

## MyHospitalityLab

School Name University of Central Florida, Orlando, FL  
Course Name Introduction to Hospitality Management  
Course Format Hybrid

**Key Results** After implementation of MyHospitalityLab, midterm and final exam scores and final course grades improved. Data also indicated a significant, positive correlation between MyHospitalityLab homework scores and exam scores.

**Submitted by**  
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**Course materials**  
*Exploring the Hospitality Industry*, Walker

### Challenges

University of Central Florida is the nation's second largest university, serving more than 60,000 students from its main campus in Orlando and nine regional campuses located throughout central Florida. Introduction to Hospitality Management is a required course for all hospitality majors, and is also taken as an elective by students in other fields of study. The course introduces students to the various careers in hospitality and explores the nuances between different industry segments.

Rick Florsheim, instructor, began using MyHospitalityLab in 2012. The program came packaged with his textbook, and, as he was teaching a hybrid class, implementing the program into his curriculum seemed like a natural fit—and it was. The program's interactive, activity-based learning simulation, *Hospitality Interactive*, perfectly supported the two major goals of the course: (1) to identify and explain each major segments of the hospitality industry, and (2) to discuss and recommend career options for students who plan to stay in the tourism and hospitality field.

Because this is a mixed-mode course that meets once per week, Florsheim sought different student responsibilities compared to a lecture format course. MyHospitalityLab was able to provide this, as well.

### Implementation

Students are required to complete MyHospitalityLab learning modules and Post-Tests by a specific due date prior to the single face-to-face class meeting each week. In addition, they are expected to read the assigned textbook chapters and view the associated PowerPoint slides prior to lecture to enable classroom time to be spent on clarification of chapter content and the introduction of new material.

Learning modules in MyHospitalityLab are assigned each week, and students are allowed unlimited attempts. The idea is for learning to take place as they repeat the work they didn't get correct the first or second time. When they are ready, students take the MyHospitalityLab Post-Test. They have one attempt and 30 minutes to complete Post-Tests.

### Assessments

25 percent	Papers (2)
20 percent	Midterm exam
20 percent	Final exam
10 percent	MyHospitalityLab learning modules
10 percent	MyHospitalityLab Post-Tests
10 percent	Attendance
5 percent	Current events

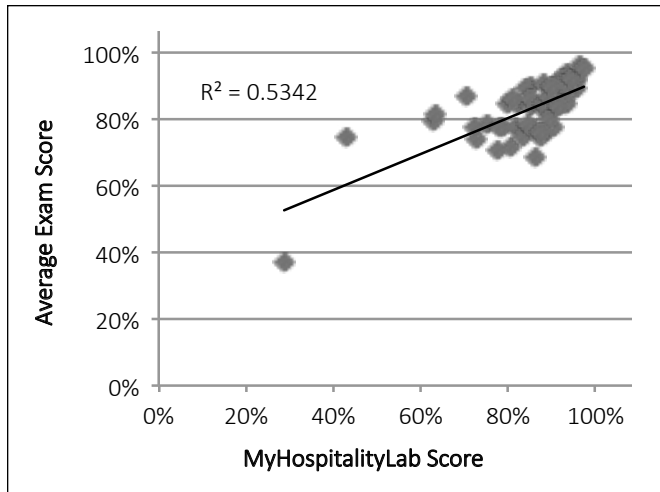


Figure 1. Correlation between Average Combined Midterm and Final Exam Scores and MyHospitalityLab Score, Fall 2013, (n=57)

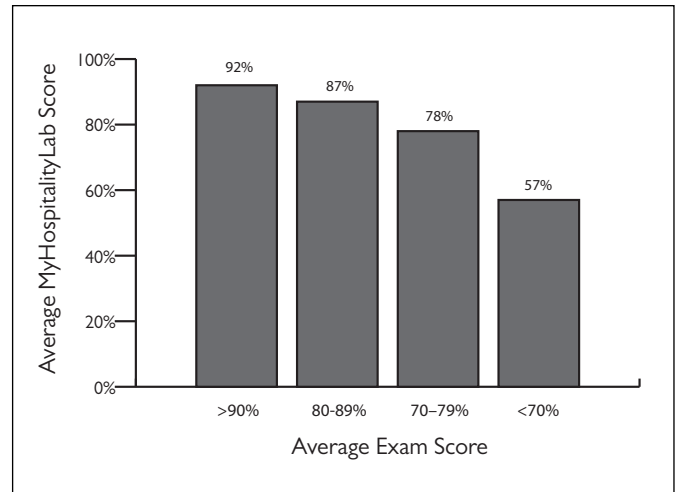


Figure 2. Average MyHospitalityLab Score Related to Average Combined Midterm and Final Exam Scores, Fall 2013, (n=57)

## Results and Data

Data show a significant correlation between MyHospitalityLab homework grades and average midterm and final exam scores (figure 1). Students who performed better on their MyHospitalityLab assignments performed better on average on both exams (figure 2).

In addition, cross-referencing student outcome data revealed that students who earned an A/A- in the course also earned an average of 95 percent on their MyHospitalityLab homework. Similarly, those students who earning a C+/C/C- in the course earned an average of only 73 percent on their MyHospitalityLab homework.

## The Student Experience

An end-of-semester survey indicates that students find MyHospitalityLab beneficial for learning course concepts. Professor Florsheim has even found that students do more work in MyHospitalityLab than he assigns as they prepare for lecture and exams.

- 94%** Replied, “Yes,” to the question: Did MyHospitalityLab positively impact your understanding of the course material?
- 91%** Replied, “Yes,” to the question: Did you find the MyHospitalityLab Learning Modules to be helpful?
- 83%** Replied, “Yes,” to the question: Would you recommend MyHospitalityLab to future students taking this course?

When asked about the major benefits of MyHospitalityLab, students responded with the following:

- “I saw the information that was needed to be known multiple times and in different forms. This helped me understand the concepts we were learning.”
- “The Pre-Test really prepared me for the final test.”
- “The videos helped me remember the terms I needed to know.”
- “The videos were very helpful, as I am an auditory learner. I liked the change—most of what I do in college is reading, not listening and seeing.”
- “It helped me better understand the material.”

## Conclusion

MyHospitalityLab’s interactive learning modules provide students with a simulated environment in which to explore the world of hospitality. Via activity-based learning, Florsheim’s students developed the kind of practical, hands-on skills that will serve them in hospitality and tourism, including customer service, service quality, and leadership. In addition, the program’s animations and videos helped students master course concepts, and ultimately perform better on exams and course assessments.