

**The University of Central Florida**  
**Rosen College of Hospitality Management**  
**Tourism, Events, and Attractions (TEA) Department**  
**Annual Evaluation Standards & Procedures**

Approved for first use in the 2015-2016 academic year

**Introduction**

The purpose of this document is to provide standards and procedures to evaluate the annual performance of all faculty members in the Tourism, Events, and Attractions (TEA) Department at the Rosen College of Hospitality Management. Annual evaluations will be based on this document.

**General Guidelines**

Faculty members are expected to contribute to the orderly and effective functioning of the University of Central Florida, the Rosen College of Hospitality Management, and the TEA Department. The annual evaluation will be based upon the professional performance in the areas of teaching, research, service, and other assigned duties. Instructional activities, meeting with students during office hours and other duties are responsibilities that require performance at a specific time and location. However, other non-scheduled assigned activities such as research projects and site visits may be appropriately performed in a manner and place determined by the faculty member, with the agreement of the Chair of the TEA Department.

The Department Chair will assign the percentage of a faculty member's assignments in teaching, research, service, and other assigned areas as applicable, six weeks prior to the start of each academic year (from AA46). Each faculty member should have measurable objectives related to standards outlined under teaching (see Table 1), research (see Table 2), and agreed upon service (see Table 3). If new tasks are undertaken beyond the activities listed in Tables 1, 2 and 3, the Department Chair will work with the faculty member to readjust the AA-46 Faculty Assignment of Duties Form and evaluate the faculty member accordingly.

The ratings used for faculty members will be Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory. Each of these ratings will correspond to points received in each area (teaching, research and service) as follows:

**Outstanding:** The faculty member receives 9.6 to 12 points in total.

**Above Satisfactory:** The faculty member receives 8.4 to 9.5 points in total.

**Satisfactory:** The faculty member receives 7.2 to 8.3 points in total.

**Conditional:** The faculty member receives 6.0 to 7.1 points in total.

**Unsatisfactory:** The faculty member receives 5.9 or fewer points in total.

The overall rating will be determined based on the percentage distribution of activities stated for each faculty member in the AA-46 Faculty Assignment of Duties Form. For example, if a faculty receives 8.5 points for teaching, 7.5 points for research, and 8 points for service, these points would be calculated using a weighted average. Therefore, a faculty member who was assigned .60 FTE for teaching, .30 FTE for research, and .10 FTE for service would have an overall rating figured by  $(.60*8.5 + .30*7.5 + .10*8) = 5.1 + 2.25 + 0.8 = 8.15$ , which will be above satisfactory. As illustrated in Tables 1, 2 and 3, each faculty member can accumulate points in each of the three areas by undertaking specific activities and/or achieving certain outcomes. However, when determining the overall annual evaluation rating, a maximum 12 points will be

given in each area (teaching, research, and service). In order to have an overall rating of above satisfactory or outstanding, the faculty member must have a minimum of 7.2 points in each of the rated sections (teaching, research, and service as applicable).

### **Evaluation of Teaching Performance**

The time frame for this teaching portion of the evaluation is one academic year. Each faculty member will be evaluated for teaching based on the standards in Table 1. Each faculty member is expected to provide high quality instruction. The evaluation of teaching performance shall include consideration of the individual's effectiveness in imparting knowledge and skills, stimulating students' critical thinking and creative abilities, the development or revision of curriculum and course structure, effective student performance evaluation procedures, and adherence to accepted standards of professional behavior in meeting teaching responsibilities to students.

The learning objectives of each course, the means of assessing learning objectives, and the actual outcomes of the assessment should be evaluated as part of the teaching performance. The Department Chair will take into account the teaching portfolio of each faculty member, which may include but not be limited to, class notes, syllabi, student exams and assignments, and any other materials relevant to the teaching assignments. The teaching evaluation should take into account any relevant materials, including the Student Perception of Instruction (SPI) survey results and classroom visits or observations by the Department Chair or others after notifying the faculty at least two (2) weeks in advance of the date, and place. Faculty members are expected to perform teaching related activities such as new course development, course revisions, and/or the development of innovative teaching methods.

Teaching effectiveness guidelines are provided below for the ratings of unsatisfactory, conditional, satisfactory, above satisfactory, and outstanding. Please refer to Table 1 for teaching requirements and activities as well as for the total points required for the ratings of Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory.

**TABLE 1: TEACHING STANDARDS<sup>1</sup>**

		<b>Points</b>	
<b>SECTION 1 (MAXIMUM OF 7 POINTS FROM SECTION 1)</b>			
<b>Annual average of Student Perception of Instruction (SPI) evaluations</b>			
	4.00-5.00	3.00	
	3.75-3.99	2.00	
	3.25-3.74	1.00	
	2.75-3.24	0.5	
Professional or peer instructional evaluations (per review; max of two per year)		1.00	
Chair of thesis/dissertation committee per student		1.50	
Member of thesis/dissertation committee per student		.50	
Chair of undergraduate honors thesis per student		1.00	
Member of undergraduate honors thesis per student		0.50	
Newly assigned course resulting in a new preparation (per class) (never taught before)		0.75	
<b>Continuing Education Efforts</b>			
Brings in a contract worth \$30,000 or more <sup>2</sup>		3.00	
Brings in a contract worth \$15,000 - \$29,999		2.00	
Brings in a contract worth \$14,999 or less		1.00	
Teaching multiple different courses/year and/or in a modality other than face-to-face. (M, W, R, V) 3 courses = 1 pt. / 4 courses = 1.5 pts. / 5 courses = 2 pts.		2.0	
<b>Syllabus Content Reflects</b>			
Rigor in Communications Skills (1 Pt./each different course)		1.00	
Rigor in Critical Thinking Skills (1 Pt./each different course)		1.00	
Discipline Specific Knowledge is Addressed (1 Pt./each different course)		1.00	
<i>Rigor areas: Faculty member demonstrates via syllabi or other supporting documents. The chair will look to ensure the course learning objectives align with the course assignments.</i>			
<b>SECTION 2 (MAXIMUM OF 5 POINTS FROM SECTION 2)</b>			
<b>Large class size (per class – applies to all classes)</b>			
40-55 students		0.10	
56-75 students		0.25	
>76 students		0.50	
Production of a College Event as part of an actual class/course (Career Fair, Cab & Cab, etc.)		2.00	
Creator of E-media (development, simulation, etc.)		0.50	
Active participant in Career Fair or similar (per event)		0.50	
Teach Graduate Class (per class)		0.50	
Includes intensive writing assignments (per class) <sup>3</sup>		0.50	

<sup>1</sup> All scores for this section are for the typical FTE assignment for each faculty. An assignment that varies from the typical assignment will be adjusted to accommodate that change. A typical assignment of effort (FTE) is 60/30/10 for tenure earning and 90/10 for non-tenure earning.

<sup>2</sup> This can be a joint effort. Faculty can either apply for grants or work with outside firms/agencies/governments to acquire funding.

<sup>3</sup> Requires the student to produce a written assignment of at least 1200 words in APA format.

Industry immersion, such as participating in webinars, site visits, and industry advisory boards	0.50	
Individual professional development efforts such as professional diplomas, certifications, etc.	0.25	
<b>Course Materials</b>		
Clear evidence of bringing content up-to-date to all courses (current events, research etc)	1.50	
Clear evidence of bringing content up-to-date to most courses (current events, research etc)	1.00	
Clear evidence of bringing content up-to-date to some courses (current events, research etc)	.50	
<b>Learning Assessment</b>		
Multiple types (at least 3) of learning assessments used in all classes	1.50	
Multiple types (at least 3) of learning assessment used in most classes	1.00	
Multiple types (at least 3) of learning assessment used in some classes	.50	
<b>Pedagogy</b>		
Employs at least 4 different teaching methodologies across all classes	1.50	
Employs at least 3 different teaching methodologies across all classes	1.00	
Employs at least 2 different teaching methodologies across all classes	.50	
<b>Student Mentoring and Advising</b>		
Works with at least 1 RAMP, LEAD Scholar, or Honor student.	0.75	
Works with more than 1 RAMP, LEAD Scholar, and/or Honor student. ( per student)	0.50	
<b>Total Points – Teaching (12.00 points maximum)</b>		

- Outstanding:** The faculty member receives 9.6 to 12 points in total.
- Above Satisfactory:** The faculty member receives 8.4 to 9.5 points in total.
- Satisfactory:** The faculty member receives 7.2 to 8.3 points in total.
- Conditional:** The faculty member receives 6.0 to 7.1 points in total.
- Unsatisfactory:** The faculty member receives 5.9 or fewer points in total.

## **Evaluation of Research and Other Scholarly Activities**

Each faculty member will be evaluated for research and other scholarly activities based on the standards listed in Table 2. The total score of 12 reflects the annual evaluation and does not reflect the accumulation for the period of 3 academic years. Total points collected for three years will be divided by three to reach annual average points. The evaluation will correspond with her/his assigned duties in the area of research and scholarly activities. When a faculty member joins the university with prior credit years towards promotion and tenure, her /his publication and scholarly activities will be counted for the years of the prior credit granted. In the case of new assistant professors, their research output will be evaluated from the calendar year in which they started.

The Department Chair shall consider the full range of research and scholarly activities and the contribution of accomplishments. Evidence of research and other creative activities shall include, but not be limited to, published books, articles, and papers in professional refereed journals, papers presented at meetings of professional conferences, funded grant activities, and research and creative activities that have resulted in publication, display, or performance. The evaluation shall include consideration of the employee's research quality and productivity during the evaluation period, other creative programs and contributions, and recognition by the academic and professional community.

Research effectiveness guidelines are provided below for the ratings of unsatisfactory, conditional, satisfactory, above satisfactory and outstanding. Please refer to Table 2 for research requirements and activities as well as for the total points required for the ratings of Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory.

Table 2: Research and other scholarly activity standards

	Points
<b>SECTION I (annual academic year activities)</b>	
<b>Hospitality, Tourism and Event Journals</b>	Per article
Accepted or published refereed journal article in indicative hospitality, tourism and event journal	3.00
Accepted or published SSCI refereed journal article in non-indicative hospitality, tourism and event journal	2.00
Accepted or published Non-SSCI refereed journal article in non-indicative hospitality, tourism and event journal	1.50
<b>Non-Hospitality, Tourism and Event Journals</b>	
Accepted or published SSCI refereed journal article in non-indicative journal (IF > 2.5)	3.00
Accepted or published Non-SSCI refereed journal article in non-indicative journal (IF > 2.5)	1.50
Accepted or published SSCI refereed journal article in non-indicative journal (<1.5 IF > 2.49)	2.50
Accepted or published Non-SSCI refereed journal article in non-indicative journal (<1.5 IF > 2.49)	1.25
Accepted or published SSCI refereed journal article in non-indicative journal (IF < 1.49)	1.50
Accepted or published Non-SSCI refereed journal article in non-indicative journal (IF < 1.49)	0.75
Principal Investigator/Co-Investigator of external grant/contract funded (per grant)	
Below \$10,000	1.50
\$10,001 to \$25,000	2.50
\$25,001 and above	3.50
<b>Total Points – Section I (maximum allowable = 8.00)</b>	
<b>SECTION II (discrete, one-time activities for most recent academic year)</b>	
Principal Investigator/Co-Investigator external grant/contract submitted and awaiting funding or unfunded (per grant)	0.50
Principal Investigator/Co-Investigator internal UCF or college grant funded (per grant)	1.00
Author/co-author of published textbook	2.00
Author of published scholarly book chapter or case study	2.00
Refereed paper presentation (per presentation)	1.00
Refereed poster presentation (per presentation)	0.25
Research awards (current year only; per award)	
Best paper/outstanding paper award from a journal	2.00
Best paper/outstanding paper award from a conference	1.00
University research award	3.00
College or Departmental research award	2.00
<b>Total Points – Section II (maximum allowable = 4.00)</b>	
<b>Total Points – Research (12.00 maximum in this section)</b>	

**Outstanding:** The faculty member receives 9.6 to 12 points in total.

**Above Satisfactory:** The faculty member receives 8.4 to 9.5 points in total.

**Satisfactory:** The faculty member receives 7.2 to 8.3 points in total.

**Conditional:** The faculty member receives 6.0 to 7.1 points in total.

**Unsatisfactory:** The faculty member receives 5.9 or fewer points in total.

## **Indicative List of Journals**

The Department suggests the following indicative list of journals for publication which was compiled based on an exhaustive review of the existing literature on the matter.<sup>4</sup> Important to note, however, each outside reviewer may evaluate a candidate's research publication quality based on the reviewer's perception on the journal's quality, ranking and impact factor. Additionally, if a faculty member publishes in an area specific journal (e.g., human resource management, information technology, etc.), he or she should find evidence to support the quality of the journal.

In compiling the indicative list, there is a balance to be achieved between targeting those journals rated highly in the academic community and to value those journals that contribute to the development of our academic areas that may be rated less highly by our academic peers (i.e. Event Management). The revised criteria also raises the scores to be achieved for newer journals that do not as yet have SSCI status (see second list of journals below). Again, this serves as a greater incentive than was previously the case for publishing in perceived "lower tier" non-indicative journals.

Lastly, the TEA Department values the scholarship of teaching and learning, the creation of bodies of knowledge for emerging fields, and research in niche fields. Refereed journal articles that are reflective of these values will also be considered. In addition, those journals deemed to be "indicative" by the other two departments in the college are accepted as "indicative" by the TEA Department.

### **Indicative List of Higher Tier Journals**

*Annals of Tourism Research*

*Cornell Hospitality Quarterly*

*Current Issues in Tourism*

*Event Management*

*International Journal of Contemporary Hospitality Management*

*International Journal of Hospitality and Tourism Administration*

*International Journal of Hospitality Management*

*International Journal of Tourism Research*

*Journal of Hospitality and Tourism Research*

*Journal of Hospitality Marketing and Management*

*Journal of Leisure Research*

*Journal of Sustainable Tourism*

*Journal of Travel and Tourism Marketing*

*Journal of Travel Research*

*Journal of Vacation Marketing*

*Leisure Sciences*

*Tourism Analysis*

*Tourism Economics*

*Tourism Management*

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<sup>4</sup> See, for example, Australian Business Deans Council – Journal Ratings List (Tourism Hospitality)

McKercher B., Law, R. and Lam, T. (2006). Rating tourism and hospitality journals. *Tourism Management*, 27, 1235-1252.

Murphy, J., and Law, R. (2008). Google Scholar visibility and tourism journals. *Annals of Tourism Research*, 35, 1074-1082.

Law, R., and Robert van der Veen (2008). The popularity of prestigious hospitality journals: A Google Scholar approach. *International Journal of Contemporary Hospitality Management*, 20(2), 113-125.



### **Indicative List of Lower Tier Journals**

*Asia Pacific Journal of Tourism Research*  
*International Journal of Event & Festival Management*  
*International Journal of Event Management Research*  
*International Journal of Heritage Studies*  
*International Journal of Hospitality & Event Management*  
*Journal of Convention & Event Tourism*  
*Journal of Destination Marketing & Management*  
*Journal of Ecotourism*  
*Journal of Heritage Tourism*  
*Journal of Hospitality & Tourism Education*  
*Journal of Information Technology & Tourism*  
*Journal of Policy Research in Tourism, Leisure & Events*  
*Journal of Sport & Tourism*  
*Journal of Teaching in Travel & Tourism*  
*Journal of Tourism & Cultural Change*  
*Tourism Geographies*  
*Tourism & Hospitality management*  
*Tourism & Hospitality Research*  
*Tourism Management Perspectives*  
*Tourism Review*

## **Evaluation of Service Performance**

The service component of each faculty member's assignment will be evaluated annually by the Department Chair based on the standards in Table 3. Internal, community and industry service is a responsibility of all faculty members. Faculty should demonstrate a willingness to support the university, college and department through service and leadership roles. Service activities at the university should include various roles (e.g., member, chairperson) at various levels of service (e.g., department, college, university, industry, local, regional, national, and international).

Service effectiveness guidelines are provided below for the ratings of unsatisfactory, conditional, satisfactory, above satisfactory and outstanding. Please refer to Table 3 for service requirements and activities as well as for the total points required for the ratings of Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory.

Table 3: Service Standards<sup>5</sup>

	<b>Points</b>
<b>University and College Service and Awards</b> (per committee, organization, award, or event)	
University committee - active member (outside duties as a member of the Faculty Senate) (if in leadership use below)	3.00
University committee leadership (i.e., P&T committee chair)	4.00
Current Faculty Senate Member	3.00
College Committee (Awards, Executive, GPCC, College P&T, Scholarship, UPCC, Ad Hoc, International Relations)	2.00
College Committee Leadership (Awards, Executive, GPCC, College P&T, Scholarship, UPCC, Ad Hoc, International Relations)	3.00
College Committee (Administrative Review, Auxiliary Activities & Facilities Review, Budget & Finance, Continuing Education, Faculty Development, Planning, Advisory Assessment)	1.00
College Committee Leadership (Administrative Review, Auxiliary Activities & Facilities Review, Budget & Finance, Continuing Education, Faculty Development, International Relations, Planning, Advisory Assessment)	2.00
Department Committee	1.50
Faculty Advising RSO (Sole advisor)	2.00
Faculty Advising RSO (multiple advisors)	1.00
Student Association Award – Non-Teaching (RSO)	1.50
Voluntary university/college service activities/events	1.00
Graduation	0.25
<b>Industry and Community Service and Awards</b> (per committee, organization, activity, or event)	
Academic, Industry, or Community Association/Organization Membership	1.00
Academic, Industry, or Community Association/Organization Committee Member	2.00
Academic, Industry, or Community Association/Organization Officer, Board Member, Chair, or President	3.00
Academic/Industry Keynote Speaker	2.50
Academic/Industry Panel Member	1.50
Active participation in a industry/community event	2.00
Industry/Community Service/Scholarship Awards	1.00
Non-funded industry or community research project (per project)	0.50
Industry print or electronic media (report, newspaper/magazine article, blog, etc.)	0.55
Active participation in industry advisory board	1.00
<b>Service to the Academic Profession</b> (per committee, organization, activity, or event)	
Editor of a book of academic papers	2.00
Editor of non-referred conference proceedings	1.00
Editor of an academic journal (per issue – maximum 6 points)	2.00
Guest Editor/Associate Editor of a Special Issue for an academic journal (per issue)	2.00
Editorial Board Member or Associate Editor of an academic journal (per journal – maximum 2 points)	1.00
Editor of refereed conference proceedings	2.00
Ad-hoc reviewer for an academic journal (per journal – maximum 2 points)	0.50
Chair/Co-Chair of national/international research/academic/industry conference	2.00

<sup>5</sup> All scores for this section are for the typical FTE assignment for each faculty. An assignment that varies from the typical assignment will be adjusted to accommodate that change.

Conference Committee Member of national/international research/academic/industry conference (per conference – maximum 1 point)	0.50
Review for a of national/international research/academic/industry conference (per conference – maximum 1 point)	0.50
Editor of discipline-related book	2.00
<b>Total Points – Service (maximum allowable = 12.00)</b>	

**Outstanding:** The faculty member receives 9.6 to 12 points in total.

**Above Satisfactory:** The faculty member receives 8.4 to 9.5 points in total.

**Satisfactory:** The faculty member receives 7.2 to 8.3 points in total.

**Conditional:** The faculty member receives 6.0 to 7.1 points in total.

**Unsatisfactory:** The faculty member receives 5.9 or fewer points in total.

**Other Assignments:** Other university duties are occasionally assigned for special activities, such as administrative duties or other special projects. Since these assignments usually vary by faculty member, no attempt has been made to specify the nature or weighting of these assignments in this document.