# Annual Academic Assessment Report Cover Sheet

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<th>Program Information:</th>
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<td>Program Assessed</td>
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<td>Department</td>
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<tr>
<td>College</td>
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<tr>
<td>Program Chair</td>
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<tr>
<td>Assessment Coordinators</td>
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<tr>
<td>Date Submitted</td>
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<tr>
<td>Contact Person for This Report</td>
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<td>Name</td>
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What are the student learning outcomes? Please provide a numbered list.

Upon completion of this program student will be able to:
1. Plan, organize, design, construct, conduct, and present scholarly research that demonstrates the effective implementation of research skills.
2. Develop an in-depth understanding of the content in the student’s major/minor area of interest.
3. Create and deliver curricular and instructional materials in the student’s areas of teaching.
4. Engage in a long-term service commitment to the hospitality and tourism profession.

Which learning outcomes were assessed?

1. Plan, organize, design, construct, conduct, and present scholarly research that demonstrates the effective implementation of research skills.
   - student engagement in research, scholarship, creative expression and/or appropriate high-level professional practice
2. Develop an in-depth understanding of the content in the student’s major/minor area of interest.
4. Engage in a long-term service commitment to the hospitality and tourism profession.

Graduate programs outcome assessed: student engagement in research, scholarship, creative expression and/or appropriate high-level professional practice.

How were they assessed?

#1 was assessed by dissertation completion and specific classes
#2 was assessed by comprehensive stats exam and comprehensive major, minor, and methods exam.
#4 was assessed by employment statistics at graduation.

Student engagement in research, scholarship, creative expression and/or appropriate high-level professional practice was assessed by student vita information, digital scholarship reports, dissertation completion.

What was learned from the assessment results?

Objective #1: Student engagement in research
Our doctoral students’ research publications and presentations continue to improve each year. The additional monetary support the college has given to the PhD program for research and presentations has supported this increase. We have seen an increase of over 50% since the 2014_2015 assessment report.

The dissertation titles are listed in support of Objective #1.

Manuscripts in Progress
Eight doctoral students have over 15 articles in review as of December 2016.

Published Periodical Trade Journals

Publications


**Refereed Conference Proceedings & Research Presentations**


Jung, S., & Tanford, S. (2017) Factors that influence satisfaction and loyalty for festivals: A metaanalysis, Paper accepted to the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.


Jung, S., Raab, C., & Kim, Y.S. (2016) Booth design and beyond, a pilot study exploring attendees’ experiences of the physical environment of exhibiting booths, Paper presented at the International CHRIE, Dallas, TX.


Jung, S., Hwang, E.M., & Malek, K. (2016). Discovering influence of big data on meeting professionals’ decision making behavior, Poster presented at the 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA


Jung, S., Raab, C., & Kim, Y.S., (2015) Maximizing the value of exhibiting tradeshows through experiential booth design, Paper presented at the annual meeting of The Korea America Hospitality & Tourism Educators Association, Las Vegas, NV

Jung, S. (2015). Meeting planners’ cognitive dissonance on sustainability and how it affects planners’ decision making in their future meetings and events, Poster presented at the West Federation CHRIE Regional Conference, San Francisco, CA

Jung, S., Malek, K., Love, C. (2015). Sustainability training module for temporary employee in the meetings and events industry, Poster presented at the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL


**Dissertation titles:**

**Fall 2015**
- Six Feet From Fame: Exploring Dark Tourism Motivation at Marilyn Monroe's Grave
- Customer Engagement Through Social Media: Its Effect on True Customer Locality
- An Integration Psychological Contract Theory and Organizational Support Theory on Explaining Employee Work Attitudes
- Examining the factors that impact work life balance for executive chefs
- Evaluating Event Effectiveness Across Alternate Platforms
- An Examination of U.S. Restaurant Firms' International in a Risk Context
- Perceptions toward the Value of Higher Education for Hotel Professionals in Las Vegas: A Case Study
- The Impact of Securitization Announcements and Changes in Florida Timeshare Laws on the Vacation Ownership Industry: An Event Study
- The Effects of Source and Content on Types of Social Influence in Online Traveler Reviews
- Connection or Competence: Emotional Labor versus Service Quality as Antecedents to Customer Loyalty

**Sum 2016**
Objective #2: Develop an in-depth understanding of the content in the student’s major/minor area of interest. The research publications reported above are an assessment of the in-depth understanding the students have of their major and minor areas of interest. Data from comprehensive, qualifying exams and advance to candidacy are other measurements of this objective.

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<tr>
<th>Objective</th>
<th>Fall 2015</th>
<th>Spring 2016</th>
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<tr>
<td>Comprehensive Exams – Fall 2015</td>
<td>2 pass</td>
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<tr>
<td>Comprehensive Exams – Spring 2016</td>
<td>1 pass</td>
<td></td>
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<tr>
<td>Q-Exam – Spring 2016</td>
<td>1 pass, 1 rewrite-pass</td>
<td></td>
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<tr>
<td>Advance to Candidacy</td>
<td>Fall 2015- 8; Spring 2016- 0; Summer 2016- 2</td>
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Objective #4: Engage in a long-term service commitment to the hospitality and tourism profession.
A total of 10 students completed the program the 2015-2016 assessment period (3 of which completed in August, but are graduating in December).
- One graduate accepted visiting professor position (1 year)
- Two graduates accepted corporate positions
- Seven PhD students completing dissertation by August 2016 and accepted faculty positions at the following institutions:
  - Iowa State University
  - Florida International University
  - Kansas State University
  - Northern Arizona University
  - Metropolitan State University of Denver
  - Florida International University
  - California State University, Long Beach

Conclusion
The PhD program is a continued success. Recruitment numbers were down in 2015, but have increased in 2016. The number universities that recruit our PhD’s is increasing. All of the graduating PhD’s this assessment period had multiple offers to consider.

- How did the program respond to what was learned?
The graduate faculty will begin the process of reviewing the curriculum for the PhD program. We need to find ways to get more faculty involved with the PhD students as the program grows.
The assessment report will be shared with the College Executive Committee and faculty in spring 2017 semester faculty meeting and will be emailed to all graduate faculty.
*The report will be shared with the Dean’s advisory committee and alumni board (Spring 2017 meeting). Some of the results of the internal review of MHA was shared during the November 2016 meeting.*