



THE FACULTY SENATE

September 23, 2013

MEMORANDUM

TO: Dr. R. Bowen Loftin, President

FROM: Walter Daugherty, Speaker *Walter Daugherty*

SUBJECT: Undergraduate Curriculum items (FS.31.48)

At its regular meeting on September 9, 2013, the Faculty Senate approved the following items from the Undergraduate Curriculum items. The Faculty Senate submits for your approval. Attached is a copy of the material sent to our Senators.

Special Consideration

College of Agriculture and Life Sciences

Department of Recreation, Park and Tourism Sciences

B.S. in Recreation, Park and Tourism Sciences

Request for a Certificate in Tourism Management

Thank you for your time and consideration. Please inform me of your action in this matter.

Attachment

FACULTY SENATE AGENDA ITEM REVIEW

cc: Karan Watson
Pamela Matthews
Michael Benedik
Sandra Williams
Mark Hussey

This item has been reviewed by the Office of the Provost (OP). Below are recommended action(s): RE: FS.31.48

<i>Presidential Action:</i>	<i>OP Recommended Action</i>
<input checked="" type="checkbox"/> Recommend Approval	<input type="checkbox"/> Hold for Further Review
<input type="checkbox"/> Review Only	<input type="checkbox"/> Hold Released
	<input type="checkbox"/> System Review/Submission
	<input type="checkbox"/> BOR Approval
	<input type="checkbox"/> THECB Approval/Notification
	<input checked="" type="checkbox"/> SACSCOC Approval/Notification

Approved: _____ Reviewed: _____

R. Bowen Loftin
R. Bowen Loftin, President

10/31/13
Date

15. Special Consideration

College of Agriculture and Life Sciences

Department of Recreation, Park and Tourism Sciences

B.S. in Recreation, Park and Tourism Sciences

Request for a Certificate in Tourism Management

SPECIAL CONSIDERATION

COLLEGE OF AGRICULTURE AND LIFE SCIENCES

DEPARTMENT OF RECREATION, PARK AND TOURISM SCIENCES

B.S. IN RECREATION, PARK AND TOURISM SCIENCES

REQUEST FOR A CERTIFICATE IN TOURISM MANAGEMENT

Texas A&M University

New Certificate, Bachelors, Masters, or Doctoral Program

♦ Proposal Checklist ♦

Requested by the Department or Unit of: Recreation, Park and Tourism Sciences

Program Type, Level, Designation, Title, Description, Hours

Program Type Certificate Program Degree Program
 Program Level Undergrad Certificate Grad Certificate Bachelor Master Doctoral

Degree Designation (i.e., BS, BA, MA, MS, MAgr, Med, PhD, EdD, etc.)

Title of proposed program: Certificate in Tourism Management

Proposed CIP Code (if known): 31.0101.00

Brief program description (provide a catalog description for undergraduate and graduate certificates):

Study of the travel, tourism and hospitality industry with emphasis on managing natural and cultural resources, personnel and finances. Courses in tourism are designed to collectively build understanding about the links that exist between local places, host populations, and various public, private and special interest groups. Students also develop competencies in assessing economic, environmental, social and political impacts of tourism, as well as in tourism marketing. To help students prepare for tourism careers, this option area introduces issues pertaining to the management, development, and promotion of places and events as tourism attractions. Students in this option can pursue careers in private sector enterprises, government agencies, convention and visitor bureaus, and other tourism-related service organizations.

19 Credits Required.

Minimum program semester credit hours (SCH) Certificates - 12 hours* Bachelors - 120 hours Masters - 30 hours

Proposed program hours: 19 _____ _____

*12 hours minimum to appear on transcript

Off-Campus or Distance Delivery

% of Program a student can take off-campus or through Distance Education	Program Start Date	SACS Approval**	When Provost needs to inform SACS
<input checked="" type="checkbox"/> 25%	<u>Fall 2014</u>	Notification Only	-----
<input type="checkbox"/> 50%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 80%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 100%	_____	Approval Required	6 months before first day of program

**Notification letter arranged through the Vice Provost for Academic Affairs and sent by TAMU President.

Program Delivery Mode

Location
 On-campus College Station
 Broadcast / TTVN _____
 Specific off-campus location*** _____
 Distance Education / Internet In-State Out-of-State Start Date _____
 Out-of-Country Will this program be offered with another institution? Yes No
 If yes, contact the Vice Provost for Academic Affairs for additional reporting requirements.

***Is this an approved SACS location? Yes No If no, a program prospectus must be sent to SACS.

Approved locations as of March 2012: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, CityCentre-Houston, Dubai and Saudi Arabia.



Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
♦ Proposal Checklist ♦

Program Funding

Has program funding been finalized at the department or college level?

Yes

No

If no, explain or attach budget: _____

Will new costs for the first five years of the program be under \$2 million?

Yes

No

If new costs exceed \$2 million, coordinating board approval is required.

Submitted by (Contact Person):

Susan G. Scott

sscott@ag.tamu.edu

Name

Email

Associate Department Head for Undergraduate Programs

979-845-5350

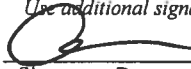
Title

Phone

Certification Statement

By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

Use additional signature lines if program is between three or more departments or colleges.

 for Gary Ellis 6/13/13
Signature, Department Head or Interdisciplinary Program Chair Date
Gary D. Ellis, PhD

Typed or Printed Name

Signature, Department Head or Interdisciplinary Program Chair (if joint program) Date

Typed or Printed Name

Chair, College Review Committee Date

 6/13/13
Dean of College Date

Chair, College Review Committee Date

 6/13/13
Dean of College Date

Chair, University Curriculum Committee or Graduate Council Date

Chair, University Curriculum Committee or Graduate Council Date

Additional Approvals Required: Faculty Senate and President.

New Program Request Form for Certificate Programs, Bachelor's and Master's Degrees

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Administrative Information

1. Institution: Texas A&M University, College Station, TX

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):

Certificate in Tourism Management (available to students earning a B.S. in Recreation, Park and Tourism Sciences)

3. Proposed CIP Code: 31.0101.00

4. Brief Program Description – Describe the program and the educational objectives:

Study of the travel, tourism and hospitality industry with emphasis on managing natural and cultural resources, personnel and finances. Courses in tourism are designed to collectively build understanding about the links that exist between local places, host populations, and various public, private and special interest groups. Students also develop competencies in assessing economic, environmental, social and political impacts of tourism, as well as in tourism marketing. To help students prepare for tourism careers, this certificate area introduces issues pertaining to the management, development, and promotion of places and events as tourism attractions. Students with this certificate can pursue careers in private sector enterprises, government agencies, convention and visitor bureaus, and other tourism-related service organizations.

19 Credits Required.

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

The Department of Recreation, Park and Tourism Sciences within the College of Agriculture and Life Sciences

6. Proposed Implementation Date – Report the first semester and year that students would enter the program: Fall 2014

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: Susan G. Scott

Title: Associate Department Head for Undergraduate Programs

E-mail: sscott@ag.tamu.edu

Phone: 979-845-5350

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

- A. Job Market Need – This request is not for a new program but rather for revisions to an existing program through the creation of transcribed certificates. Since the mid 1960s the base RPTS program has placed hundreds of students in full time professional positions with municipalities, state and federal agencies, private companies and not-for-profit organizations. Current Bureau of Labor Statistics occupational outlook estimates an 8 to 40% increase (depending on sector) in employment in the tourism field. These professionals must be well educated in the basics of RPTS but also benefit from specialized knowledge related to marketing, finance, operations, and impacts. The proposed certificate combined with the core courses in RPTS will address these needs with no additions to the current curriculum.
- B. Student Demand – The number of undergraduate students enrolled in the RPTS degree program has been just over 400 for the past three years. Fifty to sixty percent of current students are actively pursuing an option in Tourism Management. Though increases in enrollment are not likely demand for the certificate is anticipated to be higher than for the current option area. Students will be able to select more than one certificate to pursue during the course of their degree.
- C. Enrollment Projections – Projections in the table below represent an anticipated increase in demand for the proposed certificate over the current option area. As the certificate becomes established students can plan for their curriculums to include requirements for more than one certificate.

YEAR	1	2	3	4	5
Headcount	265	275	280	280	280
FTSE	250	255	270	270	270

II. Quality

A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	42
Required Courses	22
Prescribed Electives	12
Free Electives	25
Certificate	19
TOTAL	120

B. Curriculum – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*

Prefix and Number	Required Courses	SCH
RPTS 320	Event Management and Operations I	3
RPTS 331	Tourism Marketing	3
RPTS 401 or 403	Tourism and Recreation Enterprises Or Financing and Marketing Recreation, Park and Tourism Resources	4
RPTS 423	Resort and Tourism Management	3
RPTS 426	Tourism Impacts	3
Prefix and Number	Prescribed Elective Courses	SCH
RPTS Elective	Any RPTS course not included in Core or Certificate	3
	TOTAL SCH	19

- C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. (*Add and delete rows as needed.*)

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
*Petrick, James Professor	PhD in Park, Recreation and Tourism Management Clemson University	RPTS 331	25%
Jamal, Tazim Assoc. Professor	PhD in Management University of Calgary	RPTS 423	25%
Woosnam, Kyle Assist. Professor	PhD in Parks, Recreation and Tourism Management Clemson University	RPTS 426	25%
Heo, Jinmoo Assist. Professor	PhD in Leisure Behavior Indiana University	RPTS 320	25%
New Faculty in Year 2014			

Name of <u>Support</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Free, Kimberly Lecturer	PhD in Parks, Recreation and Tourism University of Utah	RPTS 320	10%
Crompton, John Distinguished Professor	PhD in Recreation Resource Development Texas A&M University	RPTS 403	10%

- D. Students – This request is for the development of certificates and should not alter our current student recruitment nor require recruitment to fill existing courses. In the last 5 years the RPTS program has achieved increases in enrollment of students from underrepresented populations.
- E. Library – Library holdings are sufficient to support the Tourism Management Certificate as proposed.
- F. Facilities and Equipment – The conversion of the Tourism Management option to a certificate takes advantage of existing facilities and faculty resources. No additions are required.

- G. Accreditation – The National Recreation and Park Association (NRPA) is the accrediting body for the Recreation, Park and Tourism Sciences Major. The department is currently accredited with NRPA and intends to remain accredited. The proposed certificate will not influence the program's ability to retain this accreditation.
- H. Evaluation – The Recreation, Park and Tourism Sciences Department is involved in a detailed assessment program for all option areas. This assessment will also be applied to the certificate being proposed. Assessment includes separate testing for stated learning outcomes, supervisory evaluations of internships, student evaluations of courses and the department among others. These measures are reviewed and actions are taken to adjust course content, departmental policy or other programmatic procedures.

III. Costs and Funding

Five-Year Costs and Funding Sources - The proposed certificate makes use of existing facilities and resources and will not incur new costs or require additional funding.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴	\$0
Total Costs	\$0	Total Funding	\$0

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

Chief Executive Officer

Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I approve the program.

Board of Regents (Designee)

Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner
Approval – For a program to be approved by the Commissioner or
the Assistant Commissioner for Academic Affairs and Research, the Board of
Regents or designee must certify that the new program meets the eight criteria under
TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

Board of Regents (Designee)	Date
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