



Tourism Management Student Achievement

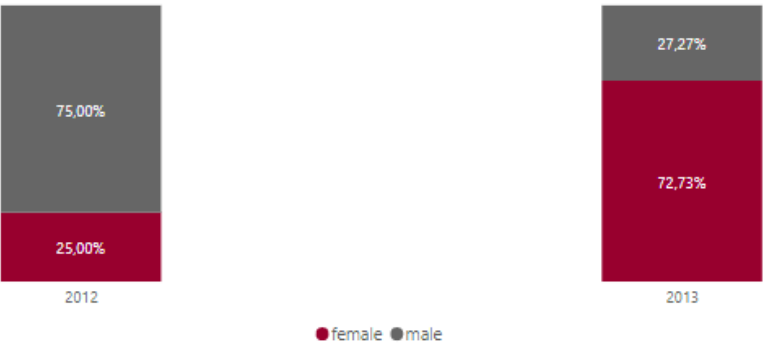
Degree Profile for the Tourism Management program

The graduate in Tourism Management from UDLA is a professional with comprehensive training and the skills required to become a tourism manager capable of achieving objectives through the development of collaborative work among stakeholders in the tourism industry. His or her global vision leads to ethical innovations, thus contributing to the growth of the tourism sector in the national and international context.

The Tourism Management graduate participates and contributes to work teams, promoting sustainable tourism products and spaces, to achieve competitiveness and profitability in organizations. He or she creates innovative tourism events and activities adapted to the needs and trends of the global market. She or he also manages the tourism value chain aimed at capturing new markets and improving the positioning of tourism products and destinations, incorporating new communication and information technologies. This graduate proposes tourism projects or ventures consistent with the preservation of the environment, our cultural heritage, and the well-being of our people and communities, while providing the enjoyment of free-time and leisure for tourists. The skills acquired include the ability to evaluate statistics, trends, and facts relevant to strategic decision-making.

Graduates from Tourism Management at UDLA are trained to perform responsibly and ethically in the sector, being proactive promoters of Ecuador's reputation as a very popular destination, and demonstrating ethical and environmental awareness throughout their careers.

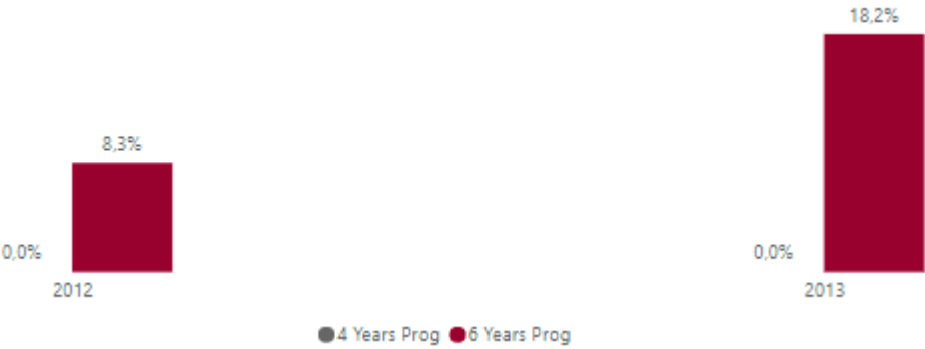
GRADUATION BY GENDER



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

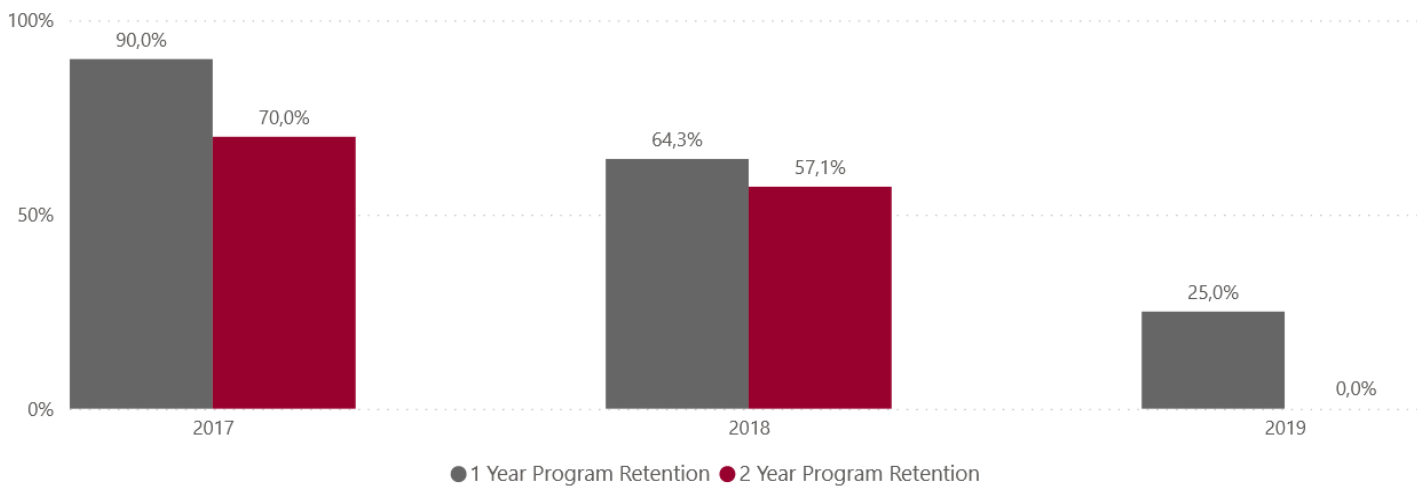
The duration of the Tourism Management program has historically been 4.5 years (9 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore, the graduation 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



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.

RETENTION



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 Tourism Management program will be able to:

1. Create resource management models consistent with different tourism organizations' environment, applying innovation and best practices.
2. Design sustainable tourism products, spaces, projects, and enterprises, integrating global tourism market trends into the national context and promoting the preservation of cultural heritage.
3. Manage work teams to achieve objectives, optimize resources, and provide valuable experiences, displaying effective interpersonal skills.
4. Evaluate statistics, trends, and facts related to the tourism industry for strategic decision-making.
5. Develop tourism marketing and promotion plans that highlight the competitive advantages of tourism products or destinations.
6. Apply new information and communication technologies and cutting-edge software in the management and marketing of companies and tourist destinations.
7. Employ knowledge of logistics and tourism operations to minimize capital costs and maximize return on investment.

