago. A respectful and supportive partnership is evident between Drs. Burke Jarvis and Ricci which has administratively been important and has expanded to faculty collaboration in research endeavors between Marketing and Hospitality/Tourism as well as with faculty from other business disciplines.

performing over the last eight years as compared to faculty from marketing, the overall College of Business and the entire University.

The non-tenure track faculty typically have a 4-4 teaching load. In addition to teaching, their service activities are extensive including membership in numerous hospitality professional associations. In several cases, faculty hold leadership positions in these associations as board members and committee chairs. Tenure-track faculty (two faculty) and tenured faculty (one faculty) have 2-2 teaching loads warranted on research productivity. Research areas are clearly identifiable, and the scholarly work of Hospitality and Tourism faculty is making significant contributions to discipline specializations. Service activities for all faculty are also focused on College, University governance (i.e. Faculty Senate) and academic leadership (i.e. journal editors). All faculty have a minimum of two and as many as six college or university committees on which they serve.

All faculty are teaching courses that are synchronous with their backgrounds – both academic and industry-based – and faculty continually work to stay updated with the dynamic field of hospitality and tourism through a variety of approaches: their own research, attendance at academic and industry conferences (virtual for this past year); active involvement with industry professional associations; regular interaction with industry partners of the program; as well as regularly reading industry and academic and trade publications.

According to the College, the Hospitality and Tourism Program supports requirements for AACSB accreditation. # Non-tenure track faculty are active in research with one instructor being classified as scholarly academic (SA) for AACSB accreditation purposes. Two additional instructors are classified as instructional practitioners (IP) with one holding practice academic (PA) status. All other faculty (Ricci, Bilgihan, Park and Zhang) are classified as scholarly academic (SA). In the last program review (2007-2013), the program reviewers established a goal of publications in 30 peer-reviewed journals. For 2014-2020, the HTMP faculty exceeded 100 peer-review articles showing impressive and significant research productivity.

The review committee was impressed with the collegiality of the faculty and the mutual support and

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equating to the understanding of high quality standards.

Most students combine work and school and it was indicated that course scheduling allows for this combination

Areas of Potential

Two particular areas were noted by the review committee as having significant potential:

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to directly relate to Hospitality and Tourism Management involving the connection between
= † club facilities for
residents. Increasingly, senior living establishments, particularly in the luxury segment, are
incorporating business and service models of hospitality, recreation and fitness.

3. While the current Hospitality and Tourism Management curriculum is strong, the addition of more structured analytical course content would be advantageous in addressing industry needs and enhancing marketability of students and graduates. Specifically, adding the Certification of Hospitality Industry Analytics (CHIA) is recommended. CHIA is administered by a major industry professional association, the American Hotel and Lodging Association, in partnership with the International Council of Hotel, Restaurant and Institutional Education (ICHRIE) and Smith Travel Research (STR). On the graduate level, the Certification of Advanced Hospitality and Tourism Analytics (CAHTA) is available and recommended.
4. The Hospitality and Tourism Management Program has great industry support. Based on feedback from several of the industry representatives interviewed, the establishment of an Industry Advisory Board should be considered. Getting feedback from numerous industry supporters of the program would be recommended as well as talking with other hospitality programs with successful Industry Boards to understand the intricacies of Board formation and operations.
5. It is recommended that the Hospitality and Tourism Management Program consider initiating discussion of a faculty development plan that may eventually be supportive of a structured succession plan. There is tremendous potential for expansion and growth of the program eventually requiring leadership support beyond the addition of one program coordinator position. Faculty are engaged and have the potential to eventually expand into leadership roles (such as graduate program coordinator; executive education coordinator; international program coordinator) that may be involved with growth and expansion. Faculty are eager to continue learning and gaining more information on the department, college and university. For example 912 0 612 792 rev

Answers to Questions for Review Committee:

The academic program review report listed specific questions for the program review committee that are

- What is the market for international students and does one (MBA or MS) have a greater chance of attracting international applicants?
- If students are planning to use the Master's degree as a bridge to a PhD program, which (MBA or MS) is more likely to be accepted by doctorate programs in hospitality or related fields?

