

**COVER SHEET  
NEW DEGREE PROGRAM PLANNING NOTICE OF INTENT  
(PLANNING NOI)**

**Program Information**

Program Name: Hospitality Management

Institution Name: South Seattle Community College, Seattle Community College District

Degree Granting Unit: Office of Instruction  
(e.g. College of Arts and Science)

Degree: B.A.S. Hospitality Management Level: Bachelor Type: Management  
(e.g. B.S. Chemistry) (e.g. Bachelor) (e.g. Science)

Major: Hospitality Management CIP Code: 52.0901  
(e.g. Chemistry)

Minor: N/A  
(if required for major)

Concentration(s):  
(if applicable)

Proposed Start Date: Fall 2007

Projected Enrollment (FTE) in Year One: 20 FTES (junior level) At Full Enrollment by Year: Fall 2008; 20 FTES (junior level); 20 FTES (senior level)  
(# FTE) (# FTE)

Proposed New Funding: \$100,000 planning (2006-2007); \$6,300 state funding per FTE plus \$4,100 tuition

Funding Source: State FTE

**Mode of Delivery**

Single Campus Delivery The primary mode of delivery will be traditional classroom instruction supplemented with hybrid courses using distance education media, including online (Internet) and other distance learning instructional modes. Applied industry internships will complement other instructional modes.

(enter location)

Off-site \_\_\_\_\_  
(enter location)

Distance Learning Online, hybrid instruction; interactive television  
(enter location)

**Substantive Statement of Need**

*Please see attached.*

**Contact Information (Academic Department Representative)**

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November 30, 2005

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Endorsement by Chief Academic Officer Date

## NOTIFICATION OF INTENT Substantive Statement of Need

### Summary

South Seattle Community College is pleased to submit the notification of intent to offer a bachelor's degree in hospitality management at the South Seattle Community College campus. The Washington State Legislature recently authorized Washington's community and technical colleges to offer bachelors of applied science (BAS) degrees in specific, high-demand technical fields (E2SHB 1794, C258 L05).

South Seattle Community College is seeking approval to offer a Bachelors of Applied Science in Hospitality Management. The program goals are to:

- 1) Provide the highly diverse population in our service area with the opportunity to earn a baccalaureate degree in hospitality management
- 2) Address unmet industry demand for skilled hospitality management personnel
- 3) Contribute to the attainment of state economic development goals in one of Washington's key industry sectors.

The BAS in Hospitality Management degree at South Seattle Community College will prepare students for management, marketing and human resource positions in all facets of the hospitality industry, including tourism, hotel operation, restaurant management, catering, cruise ships, casino operations and travel. The degree will also serve emerging hospitality fields such as the growing number of assisted and independent living facilities in the Puget Sound region catering to the rising population of retirees and the elderly. The program is unique in its focus to provide applied management training to underrepresented students in the region's largest hospitality industry.

The proposed hospitality management degree curriculum will be responsive to industry demand:

*...Industry professionals expect the hospitality programs to train well-rounded managers by developing curriculums that teach the fundamental theories and principles of hospitality operation and management. They also expect hospitality program graduates to have well-established leadership skills, communication skills and good ethics.<sup>1</sup>*

The framework for developing the curriculum currently under consideration will address three general areas: upper level general education coursework, management courses tailored to the hospitality industry (accounting, finance, supervision, economics, marketing, and cost control), and an industry-specific work experience internship (formulated to be a capstone course that is a bridge to employment upon graduation). The management coursework as well as the internship are to be specifically tailored to an applied format which will emphasize the practical application of theory in a hospitality environment. The majority of this curriculum will be delivered in a face to face environment. Curriculum may also be delivered using distance technology in order to enhance student learning.

South Seattle Community College proposes to fill an important higher education niche in Washington State. The only other similar bachelor's degree program is at Washington State University in Pullman, approximately 300 miles from Seattle. The Hospitality Business Management Program at WSU has increasing demand for students, which set a record seat count request in the Fall of 2005 of over 1,000 students. Students at WSU interview with approximately

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<sup>1</sup> Gursoy, D. and Swanger, N. (2005), "An Industry-Driven Model of Hospitality Curriculum for Programs Housed in Accredited Colleges of Business, Part II," *Journal of Hospitality & Tourism Education*, 17(2): 46.

5.7 companies and typically receive multiple job offers prior to graduation. Nearly all (95%) of the students have job offers before graduation.

The hospitality management degree is targeted at students who might not otherwise have the opportunity to attend a four year college. Barriers to a four-year education are common to placebound community college students. Community college students frequently have jobs that provide limited flexibility for educational advancement, and they may face family circumstances or transportation challenges that limit their educational options. These factors create a unique need for this program in King County, an urban metropolitan area that serves the majority of Washington State's hospitality industry needs. Many prospective students are first generation students and about half of the students who currently attend the Seattle Community Colleges are students of color. Given the high diversity of Seattle's population, this baccalaureate pathway will provide new economic opportunities for graduates to succeed in one of Washington's largest and fastest growing industries.

This statement of need describes employer and student demand for the hospitality management degree using the following quantitative and qualitative data sources:

- *2005 State and Regional Needs Assessment* prepared by the Higher Education Coordinating Board
- Data analyses from the *Spring 2005 Job Vacancy Survey* prepared by the Washington State Employment Security Department
- *Local Area Demand-Decline Occupations* list prepared by Seattle-King County Workforce Development Council
- *Seattle-King County Occupational Outlook 2002-2012* prepared by the Washington State Employment Security Department
- Industry data from the U.S. Census Bureau
- Survey data of culinary program students enrolled at the Seattle Community Colleges and Renton Technical College prepared and administered by the Seattle Community Colleges
- Survey data of hotel operators prepared by the Seattle Community Colleges and administered through Seattle's Convention and Visitors Bureau
- Qualitative data derived from structured interviews with hospitality management leaders and focus groups conducted with community leaders and industry experts
- Other supporting research.

The following sections describe hospitality industry demand, local employer demand for skilled hospitality industry managers, and local service area demand.

### **Hospitality Industry Demand**

The BAS degree in hospitality management would serve the following industries: arts, entertainment and recreation, food services and drinking places, and hotels and other accommodations.<sup>2</sup> These sectors are growing industries nationally, statewide, regionally and locally, with increasing needs for trained workers in management who possess postsecondary skills and training. Underscoring the importance of this industry to Washington State's economy,

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<sup>2</sup> The North American Industry Classification System (NAICS) has replaced the U.S. Standard Industrial Classification (SIC) system. The hospitality industry includes NAICS 71, 721, and 722. Additional information on NAICS available online at: <http://www.census.gov/epcd/www/naics.html>

on November 17, 2005 Governor Christine Gregoire addressed the first Governor's Tourism Summit in Seattle, designating tourism as a target industry for statewide economic development in 2006 and beyond.

As shown in Table 1, the hospitality industry is extensive, employing almost 12 million people nationally in 2002. Given the projected growth in these sectors, the hospitality industry is one of the fastest growing nationally; more than 2 million new jobs are expected by 2012, with a net projected industry growth rate of 18 percent.

**Table 1. Projected National Occupational Growth in Hospitality Management, 2002-2012**

<i>Industry</i>	<i>Total Employment 2002</i>	<i>Projected Growth 2012</i>	<i>Net projected employment growth (% growth)</i>
Arts, entertainment and recreation (NAICS 71)	1,778,000	2,275,000	497,000 (28%)
Hotels and other accommodations (NAICS 721)	1,780,000	2,080,000	300,000 (17%)
Food services and drinking places (NAICS 722)	8,412,000	9,749,000	1,337,000 (16%)
<b>Total</b>	<b>11,970,000</b>	<b>14,104,000</b>	<b>2,134,000 (18%)</b>

Source: U.S. Bureau of Labor Statistics

There are several reasons why hospitality management career prospects in these industry sectors will likely remain strong:<sup>3</sup>

- *Arts, entertainment and recreation*—growing public interest in art, cruises, outdoor sports, fitness, and recreational opportunities.
- *Food services and drinking places*—demand for more meals outside the home and time-saving food options
- *Hotels and other accommodations*—long-term growth for both business and recreational travel.

Locally, several related factors are driving the demand for advanced hospitality management skills training in the Seattle Community Colleges service area: increased demand for higher education enrollments, increasing job skill demand, increasing travel and tourism to Washington State as a destination and as a portal to Alaska and the Pacific Rim, and the long term strength of tourism and travel in Washington state.

#### *Increased demand for higher education enrollments*

Seattle, King County, Puget Sound and the state are expected to see continuing population growth. Based on current participation rates and the Higher Education Coordinating Board's 2005 *State and Regional Needs Assessment*, between 2004 and 2011 lower-division enrollments are projected to increase by over 3,500 FTES. According to the needs assessment, King County is home to one-third of the state's workforce. Between 1990 and 2000 South King County's population grew 20 percent, one of the fastest growth rates in the state.

In addition, King County's population is projected to continue growing rapidly over the next ten years. The Office of Financial Management (OFM) recently revised its population projections

<sup>3</sup> "Industries and jobs: What's hot, what's not?," *Career Opportunity News* (January/February 2005), 22(4):3.

upward to account for resurging economic growth in Washington State that is attracting higher levels of in-migration from other states. Given the continued population growth in King County, growing numbers of people will need baccalaureate level education in high demand fields.

#### *Increasing job skill demand for highly skilled workers*

The current economic recovery is seeing rising job demand for skilled workers. Many service-sector occupations, including those in hospitality management, increasingly require postsecondary skills. The Washington Workforce Training and Education Coordinating Board has documented this trend in its analyses and recent publications (see, *Workforce Training Results 2004*) and numerous observers, including the State Board for Community and Technical Colleges, have demonstrated the strong correlation of progressively higher education with higher wages and employment.

#### *Increasing travel and tourism to Washington State as a destination and as a portal to Alaska and the Pacific Rim*

The travel industry has seen strong and relatively stable growth and generates a relatively high number of entry-level and small business ownership opportunities in relation to other industries. Travel and tourism in King County was stable for the past several years but grew in 2004 and is expected to continue growing in 2005. The *2005 State and Regional Needs Assessment* prepared by the Higher Education Coordinating Board identified tourism—a major component of the hospitality industry—as one industry targeted for statewide economic development.<sup>4</sup>

#### *Long-term strength of travel and tourism in Washington State*

Travel and tourism in Washington State generates some of the highest industry revenues, following aerospace, software and agriculture. In Seattle and King County, more than 8.5 million visitors spent \$3.7 billion in 2004, generating 57,000 jobs and \$333 million in state and local tax revenues. Statewide, traveler spending exceeded \$11 billion, supported 140,000 tourism-related jobs, and generated \$617 million in state travel tax revenues and \$221 million in local travel taxes.<sup>5</sup>

#### *Other factors*

Other factors favoring hospitality industry growth in the Seattle-King County metropolitan region include luxury cruise ship industry growth, Sea-Tac airport growth and visitor attractions. For instance, in 2004 the Seattle Homeport saw a 50 percent growth in cruise business, and another record year is projected for 2005.

### **Local Employer Demand for Skilled Hospitality Industry Managers**

Local employer demand for skilled hospitality industry managers is evident in job vacancy survey data and supporting employer survey data.

#### *Occupational Outlook 2002-2012*

The degree offering is in high demand statewide and in King County by state and local hospitality industry employers. The *Seattle-King County Occupational Outlook 2002-2012* describes the educational requirements for jobs as “little preparation,” “short preparation,” “middle-level preparation,” or “long preparation.” Long preparation is defined as four years or more of academic work, bachelor’s degree or higher and potentially additional work experience. Many

<sup>4</sup> See also, *Washington State Department of Community, Trade and Economic Development, Washington State Tourism Strategic Direction: A Blueprint for Our Future*; online at: [http://www.experiencewashington.com/images/pdf/TSP\\_FinalStrategicBlueprint1204.pdf](http://www.experiencewashington.com/images/pdf/TSP_FinalStrategicBlueprint1204.pdf)

<sup>5</sup> *Seattle’s Convention and Visitors Bureau, 2005 Marketing Plan*; Washington State Department of Community, Trade and Economic Development, *The Economic Significance of the Washington State Travel Industry* (November 2004) (Prepared by Dean Runyan Associates).

jobs in the hospitality industry do not require formal education beyond high school; however, higher education is an increasing pre-requisite for career advancement into hospitality management positions. Jobs requiring higher skill levels in leisure and hospitality include:

- Hotel general and residential managers
- Executive housekeepers
- Front office managers
- Convention and event planners
- Casino managers
- Restaurant managers.

#### *Job Vacancy Survey and High Demand Occupations*

According to the Employment Security Department, many positions throughout the hospitality industry are in high demand. Based on the *Spring 2005 Job Vacancy Survey (JVS)*, Employment Security staff<sup>6</sup> identified the total number of hospitality management job vacancies in Washington State and in King County (NAICS 71, 721 and 722). The JVS data clearly demonstrate high demand for many hospitality sector openings in King County and statewide vacancies in hospitality management. The survey identified more than 8,000 vacancies in the hospitality industry statewide. A total of 2,583 vacancies were in King County (32% of total statewide vacancies were in King County). Of the hospitality job openings in King County, 90% of the vacancies were in jobs classified by Employment Security as high demand. Table 2 shows related management and supervisory positions currently in demand in the hospitality industry.

#### *Local Area Demand-Decline Occupations*

This analysis is supported by the Seattle-King County Workforce Development Council's *Local Area Demand-Decline Occupations* list which shows a wide range of hospitality industry occupations—many of which may ladder directly into management positions—as being in high demand. We expect many students who progress through our business and culinary programs with an interest in hospitality management will be attracted to these high demand positions.

An online survey of hotel managers in Seattle supports these data. A broad range of workers responded to the survey, including general managers and hospitality managers in sales, public relations, catering, marketing, front desk, and other occupations.<sup>7</sup> Of those who responded, 65% said they would be interested in a bachelor's degree in hospitality management.

#### **Community Demand**

South Seattle Community College also conducted structured interviews with leaders in hospitality management and conducted focus groups with more than 40 community leaders and hospitality management executives. The consensus from the structured interviews and focus groups is that there is strong demand for a hospitality management bachelor's degree at South Seattle Community College. Reasons cited for this demand include South Seattle Community College's close proximity to major hospitality industry employers, access to a strong and diverse labor pool, and the college's demonstrated experience in developing and administering culinary arts programs.

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<sup>6</sup> Dave Wallace, Labor Market and Economic Analysis Branch, Washington State Employment Security Department, personal communication, October 27, 2005.

<sup>7</sup> The online survey was prepared by the Seattle Community Colleges and administered by Seattle's Convention and Visitors Bureau (SCVB). The SCVB sent a notification of the online survey to their mailing list of hotel general managers. A total of 47 managers and staff responded to the survey.

**Table 2. Projected Occupational Outlook in Selected High Demand Supervisory and Management Positions, Seattle-King County, 2002-2012**

SOC	SOC Title	Educational Level	Average Annual Wage (March 2005)	Projected Employment, Seattle-King County				
				2002	2007	2012	Average Annual Total Openings 2002-2007	Average Annual Total Openings 2007-2012
112021	Marketing Managers	Bachelor's or higher degree, plus work experience	\$123,645	1,982	2,153	2,374	72	85
112022	Sales Managers	Bachelor's or higher degree, plus work experience	\$106,631	3,013	3,140	3,359	82	104
119199	Managers, All Other	-	\$92,773	6,564	7,097	7,525	239	227
351012	First-Line Supervisors/Managers of Food Preparation and Serving Workers	Work experience in a related occupation	\$39,533	5,436	5,861	6,158	218	201
431011	First-Line Supervisors/Managers of Office and Administrative Support Workers	Work experience in a related occupation	\$53,901	11,150	11,656	12,443	345	414

Source: Employment Security Department

### Student Demand

Demand in the Seattle Community College services areas are supported by the high demand at South Seattle Community College's culinary arts program, student survey data, and current enrollment waiting lists.

In 2004-05 a total 70 students graduated with associate degrees in culinary programs at the Seattle Community Colleges. In addition, 105 students received certificates in culinary arts programs. Currently there is a waiting list for new enrollments in South Seattle Community College's Culinary Arts Program, which is at capacity with current faculty.

To assess current and projected student demand for a bachelor's degree in hospitality management, we surveyed 173 students enrolled in Fall 2005 culinary arts programs at South Seattle Community College, Seattle Central Community College, North Seattle Community College and Renton Technical College. Of those who responded to the question, "Would you be interested in enrolling in a hospitality management baccalaureate degree program, 121 (72%) said yes. When asked, "How likely would you be to undertake a bachelor's degree program in Hospitality Management at South Seattle Community College?" a total of 80 students (46% of those responding) indicated that they would be "Very likely" or "Somewhat likely" to enroll in a bachelor's degree program if it were offered at South Seattle Community College. Additional

prospective interest in the degree extends to students at Seattle Community College business management programs.

The culinary program enrollment at South Seattle Community College is currently at nearly 225 FTES. Assuming an application rate of 30 percent for enrollment in the hospitality management BAS degree program, we would expect the program to achieve full enrollment in its first year of operation and subsequently thereafter.

Prospective interest in the degree program will likely extend to other colleges and programs within the Seattle Community College District. With more than 50,000 students enrolled annually, the Seattle Community Colleges are the second largest higher education institution in the state of Washington. The District also has Business Information Technology and culinary programs that will tie into the South Seattle Community College BAS degree. The Business Information Technology program at South Seattle Community College currently has an enrollment of nearly 100 FTES.

South's culinary program currently has a wait list for students to enter the program and has won national acclaim. Building on these capabilities, the hospitality management baccalaureate degree program at South Seattle Community College will be uniquely designed to provide students, including those with limited English skills or adult basic education requirements, an opportunity to obtain a management-level position in the hospitality industry.