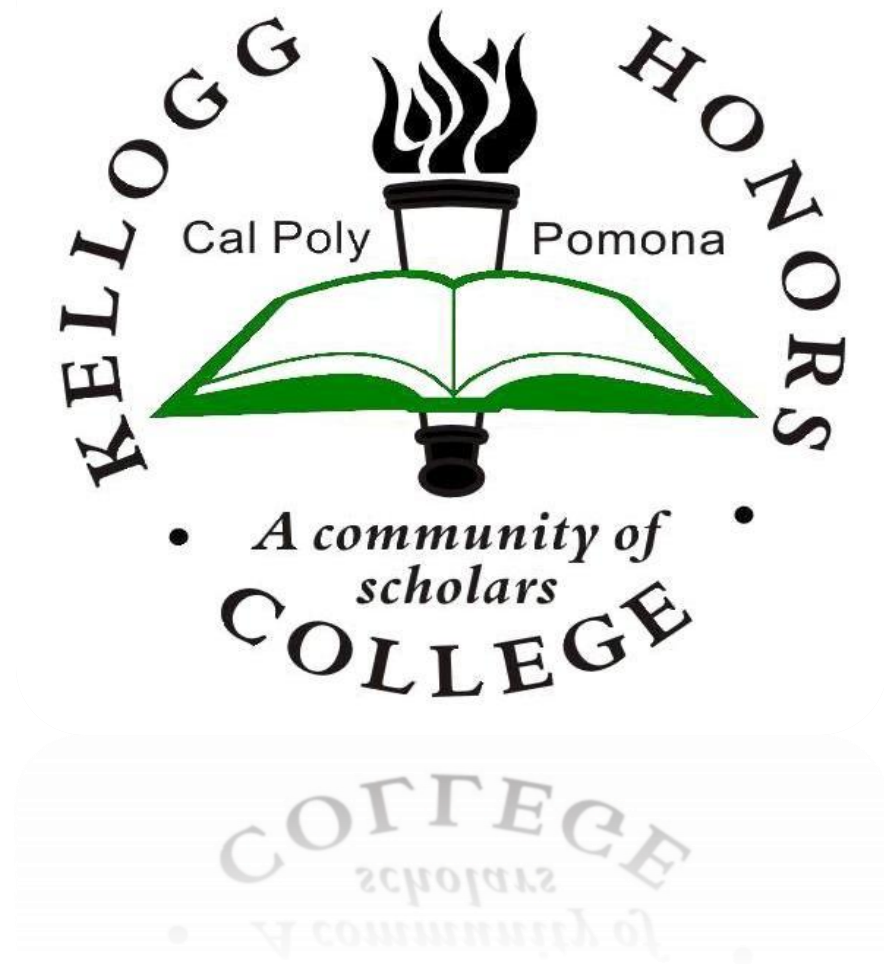
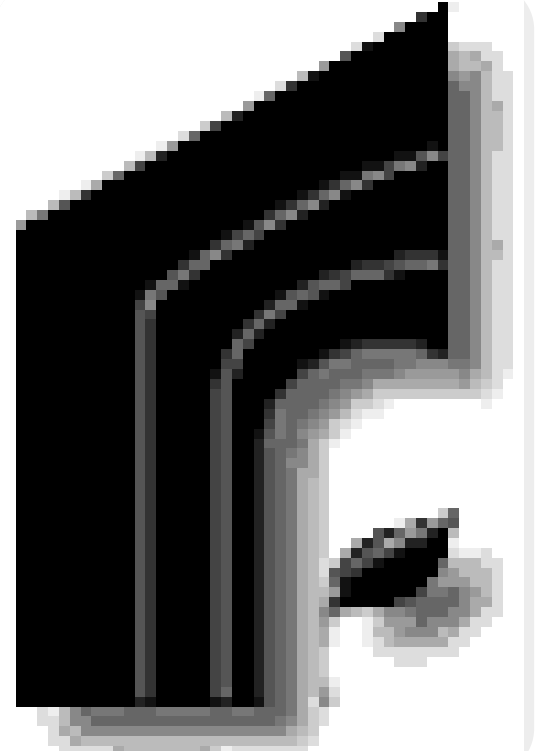


A DIAGNOSTIC STUDY OF FACTORS THAT AFFECT STUDENT SATISFACTION IN A HOSPITALITY MANAGEMENT PROGRAM



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Abstract

The purpose of this study was to conduct literature research in order to present the existing setting of Hospitality Management education. Additionally, this article reports the findings from a study that was formed in order to identify key factors that influence student satisfaction with their Hospitality Management Program and student employment satisfaction/success. This study focused on the polytechnic, co-curricular and academic experiences of students. The study was conducted at The Collins College of Hospitality Management, which is consistently ranked among the United States premier Hospitality Management programs. Students enrolled in HRT 383L - Food and Beverage Operations II during the winter 2014 quarter were the participants of this study. This course is open to only students with Junior or Senior standing at The Collins College of Hospitality Management. The results of this study can be used by students and universities to help students maximize positive results from their college education, which is in the best interest of both parties.

Research Methodology

In order to fulfill the purpose of this study, data was collected from students enrolled in HRT 383L – Food and Beverage Operations II in the winter 2014 quarter. This course is the "capstone" course for The Collins College of Hospitality Management program. During this course students operate and manage The Restaurant at Kellogg Ranch, the restaurant is open for lunch and dinner which are two separate sections of the class. The course is central to the education of students and embodies Cal Poly Pomona's learn-by-doing tradition. A questionnaire was used and distributed among the student enrolled in HRT 383L for the Lunch and Dinner sections. The amount of completely filled surveys that were returned was 42.



CAL POLY POMONA

The Collins College of Hospitality Management

Review of Literature

The review of literature includes research on the existing setting of Hospitality Management education, focusing on degree programs within the United States. The background of the industry and changes in the Hospitality Industry education over the past decades has been presented.

- Hospitality Industry Background
- Emphasis on research and scholarship
 - Hospitality Faculty
 - Hospitality Students
 - Program and Curriculum Issues
- International Exchanges and the Internationalization of Programs
- Interaction with Industry

Research Findings

Of the questionnaire that was distributed, a portion of the responses are presented below. For the complete set of questions and research findings please refer to the complete academic paper, which should be available on the table.

# 5 – Have you received a job offer, accepted a job offer or are you currently working for the company you desire?		
Possible Answers	# of students	Frequency Percentage
Yes	16	38.10%
No	26	61.90%
# 6 – If you answered NO, what are the main reasons you feel this hasn't happened? Circle all that apply. (Please skip if you answered YES to question 5)		
1 = Least, 3 = Neutral, 5 = Most		
Possible answers (n=26)	Mean	Standard Deviation
Economy (not enough jobs)	2.85	1.41
Expectations too high	2.85	1.29
Lack of placement help by my university	2.23	1.24
Lack of preparation for interviews	2.38	1.20
Not qualified for desired job	2.35	1.20
Over qualified for desired job	2.07	1.14
Unwilling to relocate	2.65	1.50
Other:	0.77	1.73
# 8 – If you have worked during your college education (part-time or full-time), when have you worked? Check all that apply.		
Possible Answers	# of students	Frequency Percentage
Didn't work during my college education	2	4.76%
Freshman year	23	54.76%
Sophomore year	28	66.67%
Junior year	34	81%
Senior year	25	60%
# 8c – During your college education have you at any point held a supervisory or management position?		
Possible Answers	# of students	Frequency Percentage
Yes, in hospitality industry	16	39.02%
Yes, in another industry	3	7.31%
No	22	53.65%

# 9 – Have you been a member of any on-campus clubs or organizations? If so, please check all that apply.		
Possible Answers	# of students	Frequency Percentage
Cultural Center(s)	1	2.38%
Greek Life	2	4.76%
Hospitality Club	22	53.38%
Recreational/Hobby	4	9.52%
Religious	1	2.38%
Service Club	1	2.38%
Sports	3	2.38%
Student Government	1	2.38%
Other:	5	11.9%
# 11 – Have you held a position on the executive board (or any appointed leadership position) on any of the clubs or organizations you have been involved with?		
Possible Answers	# of students	Frequency Percentage
Yes	12	31.58%
No	26	68.42%
# 14 – When did you develop a clear career focus? (You had a clear sense of what exact segment of the Hospitality Industry you wanted to be part of, i.e. restaurant segment)		
Possible Answers	# of students	Frequency Percentage
Freshman	11	26.17%
Sophomore	10	23.81%
Junior	8	19.06%
Senior	6	14.29%
Still don't know	7	16.67%
# 15 – During your college experience where have you usually gone for career and education advice?		
1 = Least, 3 = Neutral, 5 = Most		
Possible Answers	Mean	Standard Deviation
Alumni	2.38	1.51
Career Services	2.69	1.44
Counselor(s)	2.9	1.47
Mentor (on-campus)	2.19	1.41
Mentor (off-campus)	2.07	1.44
Online searches	2.8	1.4
Peers	3.5	1.2
Professor(s)	3.3	1.4
Other	0.45	1.6

# 17 – My college education has taught me knowledge and skills I feel will allow me to have a successful career in the hospitality industry?					
Possible Answers	1 (Least)	2	3 (Neutral)	4	5 (Most)
(41 response s)	0 0%	1 2.44%	4 9.76%	11 26.8%	25 60.9%
# 18 – During my college education, my priorities have been:					
1 = Least, 3 = Neutral, 5 = Most					
Possible Answers	Mean	Standard Deviation			
Academic	4.1	1			
Career Focus	4	1			
Co-Curricular	2.8	1.1			
Employment	3.9	1			
Family	3.9	1			
Social	3.5	1			
No real priorities	1.89	1.4			
Other:	0.33	2.05			
# 19 – If you have the opportunity to re-do your college experience up to this quarter again, what would you priorities be?(How would they change, if you did in fact want to change them):					
1 = Least, 3 = Neutral, 5 = Most					
Possible Answers	Mean	Standard Deviation			
Academic	4	1			
Career Focus	4.1	1			
Co-Curricular	3.2	1			
Employment	3.88	0.80			
Family	3.7	1			
Social	3.5	1			
No real priorities	1.9	1.50			
Other:	0.33	2.05			
# 20 – To what degree are you satisfied with The Collins College of Hospitality Management degree program offered by the California State Polytechnic University, Pomona?					
Possible Answers	1 (Least)	2	3 (Neutral)	4	5 (Most)
(42 response s)	1 2.38%	1 2.38%	1 2.38%	16 38.10%	23 54.76%
# 21 – If you had an opportunity to change where you went to school, would you still choose The Collins College of Hospitality Management?					
Possible Answers	# of students	Frequency Percentage			
Yes, I would still choose The Collins College	37	88.10%			
No, I would choose another	5	11.90%			

Conclusion

The overall satisfaction percentage with The Collins College of Hospitality Management is 92.86% while 88.10% of the students would choose to enroll in the same college if they had to re-do their college education; this indicates that the program is presently achieving the expectations of most students enrolled in the program. Although the present batch of students are satisfied with their education, only 38.10% of student had received a job offer, accepted a job offer or were currently working with the company of their choice. This is a troublesome statistic, if 61.90% of students enrolled aren't attaining a job they are happy with after graduation the university is failing them and needs to implement better career placement services. Students stated that their priorities wouldn't change, much, even if they had a chance to re-do their college experience.

Although most students felt they were prepared for a successful career in Hospitality Management (87.81%), most students (53.65%) had never held a supervisory role or a position on the executive board of a club/organization (68.42). It could be seen that the lack of leadership experience, in industry and clubs/organizations, are a possible deterrent of students getting their desired jobs after graduation. As stated before, it is in the universities' best interest that students graduating are getting a job they desire or see fit for their education.

Students currently prefer to get career advice from peers (mean 3.5) and professor(s) (mean 3.3) over counselor(s) (mean 2.9) and career services (mean 2.69). It is then up to the university to incorporate systems that increase the amount of students attaining a job after graduation.

Limitations of the Study

The major limitation of this study was that it only took into consideration 42 students in HRT 383L from a program that has over 1,200 students. Other limitations include that only Bachelor level students were included in this study while students in the Master's program can be included in a future study. Due to time, financial and resource constraints the geographical area of the study was limited to The Collins College of Hospitality Program at the California State Polytechnic University, Pomona.

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