BS IN HOSPITALITY AND TOURISM MANAGEMENT

In Workflow

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Approval Path

1. Thu, 10 Oct 2019 23:46:47 GMT
   Anthony Sheppard (tony): Approved for RPTA Committee Chair
2. Thu, 10 Oct 2019 23:47:09 GMT
   Anthony Sheppard (tony): Approved for RPTA Chair
3. Tue, 15 Oct 2019 22:17:13 GMT
   Kisun Nam (knam): Approved for HHS College Committee Chair
4. Tue, 15 Oct 2019 22:18:52 GMT
   Mary Maguire (maguirem): Approved for HHS Dean

New Program Proposal

Date Submitted:Wed, 09 Oct 2019 23:37:49 GMT

Viewing:BS in Hospitality and Tourism Management

Last edit:Wed, 09 Oct 2019 23:37:47 GMT

Changes proposed by: Greg Shaw (101062685)

Academic Group: (College)

Health & Human Services

Academic Organization: (Department)

Recreation, Parks, and Tourism Administration

Catalog Year Effective:

2020-2021 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

Individual(s) primarily responsible for drafting the proposed degree major program:

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Type of Program Proposal:

Major

Is this a pilot program?
No

Is this a Fast Track program?
Yes

Does this major plan to include any formal options, concentrations, or special emphases?
No

Title of the Program:
BS in Hospitality and Tourism Management

Designation: (degree terminology)
Bachelor of Science

Abstract of the proposal:
The Department of Recreation, Parks and Tourism Administration is separating Hospitality and Tourism Management from Recreation and Park Management. The department has taught hospitality and tourism related coursework since the 1980s. The degree's current structure is as follows:
• Bachelor of Science in Recreation Administration
• Concentration in Recreation and Park Management (RPM)
• Emphasis Areas of RPM Concentration:
o Community Recreation Management and Non-Profit Administration
o Hospitality and Tourism Management, Commercial Recreation and Event Planning
o Natural Resource, Experiential Education, and Outdoor Recreation Management
The department's plan was to elevate the emphasis area to a concentration. However, EO 1071 requires that Hospitality and Tourism Management now be a separate Bachelor of Science degree within the department.

This degree will prepare RPTA to address the desires of the regional hospitality (Sacramento Hotel Association) and tourism (Visit Sacramento) industries, align the department with the CSU Chancellor's Office Hospitality and Tourism Management Education Initiative, and respond to student requests to elevate Hospitality and Tourism Management to a level that will appear on degrees and transcripts (emphasis areas are not visible on degrees or transcripts).

Briefly describe the program proposal (new or change) and provide a justification:
Background:
It should be noted that in CourseLeaf the Hospitality and Tourism Management (HTM) is being presented as a "new" program. However, hospitality and tourism management courses have previously been a separate concentration in the department, the Concentration in Commercial Recreation Management.

In 1994, three separate concentrations, the Concentration in Commercial Recreation Management, the Concentration in Community Recreation Management, and the Concentration in Park and Recreation Resource Management, were joined together to form the Concentration in Recreation and Park Management (RPM). The former concentrations became emphasis areas of the RPM concentration as identified in the abstract of this proposal.

Commercial Recreation Management (containing hospitality and tourism) historically had more students than the other two concentrations combined. This change proved difficult for the renamed Hospitality and Tourism Management, Commercial Recreation and Event Planning emphasis area as local industry didn't associate Recreation and Park Management with hospitality and tourism curriculum. Therefore, it was difficult for industry to find the students at the university, and it was also difficult for students to find where the courses were. However, despite the obstacles, as mentioned, the emphasis area remained the most popular part of the major.

Justification:
The above information provides much of the support. Additional points of consideration for this elevation include:
• The largest number of students in RPM identify as Hospitality and Tourism Management students (see attached survey results).
• In 2008, The CSU Chancellor's Office formed the Hospitality and Tourism Management Education Alliance. Sacramento State's RPTA department was one of the founding members.
• In 2016 new leadership at Visit Sacramento (formerly the Sacramento Convention and Visitors Bureau) and the Sacramento Hotel Associate approached Sac State to create a degree in Hospitality Management, not entirely aware of the coursework in "recreation" that met their needs. (RPTA has had several interns for decades with these organizations, but the new leadership was unaware of that, recognizing that CSU East Bay's Recreation Department had its own Bachelor of Science in Hospitality and Tourism, and that CSU Chico's Recreation Department had an identifiable hospitality and tourism concentration. Sac State did not.)
• Commercial Recreation Management is very outdated terminology, and several of the other CSUs (see attachment) have changed their department/degree/concentration names to more closely match the CSU Alliance title, which has also become the more accepted title nationally.
• Since 2015, two new faculty have been hired in RPTA that have very specific hospitality backgrounds as opposed to recreation backgrounds. These new faculty are very capable of leading a much more direct hospitality program.
• New courses created by these faculty have resulted in numerous substitutions for students in Recreation and Park Management that pursue Hospitality and Tourism Management. The new courses are more appropriate for HTM students, but under the RPM program, were not recognized as requirements.

• In 2017 a new Transfer Model Curriculum (TMC) was developed in Hospitality Management between the CSU and the California Community Colleges (CCC). (See attachment.) The HTM program has been designed to accept TMC students.
• Students have routinely called themselves, "HTM" majors rather than "RPM" majors. The student desire has always been high to have the concentration formally recognized.

The attached student survey shows results from the 2016-2017 academic year when this concentration was initially to be proposed. A series of events led to the logical delay of the program launch, including hiring the second faculty in hospitality in 2018 and EO 1071.

With the new faculty and industry support, the interest in Hospitality and Tourism Management has increased in RPTA majors. The department is very confident in the understanding that there is strong student interest in this program.
Note:
• There are four Form As to convert experimental courses to permanent courses with this Form B: RPTA 84, RPTA 178, RPTA 179, and RPTA 187.
• There is one new lecture course Form A, and three new internship course Form As associated with this Form B: RPTA 82, RPTA 195F, RPTA 195G, and RPTA 195H.
• The Form A for changes to RPTA 188, an existing course, is also associated with this Form B.

Objectives of the degree program:

To prepare students for careers in the hospitality, tourism, and meeting planning industries.

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Integrative learning
Intellectual and practical skills

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?
No

Please attach a Comprehensive Program Assessment Plan (required)
HTM Assessment Plan.pdf

Please attach a Curriculum Map Matrix (required)
HTM Curric Matrix.pdf

Please attach a five-year budget projection (required)
HTM Budget Summary.pdf

Please attach the Smart Planner roadmap:
RPTA (HTM) Roadmap.pdf

Catalog Description:
Units required for Major: 57-59
Total units required for BS: 120

Program Description

Hospitality and tourism are two of California's fastest growing and most important industries. The**BS in Hospitality and Tourism Management** allows students flexibility in the selection of courses related to hospitality and tourism management, commercial recreation, and event planning. Curriculum focuses on hotel management, tourism destination marketing, and convention and meeting planning, as well as the basics of entrepreneurial businesses, and the skills needed for working with for-profit, and experience industry agencies (e.g., resorts, ski lodges, conference and meeting facilities, cruise lines, theme parks, destination marketing agencies, spas, clubs, and travel agencies). Local industry professionals from the Sacramento Hotel Association and Visit Sacramento (Sacramento Convention and Visitors Bureau) work closely with department faculty to give students practical skills associated with internships and jobs in the industry.

Note:

- Students graduating with a Bachelor of Science Degree in Hospitality and Tourism Management are not be subject to the University's Foreign Language Graduation Requirement. Students who change major may be subject to the University's Foreign Language Graduation Requirement.
- No more than 6 units of RPTA 198 and RPTA 199 in combination may be used to meet program requirements. No more than 3 units of RPTA 198 may be used to meet major requirements.
- RPTA 21, RPTA 22, RPTA 100 and RPTA 122 may **not** be used to meet program requirements.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

Minimum Grade Requirement

Grade of "C-" or better required in all courses applied to the major.

Additional Graduation Requirement

Majors are required to compile and consistently maintain an assessment portfolio. The portfolio is a cumulative collection of individual assignments designed to demonstrate competency in specific areas such as written communication, oral communication, group interaction, research and analysis, and computer literacy. Each competency may be assessed at more than one level (e.g., beginning, advanced) and adequate opportunities for completion of all required demonstrations of competency are available within the required major coursework. Additionally, opportunities for specific competency level demonstrations may be made available in supportive coursework within the major (e.g.,RPTA 139, RPTA 182). In individual course-based assignments, learning outcomes, and competencies are assessed based upon specified criteria. Continuing instructor feedback and self-assessment exercises are intended to create a process that improves learning outcomes, as well as facilitates the student's ability to demonstrate those outcomes and competencies both before and after graduation.

It is the responsibility of the student, in consultation with their portfolio advisor, to maintain the portfolio and to insure that all requirements have been successfully completed prior to graduation. The completed portfolio is presented inRPTA 101for BS in Recreation Administration: Recreation and Park Management Concentration students, and BS in Hospitality and Tourism Management students.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Code	Title	Units
Required Lower Division Courses (16 Units)		
RPTA 1	Orientation to Recreation, Parks and Tourism Administration	1
RPTA 30	Recreation, Parks and Tourism in Contemporary Society	3
RPTA 61	Cost Management for Hospitality	3
RPTA 80	Introduction to Hospitality and Tourism	3
RPTA 82	Introduction to Hospitality and Tourism Law	3
RPTA 84	Hotel and Lodging Operations	3
Required Upper Division Courses (16 Units)		
RPTA 101	Senior Seminar	1
RPTA 105	Management in Recreation, Parks and Tourism	3
RPTA 106	Introduction to Inclusive Recreation and Recreation Therapy	3
RPTA 110	Research and Evaluation in Recreation, Parks and Tourism	3
RPTA 183	Marketing Recreation Services	3
Select one of the following:[3]		3
RPTA 136	Program and Event Planning in Recreation, Parks and Tourism	
RPTA 139	Conference and Meeting Planning	
Elective Requirement (15 Units)[1,2]		
Selective 15 units from the following with approval from major advisor:		15
NUFD 9	Food Safety and Sanitation	
RPTA 32	Leadership and Group Development	
RPTA 136	Program and Event Planning in Recreation, Parks and Tourism[3]	
RPTA 139	Conference and Meeting Planning[3]	
RPTA 164	Leadership and Fundraising for Non-profit Organizations	
RPTA 165	Volunteer Management in Recreation, Parks and Tourism	
RPTA 178	Human Resources Management in the Hospitality Industry	
RPTA 179	Profit and Revenue Management for Hospitality	
RPTA 182	Travel And Tourism	
RPTA 184	Hospitality Administration	
RPTA 185	Advanced Seminar in Commercial Recreation Administration	
RPTA 187	Gastronomic Tourism	
RPTA 188	Sacramento Region Craft Beer Industry Tourism	
RPTA 189	California Wine and Agri-Tourism	
Internship Requirement (10-12 Units)		
Select from the following for a minimum of 10 units:		10 - 12

RPTA 195F	Partial Internship: Hospitality and Tourism Management	
&		
RPTA 195G	Partial Internship: Hospitality and Tourism Management	
or		
RPTA 195H	Internship: Hospitality and Tourism Management	
Total Units		**57-59**

[1] RPTA 21, RPTA 22, RPTA 100 or RPTA 122 may **not** be used to meet major requirements. At least nine units must be upper division.

[2] May include credit from associated transfer degree.

[3] Students interested in event planning are encouraged to take both RPTA 136 and RPTA 139. If a student takes both RPTA 136 and RPTA 139, one will count as an elective. The same course may **not** "double count" for both the required section and the elective section.

General Education Requirements [1]

Code	Title	Units
Area A: Basic Subjects (9 Units)		
A1 - Oral Communication		3
A2 - Written Communication		3
A3 - Critical Thinking		3
Area B: Physical Universe and Its Life Forms (13 Units)		
B1 - Physical Science		3
B2 - Life Forms		3
B3 - Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)		1
B4 - Math Concepts		3
B5 - Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.		3
Area C: Arts and Humanities (12 Units)		
C1 - Arts		3
C2 - Humanities		3
C1/C2 - Area C Course		3
C1/C2 - Area C Course - Take upper-division course to complete Area & upper division requirements.		3
Area D: The Individual and Society (9-12 Units)		
Area D Course		3
Area D Course		3
Area D Course		0 - 3
Area D Course - Take upper-division course to complete Area & upper division requirements.		3
Area E: Understanding Personal Development		
Area E Course[2]		0
Total Units		**43-46**

[1] To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (http://catalog.csus.edu/colleges/academic-affairs/general-education/).
Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (http://www.csus.edu/acad/), by phone (916) 278-1000, or email (advising@csus.edu).

[2] Required in Major; also satisfies GE.

Graduation Requirements [1]

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI)		3
Graduation Requirements (required by Sacramento State) (6 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement[2]		0

1   To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (http://catalog.csus.edu/colleges/academic-affairs/general-education/).
Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (http://www.csus.edu/acad/), by phone (916) 278-1000, or email (advising@csus.edu).

2   If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: https://www.csus.edu/wll/flgr/
Note: Students with a declared major of BS in Recreation Therapy, BS in Recreation Administration (Recreation and Park Management), or BS in Hospitality and Tourism Management are exempt from the Foreign Language Graduation Requirement.

Explanation of special characteristics of the proposed degree major program; e.g., in terminology, units of credit required, types of course work, etc.:

N/A

For undergraduate programs, provisions for articulation of the proposed major with community college programs:

There is an approved TMC in Hospitality Management. Please see the attachment at the bottom of this form.

Will this program require specialized accreditation?

Will this program require accreditation?

Yes

Anticipated date of accreditation request: (limited to 20 words)

2028 (courses currently accredited as part of Recreation and Park Management)

Provision for meeting specialized accreditation requirements, where applicable:

This program should qualify for Fast Track.
The program will be accredited under the Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT). Currently the emphasis area is accredited by COAPRT as part of the Bachelor of Science in Recreation Administration accreditation. It is not required that the BS in Hospitality and Tourism Management be accredited separately before being proposed.

Need for the Proposed Degree Major Program

Is the proposed degree program offered at any California State University campus or any neighboring institutions?
Yes

List of other California State University campuses currently offering or projecting the proposed degree major program; list of neighboring institutions, public and private, current offering the proposed degree major program:
Please see the CSU HTM Program Comparisons attachment.

Differences between the proposed program and the programs listed above:
Please see the CSU HTM Program Comparisons attachment.

List of other curricula currently offered by Sac State which are closely related to the proposed program:
The closest program to this proposed degree is the Concentration in Recreation and Park Management of the Bachelor of Science in Recreation Administration.

Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:
student survey results.pdf
CSU HTM Program Comparisons.xlsx

Provide justification for any discrepancies between national/statewide/professional manpower surveys and local findings:
Note: The student survey results were presented to RPTA majors. Slides 11, 12, 14 & 24 speak specifically to the desire to move Hospitality and Tourism to its own concentration outside of Recreation and Park Management.

Note: Summary of Program Comparisons
Fourteen CSUs and two non-CSU (both private) offer some aspect of Hospitality and Tourism Management. These programs range from full colleges (Cal Poly Pomona and San Diego State), to concentrations or certificates (USC, Chico State). Some of the programs are primarily food-service, some mainly tourism, some mainly hotel management, and some giving a broad overview of all of those areas (possibly including meeting and event planning).

Sacramento State's program has been developed in cooperation with the Sacramento Hotel Association and Visit Sacramento. Both organizations have pushed for hotel management to lead phase I of the program in the region and began meetings with RPTA in the summer of 2017 under the support of VP Phil Garcia. The hotel focus of hospitality will be supported by meeting and convention

planning and agri-tourism. Sacramento's visitation is primarily meeting and convention-based (approximately 80% of visitation), and not leisure traveler-based. Hence the need to have meeting coursework along with the hotel management coursework. Existing coursework in Meeting and Conference Planning, Volunteer Management, Fundraising, Event Planning, etc., support this area. Visit Sacramento had branded Sacramento as America's Farm to Fork Capital, and the department has added Craft Beer Tourism (RPTA 188) and Gastronomic Tourism (RPTA 187) to its existing Wine Tourism course (RPTA 189) to give students opportunities to learn about the region's leading agri-tourism segments.

In addition, there are other features that support the program's development:
• Elk Grove Unified School District wants to create a student pipeline into the hotel management program. The most recent meeting with RPTA faculty was 09-17-19.
• In the summer of 2019, RPTA offered its first Summer Academy for high school students through CCE. This academy was focused on hospitality and tourism. There are plans to repeat this each summer.
• Sac State does not have a hotel on campus that students can use as a lab. But the Sacramento Hotel Association (SHA) has stepped in, and the Hotel and Lodging Operations course meets at area hotels (Courtyard by Marriott at Cal Expo, and Crowne Plaza Sacramento) so that students can learn on-site (everything from software to customer service, to accounting). It's been a wonderful relationship so far and the SHA hopes to expand this feature as the program grows.
• While several other CSUs have hospitality programs, as of spring 2019 most had not yet developed a track for TMC students. Sacramento State's program has the correct number of lower division courses in the designated areas to serve TMC students.
• In October 2019, Sacramento State (Associate Vice President for University Development, Tracy Newman; Associate Dean, HHS, Greg Shaw; Assistant Professor, RPTA, Abhijeet Shirsat) participated in the CSU's first Fundraising Workshop for Hospitality Leaders. The program is being positioned to start fundraising opportunities.

In short, the program has been designed to meet the needs of Visit Sacramento and the Sacramento Hotel Association, give students the skills to find jobs in the local industry as well as the broad set of courses needed to work successfully in hospitality anywhere in the country.

For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:

N/A

Professional uses of the proposed degree major program:

Graduates of the program will find jobs in all areas of the hospitality and tourism industries. The coursework will prepare students to work in hotels as well as with destination management and marketing organizations (DMOs) such as Visit Sacramento (Sacramento Convention and Visitors Bureau). Coursework will prepare students to pass the American Hotel and Lodging Association Certified Hotel Administrator (CHA) examination.

As a note on the number of majors below, RPTA is a department of approximately 400 students, with 150-180 interested in hospitality and tourism (the numbers are difficult to count due to the emphasis area being combined with community and non-profit, and natural resource). This area, originally called Commercial Recreation Management (a long-since outdated terminology), has always been the most popular area of the degree. Initially the department anticipates most of the current Recreation and Park Management students interested in hospitality and tourism will change to the new degree. All of the programs in RPTA are "discovery" in that students do not declare them at entry, but find them after they become Sac State students. This is typical nation-wide. Graduation rates are strong in the major and initially the program's numbers may drop. However, with the new more autonomous branding, HTM will be able to recruit from local high schools and community colleges more strongly than "recreation" programs can. This should help the program grow rapidly.

The expected number of majors in:

1st Year Enrollment:
165
3rd Year Enrollment:
100
5th Year Enrollment:
260

1st Year Graduates:
0
3rd Year Graduates:
110
5th Year Graduates:
100

Existing Support Resources for the Proposed Degree Major Program

List faculty members, with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience (including publications if the proposal is for a graduate degree), who would teach in the proposed program:

Name	Rank	Appointment Status	Highest Degree Earned	Year of Highest Degree Earned (YYYY)	Publications/Professional Experience
Tony Sheppard	Professor	Full Time	Doctorate	2002	Please see attached CV.
JungYun "Christine" Hur	Assistant Professor	Full Time	Doctorate	2016	Please see attached CV.
Abhijeet Shirsat	Assistant Professor	Full Time	Doctorate	2018	Please see attached CV.
John Cusick	Lecturer	Part Time	Doctorate	2003	Please see attached CV.

Space and facilities that would be used in support of the proposed program: Show how this space is currently used and what alternate arrangements, if any, will be made for the current occupants.

As the coursework exists for the program and is currently being taught, no new classroom facilities are necessary to begin the program.

Library resources to support the program, specified by subject areas, volume count, periodical holdings, etc.:

The library already contains journals for hospitality and tourism as part of the Recreation, Parks and Tourism holdings. The program is already supported.

Equipment and other specialized materials currently available:

N/A

Additional Support Resources Required

Enrollment and faculty positions should be shown for all discipline categories which will increase because of the new program and for all discipline categories which will decrease because of the new program. If faculty positions are to be transferred into the new program from other areas, the reductions in faculty positions should be shown on the appropriate discipline category or categories:

There are no significant impacts to department faculty and resources. The Bachelor of Science in Recreation Therapy separated due to EO 1071 last year and will share very few courses with the new HTM program. This has always been the case.

The impact will be primarily felt by the Bachelor of Science in Recreation Administration (Recreation and Park Management Concentration) as core coursework once taken by all RPM students is no longer required by HTM students. The department has been planning for this separation (originally as a concentration) since 2016. RPM has made several steps in preparing for a shift in coursework so that full time faculty are not affected by the change. Existing faculty positions cannot be transferred to the new program due to specialty, however, the department has swapped hiring priorities to tourism for the faculty search this year. The department will request a new hire in the public/non-profit area for next year.

Any special characteristics of the additional faculty or staff support positions needed to implement the proposed program:

N/A

The amount of additional lecture and/or laboratory space required to initiate and sustain the program over the next five years: Indicate any additional special facilities that will be required. If the space is under construction, what is the projected occupancy date? If the space is planned, indicate campus wide priority of the facility, capital outlay program priority, and projected date of occupancy.

N/A

Additional library resources needed: Indicate the commitment of the campus to purchase or borrow through interlibrary loan these additional resources.

N/A

Additional equipment or specialized materials that will be 1) needed to implement the program and 2) needed during the first two years after initiation: Indicate source of funds and priority to secure these resource needs.

N/A

Please attach any additional files not requested above:

Hospitality Management _TMC_Similar Determination Template_11-2017 (1).pdf
Sheppard_CV.pdf
SHIRSAT_CV.pdf
HUR_CV.pdf

Cusick CV 2018.pdf

Key: 461