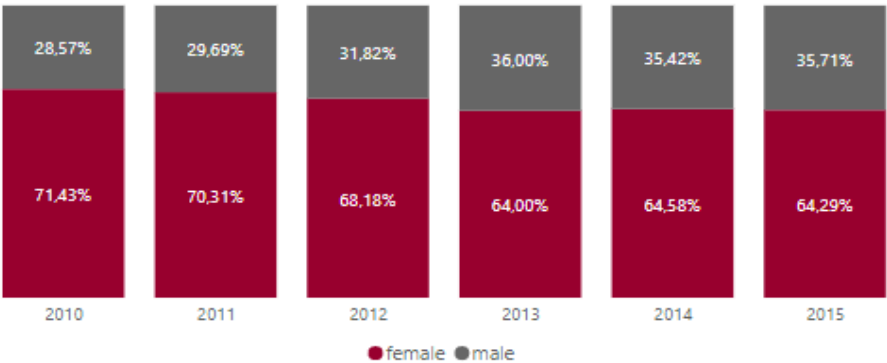# Hospitality and Hotel Management Student Achievement

Degree Profile for the Hospitality and Hotel Management program

The UDLA Hospitality and Hotel Management program prepares a true professional with comprehensive training and a strong focus on successfully creating and administering service companies. The program instills an international vision of the hospitality industry and a focus on its profitability and sustainability. Our graduates demonstrate the ability to analyze, which enables them to resolve critical service incidents efficiently and accurately.

The graduate of Hospitality and Hotel Management is capable of managing both material and intangible resources, as well as human talent, in a hospitality company. He or she designs business plans based on the identification and analysis of entrepreneurial opportunities, integrating global market trends in the hospitality industry into the national context. This professional knows the protocols for planning, assessing, and managing the maintenance of this type of company, contributing in teams that formulate proposals for the generation of added value and quality management to improve the competitiveness and positioning of hospitality companies. She or he reviews and recommends the implementation of new communications and information technologies compatible with the marketing processes of the global market in addition to staying abreast of indicators required for decision-making.

UDLA expects its graduates to act responsibly and ethically in the hospitality industry as agents of change in the service culture of Ecuador, displaying their ethical and environmental awareness in all aspects of their careers.
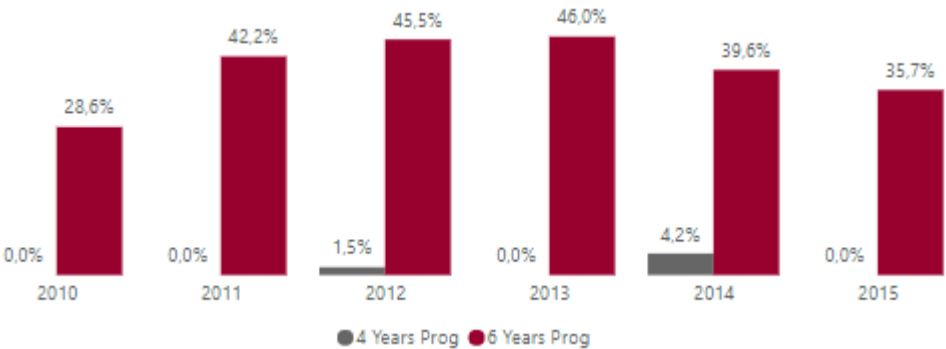
GRADUATION BY GENDER

	2010	2011	2012	2013	2014	2015
male	28,57%	29,69%	31,82%	36,00%	35,42%	35,71%
female	71,43%	70,31%	68,18%	64,00%	64,58%	64,29%

Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The duration of the Tourism program has historically been 4.5 years (9 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore, the graduation rate is calculated according to a duration of 4.5 years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

GRADUATION

	2010	2011	2012	2013	2014	2015
4 Years Prog	0,0%	0,0%	1,5%	0,0%	4,2%	0,0%
6 Years Prog	28,6%	42,2%	45,5%	46,0%	39,6%	35,7%

Until spring 2017, the majors of Hospitality and Hotel Management and Tourism Management operated within a single program, and therefore the data for retention and graduation data for those older periods reflect that fact. Since that time, Hospitality and Hotel Management and Tourism Management are separate programs, as reflected in their degree profiles.
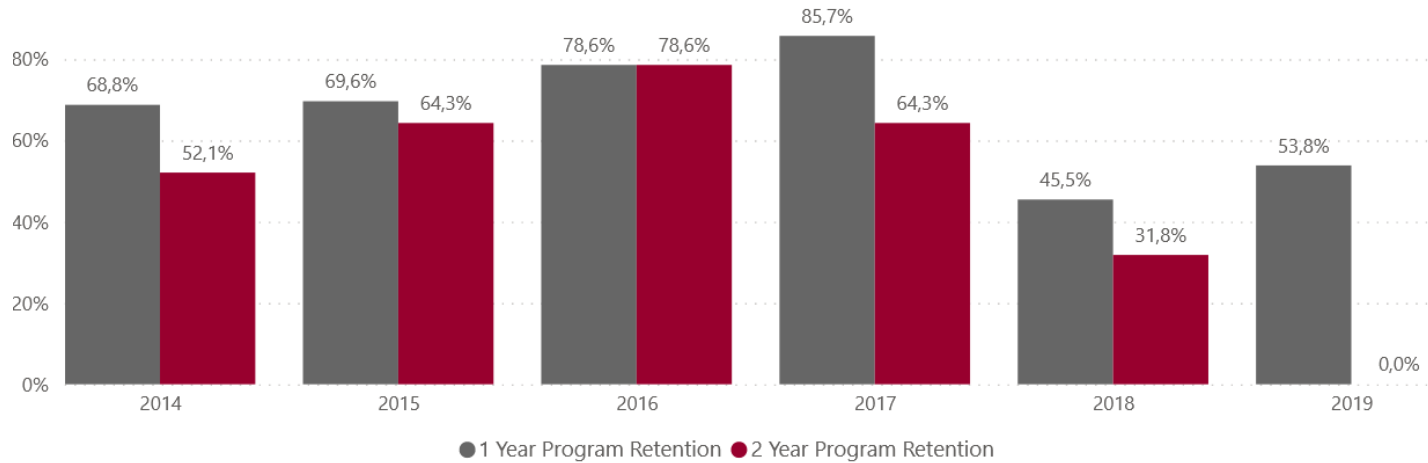
Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

A graduate of the Hotel Management program will be able to:

1. Propose administrative models for different hospitality enterprises (hotels, hospitals, airlines, theme parks, sports clubs, spas, orphanages, nursing homes, prisons, military barracks, restaurants, cafeterias, among others) applying innovation and best practices.

2. Design business plans based on identification and analysis of entrepreneurial opportunities, integrating hospitality industry global market trends into the national context.

3. Develop qualitative and quantitative management strategies focused on increasing competitiveness and profitability of hospitality enterprises.

4. Apply new information and communication technologies as well as cutting-edge software in hospitality management and marketing.

5. Develop plans for added value and continuous improvement in hospitality enterprises.

6. Propose solutions to critical incidents, concerns, conflicts and negotiations with decision-making based on building relationships of trust with customers and maintaining client loyalty.

7. Know planning, economic valuation, and preventive maintenance protocols for hospitality enterprises.

8. Work collaboratively with teams and manage staff to achieve objectives efficiently and gain valuable experiences.