



FACULTY SENATE

September 15, 2015

MEMORANDUM

TO: Michael K. Young, President
FROM: Bob Strawser, Speaker Bob
SUBJECT: Undergraduate Curriculum Committee (FS.33.59)

The Faculty Senate submits for your approval the item from the Undergraduate Curriculum Committee at its regular meeting on September 14, 2015. Attached is a copy of the material sent to our Senators.

Change in Curriculum
College of Agriculture and Life Sciences
Department of Recreation, Park and Tourism Sciences
Tourism and Hospitality Management Certificate

cc: Karan Watson
Christine Stanley
Blanca Lupiani
Mark A. Hussey

Approved: Reviewed:

Handwritten signature of Michael K. Young

Michael K. Young

FACULTY SENATE AGENDA ITEM REVIEW

This item has been reviewed by the Office of the Provost (OP). Below are recommended action(s): FS.33.59

Table with 2 columns: Presidential Action and OP Recommended Action. Includes checkboxes for Recommend Approval, Review Only, Hold for Further Review, System Review/Submission, BOR Approval, THECB Approval/Notification, and SACSCOC Approval/Notification.

Date 10/14/15

8. Change in Curriculum

**College of Agriculture and Life Sciences**

Department of Recreation, Park and Tourism Sciences  
Tourism and Hospitality Management Certificate

# **CHANGE IN CURRICULA**

# **CHANGE IN CURRICULUM**

**COLLEGE OF AGRICULTURE AND LIFE SCIENCES**

DEPARTMENT OF RECREATION, PARK AND TOURISM SCIENCES

TOURISM AND HOSPITALITY MANAGEMENT CERTIFICATE

D14  
**Texas A&M University**  
**Request for a Change in Curriculum**  
**Undergraduate ♦ Graduate ♦ Professional**

1. Program request type:  Undergraduate     Graduate     First Professional (ex., DVM, JD, MD, etc.)
2. Request change for:  Degree Program     Minor     Certificate
3. Request submitted by (Department or Program Name): Recreation, Park and Tourism Sciences
4. Program Designation and Name (e.g., B.A. in History, Minor in History, Certificate in European Union): Tourism and Hospitality Management - Certificate
5. **Brief** description of change: Revise the name of the certificate to Hospitality Management. Code the Certificate as Standalone instead of Embedded. In addition to U1-U4, students with U5, G6, G7 and G8 status may apply.

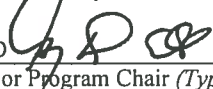

6. Rationale for change: The original name causes confusion because we have an Embedded Certificate entitled "Tourism Management." This Certificate was always intended to be Stand-alone, but the initial form contained an error. We wish to accommodate U5 and higher students with an interest in this Certificate, with particular applicability to athletes who have 2 semesters of eligibility after completing their bachelor's degree, but are not good candidates for graduate school. G6 and G7 students from other Colleges have expressed interest and obtained permission from their advisors to apply for the Certificate.


**Use the checkboxes below to make sure that all information is included.**

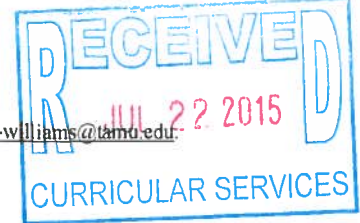
7. a. Proposed curriculum attached.  Yes     No
- b. Current catalog curriculum with handwritten edits attached.  Yes     No
- c. Current Howdy degree evaluation with handwritten edits attached.  Yes     No
- Please make sure the attached proposed curriculum, catalog and Howdy degree evaluation match.*
8. a. Will degree program hours change (increase/decrease) due to the proposed curriculum changes?  Yes     No
- b. If yes, degree program hours will change from: \_\_\_\_\_ to: \_\_\_\_\_
- c. If yes, is the Texas Higher Education Coordinating Board form attached?  Yes     No
- <http://www.theccb.state.tx.us/index.cfm?objectid=A0F9F7FA-9A92-4F11-2756AD3BBFF01D60>
9. If proposed changes affect other unit(s), are letters of support attached?  Yes     No

**IMPORTANT NOTE:** Curriculum changes submitted through the approval process and **fully approved** by February (December-UCC/GC, January-Faculty Senate, February-President) will be effective in the next academic year. Changes requiring approval beyond the University should complete the internal approval process early in the fall semester whenever possible in order to ensure timely implementation.

**Approval recommended by:**

Gary D. Ellis, PhD  6/15/15  
 Department Head or Program Chair (Type Name & Sign) Date  
 7/10/15  
 Chair, College Review Committee Date

 7/21/15  
 Dean of College Date  
 \_\_\_\_\_  
 Chair, GC or UCC Date



**Hospitality Management Certificate Program**  
**Department of Recreation, Park & Tourism Sciences, Texas A&M University**  
**Open to All Majors**

The Hospitality Management Certificate Program (HMCP), offered by the Department of Recreation, Park and Tourism Sciences, is designed to provide students with an understanding of the planning, analysis, and decision-making techniques needed for management positions in the tourism and hospitality industries. Students will study and develop skills related to principles of management, sustainability, development, cultural tolerance, marketing, finance, and service quality as they apply to the hospitality and tourism industries.

The HMCP requires a minimum of 15 credit hours in designated courses, all of which are to be taken online. If a student has taken the on-campus version of any course prior to enrollment in the Certificate, it may be substituted for the on-line version with permission of the RPTS academic advisor. Students must earn a grade of “C” or better in each course used to meet the requirements, and an overall average of at least 2.5 in applicable coursework.

All TAMU undergraduate students, including U5 students, as well as graduate students with G6, G7 or G8 status (with permission of their advisors) may apply for admission to the certificate program. Specific certificate requirements, details and an application are available at <http://rpts.tamu.edu/online-tourism-and-hospitality-management-certificate/> and in the Undergraduate Programs Office of the department of Recreation, Park and Tourism Sciences. Students are encouraged to apply prior to completing coursework as there is no guarantee of admission to the program.

Applicants must fulfill the following requirements in order to be considered for the program:

- An overall TAMU GPA of 2.0 or higher is required for acceptance into the HMCP.
- Must complete the HMCP application and essay.

Prefix and Number	Required Courses	SCH
RPTS 302	Application of Tourism Principles	3
RPTS 331	Tourism Marketing (pre-requisite: RPTS 302)	3
RPTS 421	Planning and Implementation of Events in Resorts and Hotels (pre-requisite: RPTS 302)	3
RPTS 423	Tourism Management (pre-requisite: RPTS 302)	3
RPTS 444	Service Quality for Hospitality Organizations (pre-requisite: RPTS 302)	3

	TOTAL SCH	15
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## **Course Descriptions:**

### RPTS 302 - APPLIC TOURISM PRINCIPLES

Application of Tourism Principles. (3-0). Credit 3. Tourism principles applied at local, regional and international levels; examination of the scale, scope and organization of the industry including marketing destinations and experiences; issues related to the economic, technological and political aspects of tourism.

### RPTS 331 - TOURISM MARKETING

Tourism Marketing. (3-0). Credit 3. Application of basic tourism marketing principles and concepts in government, business, and social-cause contexts; situation analysis and operational evaluation; decision making in terms of product, place, price, and channel of distribution mixes for tourism attractions and services. Prerequisite: RPTS 302.

### RPTS 421 – PLAN IMPLEMT OF EVENTS

Planning and Implementation of Events in Resorts and Hotels. (3-0). Credit 3. Principles and applications for effective planning and management of events in resorts and hotels; planning, promotion, operational logistics, sponsorship and evaluation. Prerequisite: RPTS 302.

### RPTS 423 - TOURISM MGMT

Tourism Management. (3-0). Credit 3. Management issues and tools related to the travel and tourism industry; history, planning, operations, leading, directing and controlling tourism businesses; complexity and scope of tourism systems; issues related to ethics and sustainability; managing tourism in different environments; roles of technology and information technology; future of tourism. Prerequisite: RPTS 302.

### RPTS 444 – SERVQUAL FOR HOSP ORGS

Service Quality for Hospitality Organizations. (3-0). Credit 3. Application of SERVQUAL concepts with focus on implementing measures to enhance customer service; in-depth study of planning and administering hospitality services strategies, measurement of service delivery, repair and recovery of service delivery gaps, and management and training of employees; practical applications of research in the field. Prerequisite: RPTS 302.

# Tourism and Hospitality Management - Certificate

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The Certificate in Tourism and Hospitality Management, offered by the Department of Recreation, Park and Tourism Sciences, is designed to provide students with an understanding of the planning, analysis, and decision-making techniques needed for management positions in the tourism and hospitality industries. Students will study and develop skills related to principles of management, sustainability, development, cultural tolerance, marketing, finance, and service quality as they apply to the hospitality and tourism industries.

(no change)

## Program Requirements

RPTS 302	Application of Tourism Principles	3
RPTS 331	Tourism Marketing	3
RPTS 421	Planning and Implementation of Events in Resorts and Hotels	3
RPTS 423	Tourism Management	3
RPTS 444	Service Quality for Hospitality Organizations	3
Total Semester Credit Hours		15