



Career Development Pathways for the Hospitality Management Student

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Statement of the Problem

- Despite the competitive nature for jobs in the Event and Meeting Planning Industry, students in the Hospitality, Tourism, and Event Management (HTE) department of Metropolitan State College of Denver (MSCD) have not thoroughly embraced the need to employ career planning strategies during their college years.



Study Purpose

- Aided the researcher/professor to re-design the introductory class of Hospitality, Tourism, and Event Management
- Provide strategies and action steps to for the teacher/professor to guide the student towards their academic and career goals.



Study Objectives

- Determine why HTE students have difficulty developing personal career plans;
- Establish benefits of a formal career plan;
- Create an advising and career plan model to be implemented in the HTE curriculum.



General information on Metropolitan State College of Denver

- MSCD is a four-year undergraduate college, located on the Auraria Campus in the heart of downtown Denver.
- Students experience urban excitement, convenience and diversity, as well as unmatched cultural and recreational opportunities.
- It is the third largest college in Colorado with an enrollment of over 20,000 students.
- MSCD has been the College of Opportunity, allowing dreams of a better life to become a reality. We create opportunities in many ways – from low tuition to evening, weekend and online classes, to flexible, market-driven degree choices.



Facts about Metro State:

- **Enrollment:** 20, 230 of which 97% are Colorado residents; 94% come from the 7-county Denver-metro area; 59% are full-time; 41% are part-time
- **Majors:** 50 majors and 78 minors in liberal arts, business and professional studies
- **Average class size:** 22
- **Average age:** 26; 44% are 25 years of age or older
- **Diversity:** 24% are students of color
- **Online Courses:** 18% take classes online
- **Financial Aide:** \$68 million awarded each year in the form of grants, scholarships, loans and work-study



General information on HTE

- The mission of HTE is to provide leadership and excellence in its baccalaureate, professional, and technical programs. This mission is accomplished as HTE renders service to the students, citizens, and the hospitality industry through flexible and individualized, interdisciplinary major programs in hotel and lodging, meeting and events, restaurants and culinary arts, and travel and tourism administration.

Working definition of Career Plan

- **ca·reer** (k -rîr)

n.

- A chosen pursuit; a profession or occupation.
- The general course or progression of one's working life or one's professional achievements; *an officer with a distinguished career; a teacher in the midst of a long career.*

- **plan** (pl n)

n.

- A scheme, program, or method worked out beforehand for the accomplishment of an objective: *a plan of attack.*
- A drawing or diagram made to scale showing the structure or arrangement of something.



Key Terms

- Personal leadership
- Career planning
- Transition skills
- Competency and confidence
- Connection between academic world and corporate world



Hypothesis

- The present student body of the Hospitality, Tourism, and Event Management (HTE) department at Metropolitan State College does not map a clear and defined career plan during the college years.



Null- Hypothesis

- The present student body of the Hospitality, Tourism, and Event Management (HTE) at Metropolitan State College does map a clear and defined career plan during their college years.



Methodology

- Prepared beta survey for the HTE students
- Administered beta survey to Hospitality Tourism Law Classes
- Administered new survey to HTE core classes: Hospitality Law, Principles of Meeting and Travel, Principles of Hotel and Restaurant, and Sustainable Tourism
- N=78



Survey Results, Basic Demographics

- 64% female respondents
- 36% male respondents
- 51.3% were between the ages of 20 to 23
- 83% of the students held a full time position of 37 hours a week or more
- Only 50% of respondents belonged to a student club



Survey Results, College Financing

- 46% of Respondents received a scholarship or grant
- 18% had a school loan
- 33% were not receiving any aid



Survey Results, G.P.A.

- 29.5% of Respondents had a G.P.A. of 3.5 or better
- 61% of Respondents had a G.P.A. of 3.0 or higher



Study Results, Career Pathing

- 79% of students said they were prepared for post graduation job search
- Only 28% had a complete career plan
- Only 30% had participated in a job fair
- Less than 29% had done any career planning around an internship



Analysis

- Students of the HTE department at MSCD were not taking advantage of the opportunities available through the college or department
- Students were also unaware of the wide variety of career services, scholarships, and internships
- Students lacked the curiosity to investigate opportunities



Analysis

- Student clubs were not adequately utilized to promote leadership and visibility for students
- Present curriculum lacked for career development and the promotion of leadership skills



Recommendations

- Re-design Introductory HTE course to promote career development
 - Include the following in the Course Re-design
 - Career Self Appraisal
 - Academic Management Report
 - Scholarship Essay and Application
 - Faculty and Club Officer presentations
 - Resume and Cover letter assignment