

Learning Outcomes Matrix

7.0 Learning Outcomes		TLEP 2150, Introduction to Tourism and Event Planning	Fall 2013 (41 students)			Spring 2014 (68 students)				
		Content associated with the Learning Outcome listed in column B is covered in this course—Please indicate in the space provide the specific topic(s) covered and the level of coverage (3=coverage extensive; 2=coverage moderate; 1=coverage limited)	Above Average	Acceptable progress	Unacceptable progress	Above Average	Acceptable progress	Unacceptable progress		
Foundations	7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in those industries; and c) the foundations of the profession in history, science, and philosophy.	Tourism industry (3): Multiple question on the Exam II	46.3%			53.7%			44.1%	55.9%
	7.01.01 Students graduating from the program shall demonstrate entry-level knowledge of the scope of the profession that is the focus of the program, along with professional practices of that profession.	Tourism suppliers (3): Short answer question on the Exam II	22.5%	60.0%	17.5%	19.1%	61.8%	19.1%		
	7.01.02 Students graduating from the program shall demonstrate entry-level knowledge of the historical, scientific, and philosophical foundations of the profession(s) for which the program prepares students.	History of travel (1): Multiple question on the Exam I	51.2%			48.8%			61.8%	38.2%
	7.01.03 Students graduating from the program shall demonstrate the ability to apply knowledge of professional practice and the historical, scientific, and philosophical foundations of the relevant profession in decision making.	Travel Motivation (2): Short answer question on the Exam I	17.1%	70.7%	12.2%	27.9%	57.4%	14.7%		
Provision of services and experiences for the public, guests, visitors, and clients	7.02 Students graduating from the program shall demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.	Tourists experience (3): Short answer question on the Exam I	22.0%	48.8%	29.3%	20.6%	60.3%	19.1%		
	7.02.01 Students graduating from the program shall demonstrate the ability to design recreation and related experiences clearly reflecting application of knowledge from relevant facets of contemporary professional practice, science, and philosophy.	Service quality model (3): Essay question on the Exam I	22.0%	61.0%	17.1%	22.1%	60.3%	17.6%		
	7.02.02 Students graduating from the program shall demonstrate the ability to facilitate recreation and related professional experiences for diverse clientele, settings, cultures, and contexts.	Marketing Mix (3): Short Essay questions on the Exam I	12.2%	65.9%	22.0%	19.1%	61.8%	19.1%		
	7.02.03 Students graduating from the program shall demonstrate the ability to evaluate recreation and related professional service offerings and to use evaluation data to improve the quality of offerings.	Economic impacts of tourism (3): essay question on the Exam II	22.0%	61.0%	17.1%	14.7%	64.7%	20.6%		
Management/ Administration	7.03 Students graduating from the program shall be able to demonstrate entry-level knowledge about management/administration in parks, recreation, tourism and/or related professions.	Business perspective in tourism: Marketing, Management, and Finance (2): Short essay question on the Exam I	22.0%	61.0%	17.1%	23.5%	58.8%	17.6%		
	7.03.01 Students graduating from the program shall be able to recognize basic facts, concepts, principles, and procedures of management/administration in parks, recreation, tourism and/or related professions.	Business perspective in tourism: Marketing, Management, and Finance (2): Multiple choice question on the Exam I	41.5%			58.5%			50.0%	
	7.03.02 Students graduating from the program shall be able to apply entry-level concepts, principles, and procedures of management/administration in parks, recreation, tourism, and/or related professions.	Service mistakes (2): Short essay question on the Quiz 4	22.0%	61.0%	17.1%	20.6%	61.8%	17.6%		
Internship	7.04 Students graduating from the program shall demonstrate, through a comprehensive internship of not less than 400 clock hours, the ability to use diverse, structured ways of thinking to solve problems related to different facets of professional practice, engage in advocacy, and stimulate innovation.		NA	NA	NA	NA	NA	NA		