OSU studies possibilities for hotel managing degree

By Tom Rogan
Lantern staff writer

OSU students, living in a state where the unemployment rate is nearly 14 percent, could be preparing for careers in a field which the U.S. Department of Agriculture estimates will provide jobs for 25,000 graduates each year until 1990.

They could be getting experience in off-campus businesses as they work toward their degrees, and be making contacts in local and national corporations before graduating.

They could be making management decisions in a university-run business, also for degree credit.

They could be, says Lena Bailey of the School of Home Economics, if the school could get the money it needs to establish a bachelor of science degree program in hospitality management.

“We need at least two new instructors to do this right,” Bailey said, referring to a plan which the University Council on Academic Affairs approved earlier this year. The council stipulated, however, that the plan not be implemented without proper funding.

The plan calls for a new program in hotel management to be added to an existing program in restaurant management. Hospitality management students would specialize in one of the two options, Bailey says.

Most of the courses required by the plan are already being taught as parts of other OSU programs, but several new ones would be added. Bailey said a second staff member is needed to coordinate the accredited field work program, an important part of the revised curriculum, with local hotels and restaurants.

The creation or upgrading of laboratory space would be an additional expense, Bailey said. She said plans for hospitality management students to take over operation of the Rathskeller in Pomerene Hall, or the hotel and restaurant at the Fawcett Center for Tomorrow, are being considered.

Bailey does not know when the changes can be made. “Funding is tight,” she said. “The university has its priorities.”

Associate Provost Terry Roark does not know either. Unless the College of Agriculture and Home Economics can reallocate money it has in this year’s budget, Roark said funds probably will be unavailable until next fall, if then.

The college must submit next year’s budget request to the provost in the spring, Roark said. With that proposal and OSU’s other funding requirements before it, the administration will decide if OSU students will get the revised program next fall.

Two task forces, one for each of the options under the proposed major, studied the need for revisions and made their recommendations last spring. The task forces included representatives from the OSU faculty and the hotel-restaurant industry.

An industry member of the hotel management task force said that one national hotel chain is hiring 600 management trainees in 1982.

“We have redesigned the program to answer the industry’s growing need for well-trained, entry-level management personnel,” said Marion Cremer, a professor in the Department of Human Nutrition and Food Management and one of the revision’s key planners. Ohio is one of the industry’s most important states, in terms of number of operations and total sales, she said, and Columbus itself offers many employment opportunities.

Similar programs already exist at Michigan State, Purdue University, the University of Denver and other schools, but the yearly number of graduates is relatively small, Cremer said. Currently about 50 students are enrolled in OSU’s restaurant management program.

“There is absolutely no reason why this program cannot have 800 to 900 students, but it will not grow and thrive in a negative atmosphere,” wrote Donald Greenaway, former head of the Michigan State program and special consultant to the OSU hotel management task force, in a letter to the assistant provost. Greenaway cautioned that “the usual academic type will not give this program the necessary leadership and push, nor will such an individual be willing to spend the time searching for help from the industry and for new students.”

On Greenaway’s advice, an emphasis on food management was built into the curriculum for both options. Greenaway feels this aspect of the program, which makes it different from those at other schools, would make OSU graduates especially attractive to employers.

Bailey, who chaired both task forces, has already received letters from local representatives of Hyatt Regency, Holiday Inn and Howard Johnson’s, expressing a high level of interest in the proposed program. One letter cited “a grave shortage of trained, competent, professional people within the industry,” and each of the representatives has offered to cooperate in the program.
When it comes to hospitality, Frank Pauze is a real professional. He is the director of Ohio State University's hospitality management program, the unit that prepares students for positions with hotels, restaurants, and the travel, tourism, and leisure businesses.

It's an industry Pauze calls "one of the largest in the world."

"When you look at the whole hospitality spectrum, it's tremendously broad," he said. "It is one of the largest industries in the world in terms of sales dollars and people employed."

Ohio State has had a hospitality management program only since 1984 when its bachelor of science degree was created. The program evolved from restaurant management courses begun in the mid-1940s.

But since 1984, the program has placed 100 percent of its graduates into positions starting salaries now ranging from $16,000 to $23,000 a year. Currently, the program has 90 majors in hotel administration and 75 in restaurant management, including football players George Cooper, Nate Harris, and Joe Jenkins.

"Our general thrust is to lay the foundation through business courses, then apply those theories to the specific industry of hospitality management," Pauze said. "We don't train students for a job. We educate them for a career. What makes us successful is a practical, applicable experience."

A cornerstone of the program is the three-level internship sequence that is "unparalleled in hospitality education," he said. The program requires one-quarter internships during the student's sophomore, junior, and senior years. The first two are at one of 10 cooperating full-service hotels in Columbus.

"Our program is unique because of its sequential analysis and building of students' managerial strengths. A tremendous amount of counseling and advising takes place with each intern."

Interns are required to meet weekly with advisers and counselors. Supervisors appraise students on a weekly basis. An exit interview finalizes the experience for both the student and employer.

The third internship is generally a move into a full-time career, Pauze said. The internship serves as the students' management training for their upcoming career choice.

"By the time the students get to their senior year, they know which segment of the industry they want to work in and which company they want to work for."

Pauze said the program's success is partially due to the "tremendous support" it receives from both University administration and alumni. A recently-created VIP advisory board will get some of Central Ohio's most prominent chief executive officers involved with the program, he added.

The hospitality management program is a part of the College of Home Economics, which itself is ranked among the country's top 10 undergraduate programs. About 250 alumni and guests are attending the college's alumni conference today.
Celeste scholarship established at OSU

By Michele McCollister
Lantern staff writer

Officials from the Ohio Department of Travel and Tourism announced Sunday the establishment of the Gov. Richard F. Celeste Travel and Tourism Scholarship in honor of Celeste’s contributions to the tourism industry in Ohio.

The scholarship, effective spring quarter 1991, will be awarded annually to one or more Ohio State student majoring in restaurant management.

The scholarship was presented to Celeste by renowned feminist Gloria Steinem, the keynote speaker during Sunday’s opening banquet of this week’s Governor’s Conference on Travel and Tourism.

“How best to honor the progress we have made in travel and tourism than with a scholarship for a student in whose hands will rest the growth of the travel and tourism industry,” Celeste said after Steinem announced the scholarship.

To qualify, students must be a sophomore, junior or senior enrolled in the restaurant management major within the hospitality management department of the College of Human Ecology (formerly known as the College of Home Economics), said Lynda Heyl, Director of Development for the College of Human Ecology.

Jay Dascenzo, travel and tourism conference coordinator, said the scholarship fundraising began two weeks ago with a goal to raise at least $15,000.

Dascenzo said his office has already raised $7,500, half of what they need to establish the endowment.

If the endowment level is not reached, portions of the money will be distributed annually until the funds are exhausted.

If established, the endowment will become a permanent part of an OSU bank account, the interest from which will be distributed annually for the scholarship, Heyl said.

At the $15,000 level, Heyl said the yearly gift would be around $825, approximately the cost of one quarter’s tuition at current prices.

If the monies received go beyond the endowment level the scholarship recipient would be given more money or the money could be divided to create more scholarships, said Heyl.

Heyl is confident the scholarship will exceed the endowment level. “The way they’re going, they’re going to make it in three weeks,” she said.

A scholarship committee within the hospitality management department will determine who receives the scholarship, she said.

“Celeste did a lot for travel and tourism in Ohio and I think the people in the industry are really excited and eager to give to a scholarship in honor of what he did,” Heyl said.

Dascenzo and Heyl said they are seeking contributions from members of the tourism industry in Ohio.

Dascenzo said he has already received money from King’s Island, Cedar Point and Geauga Lake amusement parks.

Since the beginning of Celeste’s term in 1983, state revenues generated by the travel and tourism industry have increased by $2.5 billion, said Marilyn Tomasi, State Travel and Tourism Director.

Tomasi said the increase in revenue during Celeste’s administration is the result of his decision to give priority to the tourism industry in his first year as governor, emphasizing the industry’s potential to aid the state’s then troubled, steel-dependent economy.
Tourism, travel industry to offer most jobs by 2000, experts say

By Michele McCollister
Lantern staff writer

Economists expect the travel and tourism industry to be the world's largest employer by the year 2000.

Possibilities were presented during Tuesday's round table discussion at the Governor's Conference on Travel and Tourism on how to make that industry pay off in Ohio.

Moderated by NBC Economic Affairs Correspondent Irving R. Levine, six executives from Ohio travel-related companies discussed Ohio's growth potential as a tourism-generated economy as the 21st century approaches.

The job opportunities for students within the travel business grow with the expanding industry, said William Hulett, president of the Stouffer Hotel Company.

The trend is reflected by a larger increase in the enrollment within university-level hospitality management departments, he said.

Lynda Heyl, development officer for the College of Human Ecology at Ohio State said their hospitality management department has been growing.

The development office is currently raising funds for a major renovation and expansion of Campbell Hall, the building in which the department is located, Heyl said.

In addition to the hospitality-oriented jobs created by the industry's growth, Hulett said opportunities for more traditional business positions will increase as well.

Ranking 10th in the United States in revenues generated by the travel industry, Ohio's businesses receive $18 million a day from travelers.

Hulett said this is a very high figure when compared to the amount of state money invested in the industry.

"If you look at the money spent by the state to promote tourism, it is minuscule," Hulett said. "You would think that there would be far more interest and money spent for tourism."

Frank Mosier, vice chairman of BP America, said the state government could more effectively aid the growth of the travel and tourism industry if a committee, promoting its growth, was made a part of a proposed statewide business council.

If established, the business council would be comprised of state business leaders and government officials interested in working through business-related issues.

Mosier said there is a good possibility of establishing the business council, depending on the attitude of the winner of this year's gubernatorial race.

See TRAVEL: page 2
Senior Cindy Howard hoists a tray onto her shoulder before heading to the dining room to serve the sherbet.

'A Night of Sicilian Vespers'

Most managers of top-flight restaurants would cringe at the thought of 40 college students arriving en masse on a Sunday night. But, when that many members of OSU's Hospitality Management Association arrived at Christopher's this past Sunday, they were more than welcome. They had come to run the place, not trash it.

Each year, members of HMA have a one-night program to raise money for a scholarship fund to benefit hospitality management majors. The experience also helps show the students what to expect when they enter the hospitality management field. HMA invited people who currently work in the business.

This year's program was dubbed "A Night of Sicilian Vespers." Dave Sawyer, general manager of the event, explained the tongue-in-cheek title. "It's an old mafia term," he said. "It's where all the young godfathers got the old godfathers together and the young ones knocked off the old ones." The students seemed to be telling their elders they were graduating soon and would be after their jobs.

Guests for the evening enjoyed hors d'oeuvres and cocktails before sitting down to a 10-course dinner. With the exception of two Christopher's staff members, all services were provided by the students. They cooked, served, tended bar, cleaned up and, yes, even washed the dishes.

After dinner, most people headed for the game room where they could play blackjack, roulette and other games of chance. No money changed hands, as all wagers were made with plastic chips. The chips were worthless, so most people were free and easy with their betting.

The guests paid for the evening, but all proceeds went to the scholarship fund. Kitty McVey, adviser to HMA, said the money was one way to measure success, but more importantly, the evening went off without a hitch. McVey said the students encountered some problems, but the guests never noticed. "I'd say it was a huge success."

Photos and Story by Michael Alwood

HMA members knew Katherine Malone had experience behind the bar so she was quickly tabbed as mixologist. Only one drink order stumped her — a Russian Quaalude. She learned quickly, though, and served several before the evening was over.
It's not as glamorous as bartending or hosting or even cooking, but HMA member Ted Johnson doesn't seem to mind being saddled with the dishwashing chores.

Kurt Johnson, a senior in hospitality management, has more experience in the kitchen than most of his fellow students. That explains why he got to wear the really cool chef's hat.
Guest Tom Kerber of Marriott Food Services loses some of his chips at the roulette wheel. James Clark, a junior in the program, quickly snatch a chip Kerber's losses.

Chris Howes, a sophomore music performance major, strolled through the dining rooms playing soft violin music. His performance added a distinctly Italian touch to the Night of Sicilian Vespers.
USG wants internships saved

By Colette Chandler
Lantern staff writer

USG voted Wednesday evening to urge the College Of Human Ecology to retain its Hospitality Management Program, which includes 241 students per quarter and three intern programs.

The College of Human Ecology decided to eliminate internships at fast-food restaurants and hotels. Both of these programs are 40 hours per week without compensation.

Reducing the program and the number of advisers will hurt the overall reputation of the program, said Kirk Bloir, a member of USG who represents home economics.

"We are No. 3 in the nation in placement of our graduates," Bloir said.

The program must limit the number of incoming freshmen to 35 per year, he said. There are two advisers who are mediators and do not have tenure.

"If not for these two people, the corporations would not be here. It is like taking away your mother when you are 2 years old," Bloir said.

USG also discussed a new university tuition payment plan, which would enable students to make monthly payments.

The Office of Fees and Deposits is working on the plan as an alternative to paying tuition in full each quarter.

"We are one of the few schools that don't have a monthly tuition plan," John Hilbert, president of USG, said. "It will help increase the enrollment for the 14th day of the quarter."

USG also approved a resolution urging its own members to attend a rape education class to make them more aware of sexual assault issues.

Three new members were added to the USG assembly Wednesday evening.

They are Tim Reagan, representing the Olentangy area; Frederick Hall, representing south campus; and Kirk Koencke, representing education.
State cuts hospitality program funds; college looks at enrollment

By Tom Spring

Getting into Ohio State’s hospitality management program next year could be as tough as finding a seat in an area restaurant immediately after commencement.

The College of Human Ecology is considering limiting enrollment in the popular program as one way to meet both budget and student needs.

General funds support for the program was eliminated in this year’s budget, the only academic program to take such a hit.

Budget cuts caused the loss of two vacant faculty positions. Other faculty, part-time and temporary faculty, and corporate executives are filling the gap for now.

The program prepares graduates for careers in hospitality, hotel and restaurant management.

“It is a very popular business and management oriented type of program,” says Wayne Johnson, chairperson of the Department of Human Nutrition and Food Management, where hospitality management is offered.

“We have around 240-250 students,”

Enrollment has been as high as 300 students.

“Our human nutrition and food management faculty and the Academic Studies Committee are reviewing the program to see how we can accommodate a smaller number of students,” says Jerelyn Schultz, dean of the College of Human Ecology.

If an option to reduce enrollment is adopted, the entering class of 1993 may drop to 25-30 students. Admissions criteria would be quite rigid, Schultz says.

Faculty also are likely to reduce the number of internship credits required for graduation. “Right now, we place students at the sophomore, junior and senior levels in internships and that isn’t feasible under budget constraints,” Schultz says.

“By reducing the number of internship credits and the number of students, the numbers of personnel that are necessary are significantly reduced.”

Reconfiguring the curriculum to better match available resources would demonstrate commitment. “We hope by making a commitment to the program that we will be able to work through the industry for future support,” Schultz says.

“The industry has indicated it would be willing to help, but the University has to make a commitment to retaining the program first. As we look to the future, that level of support from the industry will have to increase if we are to have the quality of program we want to have at Ohio State.”

Schultz has asked the faculty to make a recommendation by winter quarter so that staff in University College and other students who want to enroll next year will know the application process and criteria for admission.

Spending reductions have affected the college in other ways, too. Vacant faculty positions in other departments also have been abolished or left unfilled. “We have virtually no special funding for graduate associates anymore,” Schultz adds.

Historically, the dean notes, college resources never have kept pace with program demands.

“The College of Human Ecology since 1983-84 has grown 170 percent in the number of students served, the largest percentage growth of any college on campus. Our general funds base has grown marginally during that same time period. The College of Human Ecology currently receives the lowest general funds base per student at Ohio State.”

Increased enrollment and decreased resources have put pressure on the college. “Every time we’ve had to give money back, it has been difficult to continue the support services we need for our programs.”

As a result, some of the smaller undergraduate options in the college will be phased out.

“We have virtually no research seed money,” she adds. “That’s a difficult situation for our young faculty. You can’t become a comprehensive research unit without support.”
Budget cuts clamp down on hospitality program

By Tanea Lewandowski
Lantern staff writer

OSU students wanting to pursue an education in hotel or restaurant management may have to postpone their plans or seek hospitality courses elsewhere.

Recent budget cuts in the College of Human Ecology, will prompt the Hospitality Management Program to reduce the number of students allowed in the program and to evaluate college admission requirements, said Jerelyn Schultz, dean of the College of Human Ecology.

"Before, the program was getting too big for the resources we had," Schultz said. "We decided to cut the number of enrollments and use the resources to the best of our ability."

The college halted enrollment during Autumn and Winter quarters after receiving word that the program may be eliminated completely, Schultz said.

Normally, 50 to 75 students per year are admitted into the program. Under the new enrollment plan, 30 to 40 students would be admitted, Schultz said.

Administrators are now evaluating the current admission standards and may propose new standards for students who wish to enter the program Spring Quarter, Schultz said.

There are 28 students waiting in line to be admitted into the program, she said.

Some possible changes include reducing the number of credits needed to complete the program and reducing required internships from three to two, Schultz said.

Many of the students and faculty are happy with the decision to reduce and limit enrollment, since the college had planned to phase out the program completely.

Students, faculty and alumni joined forces in the summer to keep the program going, said Kitty McVey, director of the OSU program of Human Nutrition and Food Management.

They conducted a letter campaign throughout the industry, and sent letters to alumni and 250 students enrolled in the program during the summer. Students were informed that the program would be phased out, but they would be given the opportunity to complete courses needed for graduation, McVey said.

"The best part about the incident is that the students and alumni got involved," McVey said. "It's great when the students and alumni care."

Schultz decided to continue the program after visiting and evaluating similar programs at Purdue and Michigan State.

Ohio State's program has proved to be one of the best and it has a lot to offer Hospitality Management students, Schultz said.

"Ohio has a large hospitality industry and we ought to be preparing students for that," Schultz said.

Schultz has asked the faculty to create a proposal for restructuring the program to provide a "quality curriculum."

Admission recommendations will be submitted to the College Academic Studies Committee and then to University Academic Studies for approval, Schultz said.