• **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. The dissertation titles are listed in support of Objective #1.
Manuscripts in Progress
Fourteen doctoral students have over 5 articles submitted and under review as of December 2017. They have 10 conference presentations submitted and over 20 proposed research papers.

Publications


Ravichandran, S., Kretovics, M., Kirby, K., & Ghosh, A. (2017). Strategies to Address English Language Writing Challenges Faced by International Graduate Students in the US. *Journal of International Students* 7(3) 764-785.


Refereed Conference Proceedings & Research Presentations


Joe, S. J., & Tang, C. H. (2017). Loyalty Program Rewards’ Attributes and Choice of Booking Sites, the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.


Joe, S. J., & Choi, Choongbeom (2017). The effect of Scarcity Messages on Willingness to Book, accepted to the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX


2017-“Your Oldies are My Goldies”: The Influence of Anti-consumption Message in Advertising Appeals on Purchase Intentions and Retailer Attitudes Based on Nostalgia” (target conference-SMA,2017, Louisville,KY).


Kim, E., & Tanford, S., “Influence of Online Travel Reviews: Avoiding Risk Vs. Reward Seeking” (Winner of 2017 Best Presentation Award) iHITA 2017 Annual Conference- International Hospitality Information Technology Association


Invited Presentations:
Rippee, R (2017, June). Keynote Speaker, Canadian Gaming Association, Vancouver, BC
Rippee, R and Sun, J (2017, February). Roundtable Discussion on Hospitality Innovation, West Federation CHRIE 2017
Rippee, R (2016, December). Esports and the casino presentation at Xlive, Las Vegas, NV
Rippee, R (2016, October). Robotics in Hospitality and Gaming Presentation at the Global Gaming Exposition, Las Vegas, NV
Rippee, R (2016, October). The Hospitality Innovation Lab and esports Lab at UNLV at the Global Gaming Exposition, Las Vegas, NV

Dissertation titles:
FA16 The Effects of Availability Heuristic Cues on Restaurant Purchase Decisions
FA16 The Effect of Blackboard Tools on the Community of Inquiry and Learner Satisfaction with Learning Management System-Enabled
SP 17 Price prediction: Using Consumer Reviews to predict a Hotel Casino's Stock Price
SP 17 Examining the Decoy and the Phantom Decoy Effects on the Menu Item Choice
SP 17 Influence of Sustainability Reward Program on Meeting Planners' Site Selection Decision and Perceived Value-for-Money
SP 17 Transitions of Trust Across Different Business Context: Impact of the Sharing Economy on the Lodging Industry
SP 17 Value-Co-Creation Propositions: A Self-Determination Theory of Customer Acceptance, Trust and Wellbeing

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>
<td>Comprehensive Exams – Fall 2016</td>
<td>4 pass</td>
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<tr>
<td>Comprehensive Exams – Spring 2017</td>
<td>3 pass</td>
</tr>
<tr>
<td>Q-Exam – Spring 2017</td>
<td>3 pass</td>
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<tr>
<td>Advance to Candidacy</td>
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Objective #4: Engage in a long-term service commitment to the hospitality and tourism profession.

Conclusion
The PhD program is a continued success. Recruitment numbers increased in 2016-2017. The number of 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 2018 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 2018 meeting).