



Planning and Evaluation Tracking

College Year: 2007-2008

Division of: Business

Person Responsible: D. Hernandez

Department of: Travel & Tourism

Person Responsible: Catheryne Lankford

Purpose Statement: To provide a comprehensive overview and technical preparation for students seeking entry-level industry positions.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Adequately prepared students for employment in the travel and tourism field.	1. Using THECB website data standards, 90% of graduates will be employed in the field.	1.	1.
2. Provide a worthwhile experience with industry field observation.	2. Based on field observations assessment in the Travel Career Development Course TRVM 2302, 90% of students will receive a 4 or better on the scale of 1 to 5 with 5 being the highest indicator of employability by the employers that are observed.	2.	2.

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revised 8/1/05