

Bachelor of Science in Tourism Assessment Plan

The tourism program will assess each program level student learning outcome each academic year.

For all assignments used as measures for student learning outcome assessment: assignments are graded by instructor initially using class grade sheets/rubrics and then graded artifacts are forwarded (for assessment purposes) to the Department Head. At least once per semester the artifacts and the metrics are review by the entire faculty during a faculty meeting. A programmatic (entire program faculty) response to the measure and metric will include information related to the outcome, the artifacts included, the metric(s), and action items with a timeline. This shall be documented in meeting minutes. This information will be used for the annual program accreditation review and provided to the ATU Office of Assessment. All rubrics, artifacts, gradebooks, annual evaluation, and meeting minutes will be available for review at any time in digital format(s).

	Introduction		Reinforcement		Mastery	
COAPRT SLO	Course	Measure	Course	Measure	Course	Measure
7.01 Students graduating from the program shall demonstrates the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism, or related profession and their associated industries; b) techniques and processes used by professionals and workers in these industries; and c) the foundation of the profession in history, science, and philosophy	RP 1013	Video Presentation & Course Evaluation	RP 3013	Final Exam & Course Evaluation	RP 3403	Music Festival Budget & Course Evaluation
	RP 2112	Resume & Employer Evaluation	RP 3113	Tourism Plan & Course Evaluation	RP 4023	Research Poster & Conference Presentation
	RP 2133	Research Paper & Course Evaluation			RP 4033	Case Study Essay & Course Evaluation
7.02 Students graduating from the program shall be able to demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.	RP 2003	Event Template & Course Evaluation	RP 3133	Final Exam & Course Evaluation	RP 4023	Research Poster & Conference Presentation
	RP 2033	Leadership Paper & Course Evaluation	HA 3183	Facilitate Event & Course Evaluation	RP 4093	Special Project & Course Evaluation
	HA 2063	Etiquette Presentation & Course Evaluation			RP 4119	Special Project & Employer Evaluation
7.03 Students graduating from the program shall able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism, and/or related professions.	RP 2113	Topic Presentation & Course Evaluation	RP 3013	Final Exam & Course Evaluation	RP 3403	Music Festival Budget & Course Evaluation
			RP 3113	Tourism Plan & Course Evaluation	RP 4033	Case Study Essay & Course Evaluation
			RP 3133	Final Exam & Course Evaluation	RP 4093	Special Project & Course Evaluation
			HA 3183	Facilitate Event & Course Evaluation		
7.04 Students graduating from the program shall demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to success as professionals at supervisory or higher levels in parks, recreation, tourism, or related professions.	RP 2112	Resume & Employer Evaluation	RP 3043	Portfolio & Employer Evaluation	RP 4119	Special Project & Employer Evaluation

Course	COAPRT SLO(s)	SLO Type	Measure Type	Measure/Assignment	Metric
RP 1013 Principles of Tourism	7.01	Introduction	Direct	Video Presentation	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
			Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 2003 Events & Experience Management	7.02	Introduction	Direct	Event Template	90% of students will complete the assignment. The mean score of the assignment will be at least 90%.
			Indirect	Course Evaluation	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
RP 2033 Leadership in Experience Industries	7.02	Introduction	Direct	Leadership Paper	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
			Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
HA 2063 Guest Relations	7.02	Introduction	Direct	Etiquette Presentation	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
			Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.

Bachelor of Science in Tourism Assessment Plan

RP 2112 Introduction to Professional Practice	7.01	Introduction	Direct	Resume	90% of students will complete the assignment. The mean score of the assignment will be at least 80%.
	7.04	Introduction	Indirect	Employer Evaluation	100% of students will complete the evaluation. The mean score of the evaluation will be at least 70%.
RP 2113 Global Perspectives of Tourism	7.03	Introduction	Direct	Topic Presentation	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
			Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 2133 Introduction to Travel and Tourism	7.01	Introduction	Direct	Country Research Paper	70% of students will complete the assignment. The mean score of the assignment will be at least 60%.
			Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 3013 Tourism Marketing	7.01	Reinforcement	Direct	Final Exam	80% of students will complete the assignment. The mean score of the assignment will be at least 80%.
	7.03	Reinforcement	Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 3043 Developing Professional Practices	7.04	Reinforcement	Direct	LinkedIn Profile/Portfolio	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
			Indirect	Employer Evaluation	100% of students will complete the evaluation. The mean score of the evaluation will be at least 80%.
RP 3113 Talent Acquisition and Management	7.01	Reinforcement	Direct	Create & Present Tourism Plan	80% of students will complete the assignment. The mean score of the assignment will be at least 75%.
	7.03	Reinforcement	Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 3133 Tourism Planning	7.02	Reinforcement	Direct	Final Exam	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
	7.03	Reinforcement	Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
HA 3183 Catering & Event Management	7.02	Reinforcement	Direct	Facilitate Event	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
	7.03	Reinforcement	Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 3403 Experience Industry Finance Management	7.01	Mastery	Direct	Music Festival Budget	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
	7.03	Mastery	Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 4023 Tourism Research	7.01	Mastery	Direct	Research Poster	80% of students will complete the assignment. The mean score of the assignment will be at least 80%.
	7.02	Mastery	Indirect	Conference Presentation	80% of students will complete the presentation. The mean score of the evaluation will be at least 100%.
RP 4033 Legal Aspects of Tourism	7.01	Mastery	Direct	Case Study Essay	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
	7.03	Mastery	Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 4093 Resort & Club Management	7.02	Mastery	Direct	Special Project	70% of students will complete the assignment. The mean score of the assignment will be at least 70%.
	7.03	Mastery	Indirect	Course Evaluation	70% of students will complete the evaluation. All students will complete 100% of the evaluation.
RP 4119 Mastery of Professional Practice	7.02	Mastery	Direct	Project Plan & Facilitation	100% of students will complete the assignment. The mean score of the assignment will be at least 80%.
	7.04	Mastery	Indirect	Employer Evaluation	100% of students will complete the evaluation. The mean score of the evaluation will be at least 80%.



The Tourism Program at ATU is accredited by the Council on Accreditation for Parks, Recreation, Tourism, and Related Professions. For more information, please refer to the program website ([www.atu.edu/tourism](http://www.atu.edu/tourism)).