

Program Change Request

Date Submitted: 10/24/18 9:35 am

Viewing: **CERT-CU57 : Tourism Management - Certificate**

Last approved: 12/19/17 3:50 pm

Last edit: 11/08/18 8:09 pm

Changes proposed by: susan-g-scott

Catalog Pages Using
this Program

[Tourism Management - Certificate](#)

Contact(s)

Name	E-mail	Phone
Susan Scott	susan-g-scott@tamu.edu	979-845-5350

Academic level Undergraduate

Effective Term 2019-2020

Department Recreation, Park & Tourism Sc

College Agriculture & Life Sciences

Program type Certificate

Associated Program **Not Applicable**

With a certificate in Tourism Management

Catalog Program Title
Tourism Management - Certificate

CIP and Fund code **52090300** ~~5209030016~~

Rationale for Proposal

A Distance Education Proposal is attached since many of the required and elective courses in the Tourism Management Certificate are offered both in-class and online; students may take up to 79% of courses online.

Program hours 19

Is this program eligible
for financial aid? **Yes**

Will program hours
change
(increase/decrease)
due to the proposed
curriculum changes? No

Certificate type
Degree-dependent

Program delivery mode
Asynchronous
On-campus
Distance Education/Internet

% of Program a student
can take off-campus or **80%**

In Workflow

1. RPTS Department Head
2. Curricular Services Review
3. AG Committee Preparer UG
4. AG Committee Chair UG
5. AG College Dean UG
6. Provost
7. UCC Preparer
8. UCC Chair
9. Faculty Senate Preparer
10. Faculty Senate
11. Provost II
12. President
13. Curricular Services

Approval Path

1. 06/19/18 4:44 pm
Corliss Outley (coutley):
Approved for RPTS
Department Head
2. 06/25/18 11:49 am
Angel Mario Carrizales
(carr1214): Rollback to
Initiator
3. 06/25/18 4:24 pm
Scott Shafer (sshafer):
Approved for RPTS
Department Head
4. 07/02/18 2:11 pm
Angel Mario Carrizales
(carr1214): Rollback to
Initiator
5. 08/27/18 11:18 am
Scott Shafer (sshafer):
Approved for RPTS
Department Head
6. 08/31/18 2:52 pm
Angel Mario Carrizales
(carr1214): Approved
for Curricular Services
Review
7. 09/03/18 9:43 am
Dawn Kerstetter
(dkerstetter): Approved
for AG Committee
Preparer UG
8. 09/17/18 10:38 am
Bob Knight (bob-
knight): Approved for
AG Committee Chair UG
9. 09/17/18 10:45 am
Dawn Kerstetter
(dkerstetter): Approved
for AG College Dean UG

through Distance
Education

Catalog Program Requirements

- 10. 09/17/18 1:20 pm
Sandra Williams
(sandra-williams):
Approved for UCC
Preparer
- 11. 10/05/18 4:03 pm
Sandra Williams
(sandra-williams):
Rollback to Initiator
- 12. 10/19/18 12:53 pm
Scott Shafer (sshaffer):
Approved for RPTS
Department Head
- 13. 10/23/18 4:42 pm
Angel Mario Carrizales
(carri1214): Rollback to
Initiator
- 14. 10/24/18 10:09 am
Scott Shafer (sshaffer):
Approved for RPTS
Department Head
- 15. 10/26/18 3:20 pm
Angel Mario Carrizales
(carri1214): Approved
for Curricular Services
Review
- 16. 10/26/18 3:32 pm
Dawn Kerstetter
(dkerstetter): Approved
for AG Committee
Preparer UG
- 17. 11/02/18 11:42 am
Bob Knight (bob-
knight): Approved for
AG Committee Chair UG
- 18. 11/02/18 12:45 pm
Dawn Kerstetter
(dkerstetter): Approved
for AG College Dean UG
- 19. 11/02/18 4:25 pm
Mike Stephenson
(mstephenson):
Approved for Provost
- 20. 11/06/18 9:17 am
Sandra Williams
(sandra-williams):
Approved for UCC
Preparer
- 21. 12/10/18 10:35 am
Terra Bissett (t.bissett):
Approved for UCC Chair

History

- 1. Jun 6, 2017 by Angela
Allensworth (arankin)
- 2. Dec 19, 2017 by Sandra
Williams (sandra-
williams)

Course List

Code	Title
Tourism Management Certificate	
RPTS 320	Event Management and Operations I
RPTS 323	Tourism Management

Semester Credit Hours

3
3

Code	Title	Semester Credit Hours
or RPTS 304	or Administration of Recreation Resource Agencies	
RPTS 331	Tourism Marketing	3
RPTS 401	Tourism and Recreation Enterprises (each is a W course)	4
or RPTS 403	or Financing and Marketing Recreation, Park and Tourism Resources	
RPTS 423	Tourism Management	3
RPTS 426	Tourism Impacts (W course)	3
Departmental elective		3
Select one of the following:		
RPTS 209	Park and Tourism Operations	
RPTS 300	Supervised Field Studies	
RPTS 301	Leisure and Outdoor Recreation in American Culture	
RPTS 307	Methods of Environmental Interpretation	
RPTS 308	Foundations of Community and Community Development	
RPTS 316	Recreational Management of Wildlands	
RPTS 321	Event Management and Operations II	
RPTS 360	Ecotourism: Principles and Practices	
RPTS 370	Youth Development Organizations and Services	
RPTS 371	Understanding and Developing Effective Skills for Youth Development	
RPTS 402	Park Planning and Design	
RPTS 411	Cruise Tourism	
RPTS 421	Hotel and Resort Operations	
RPTS 444	Service Quality for Hospitality Organizations	
RPTS 454	Amazon Field School	
RPTS 460/REN R 460	Nature, Values, and Protected Areas	
RPTS 474	Management of Programs and Services for Youth	
RPTS 476	Leadership for Outdoor Recreation	
RPTS 478	Youth Development Practice	
REN R 345	Park Ecology and Management	
REN R 400	Study Abroad in Natural Resources	
Total Semester Credit Hours		19

Additional information ~~12-18-2017 Updates made to include CIP code (updated COMPASS too).-sw~~

Required Proposal Forms
[CERT_TMGT_DegreeAudit_June2018.pdf](#)
[DistanceEdProgramProposal_TourismMgtCertificate.pdf](#)
[THECB_CertFormElectronicallyDelivered_TourismMgtCert.pdf](#)
[TourismMgtCert_OnlineDelProposal.docx](#)

Reviewer Comments
Angel Mario Carrizales (carri1214) (06/25/18 11:46 am): Edits made to conform to catalog style guidelines.
Angel Mario Carrizales (carri1214) (06/25/18 11:49 am): Rollback: RPTS 323 is listed in the degree evaluation but not reflected on the Catalog Program Requirements. Distance Education Forms required if a program in which a student may complete more than one-half of the semester credit hours required for the program through any combination of electronic and off-campus delivery methods. Required forms can be found on the Curricular Services website (<http://registrar.tamu.edu/Our-Services/Curricular-Services/Curricular-Approvals/Program-Approvals#1-DistanceEducationDegreePrograms>). They are listed under degree programs, but the same requirements apply to certificate programs. The required forms will depend on the method of distance delivery (online, off-campus face-to-face, or electronic to group).
Angel Mario Carrizales (carri1214) (07/02/18 2:11 pm): Rollback: RPTS 304 is listed under Rulde D of the certificate evaluation but not on the catalog program requirements. Could RPTS 304 be used to meet the program requirements?
Angel Mario Carrizales (carri1214) (08/31/18 2:51 pm): initial concerns addressed.
Angel Mario Carrizales (carri1214) (08/31/18 2:52 pm): The initiator has selected 50% for "% of Program a student can take off-campus or through Distance Education." therefore Distance Education forms are not required. Percentage chosen for the mode of delivery question is below the reporting threshold. Note. This program will not be considered a distance program.
Sandra Williams (sandra-williams) (10/05/18 4:03 pm): Rollback: Rolling back as requested at UCC.
Angel Mario Carrizales (carri1214) (10/23/18 4:42 pm): Rollback: Please attached the distance education request forms as word documents.
Angel Mario Carrizales (carri1214) (10/26/18 2:59 pm): Initial concerns addressed.
Angel Mario Carrizales (carri1214) (10/26/18 3:19 pm): Workflow adjusted to include "Provost" role. The program is now requesting to offer 80% of the program through Distance Education delivery mode.
Mike Stephenson (mstephenson) (11/02/18 4:25 pm): Please make sure the assessment plan is updated.
Terra Bissett (t.bissett) (12/10/18 10:34 am): UCC approved December 2018.


[Print](#)

Detail Requirements

Melyssa-Anne K. Stricklin
Jun 19, 2018 01:56 pm

Viewing: Degree Evaluation (DEGEVAL, , Email)
Change Student

Information for Degree Evaluation

 This is NOT an official evaluation.

Print Instructions

Program Evaluation

Program :	Cert-Tourism Mgmt	Catalog Term :	Fall 2018 - College Station
Campus :	College Station	Evaluation Term :	Fall 2018 - College Station
College :	Agriculture & Life Sciences	Expected Graduation Date :	
Degree :	UG Certificate	Request Number :	9
Level :	Undergraduate	Results as of :	Jun 19, 2018
Majors :	Tourism Management	Minors :	
Departments :	Recreation, Park & Tourism Sc	Concentrations :	

	Met	Credits	Required	Used	Required	Used
Total Required :	No		19.000	0.000		0
Program GPA :	Yes	2.00	.00	.00		
Overall GPA :	No		2.00	.00		
Other Course Information						
Transfer :				0.000		0

This is NOT an official evaluation.

Area Certificate Coursework (19.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course Title	Attribute	Credits	Grade	Source
No		A.	RPTS 320	3hrs											
No	AND	B.	RPTS 331	3hrs											
No	AND	C.	RPTS 401 or RPTS 403	4hrs											
No	AND	D.	RPTS 323 323	3hrs							or RPTS 304				
No	AND	E.	RPTS 426	3hrs											
No	AND	F.	RPTS Elective	3hrs											
			Select from	RPTS 200-199											

REN 345, 400, 460

.00

RPTS 209, 300, 301, 307, 308, 316, 321, 360, 370, 371, 402, 411, 421, 444, 454, 460, 474, 476, 478

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**THE TEXAS A&M UNIVERSITY SYSTEM
DISTANCE EDUCATION PROGRAM PROPOSAL:
ELECTRONIC TO INDIVIDUALS (ONLINE) DELIVERY**

(BACHELORS OR MASTERS PROGRAMS ONLY)

Directions: An institution shall use this form to propose an “existing” bachelor’s or master’s degree program they wish to be offered via electronic to individual (online) delivery.

This form must be completed and signed by the university president or chief academic officer.

Upon completion, attach the “Approval Form” and submit it to the A&M System Office of Academic Affairs at AA-AgendaItems@tamus.edu

Administrative Information

1. Institution:

Texas A&M University, College Station

2. Program to be Offered (Include CIP code):

Tourism Management – Certificate

CIP: 52090300

3. Online Program Description – Describe the program and the educational objectives. Include the Type of Online Delivery: 100% Online, Fully Online (86%-99%) or Hybrid/Blended 50% - 85%)

Tourism is one of the world’s largest and most diverse industries. This certificate focuses on the planning, management, development, and promotion of places and events as tourism attractions. Courses in tourism are designed to collectively build understanding about the linkages that exist between local places and cultures, host populations, and various public, private, and special interest groups. Students in this emphasis can pursue careers in private sector enterprises, government agencies, convention and visitor bureaus, and other tourism related service organizations.

Hybrid/Blended Delivery: A total of 19 credits is required for the Certificate, including five required classes and one specialized elective. Four of the required courses, as well as numerous elective options, are offered both online (asynchronous format) and in-class. One 4-credit required course is only offered in class. Thus students take between 21% and 100% of coursework in traditional classroom formats.

This Certificate is embedded (degree-dependent) in the Bachelor of Science in Recreation, Park and Tourism Sciences, and is one of four Certificates RPTS majors may earn.

4. Administrative Unit – Identify where the program would fit within the organizational structure of the institution (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.

5. Proposed Implementation Date – Report the first semester and year that students would enter the program.

The Certificate was initially approved for Fall 2014. This proposal seeks to increase the percentage of coursework students may take via Distance Education.

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

Name: Susan G. Scott

Title: Associate Dept. Head for Undergraduate Programs, RPTS

E-mail: sgscott@tamu.edu

Phone: 979-845-5350

Format for Existing Bachelors or Masters Degree Program Electronic to Individual (Online Delivery) Request

Step One: For each of the following questions, include the requested information:

- What previously approved programs does your university offer, that are closely related to the new program and how are they related?

Bachelor of Science in Recreation, Park and Tourism Sciences with four embedded certificates:

Tourism Management (focus of this proposal)

Community Recreation and Park Administration

Parks and Conservation

Youth Development

No closely related programs are offered by other units at TAMU.

- List the programs within your department that are already approved for online delivery.

Hospitality Management Certificate – standalone; open to all majors

- Will significant additional equipment or facilities be needed? If yes, explain.

No.

- Will significant additional financial resources be needed? If yes, explain.

No.

- Will a significant number of new courses be required? If yes, explain.

No.

- Will a significant number of new faculty members be required? If yes, explain.

No.

- Will significant additional library/learning resources be needed? If yes, explain.

No.

- What processes do you have in place that secures that a student registered for a distance education course is the same student who completes and receives credit for it? Explain.

All online courses in the RPTS department use eCampus, the TAMU LMS interface which uses CAS (Central Authentication Service) to authenticate users. Texas A&M uses a unique NetID and password to identify each user. Access to TAMU online media and resources requires users to login using CAS. CAS, NetID and passwords are managed by TAMUIT.

Step Two: For each of the following questions, include the requested information:

1. Program Administrative Oversight and Structure:

- Identify the person and office directly responsible for the overall management of the offering.

Susan G. Scott, RPTS Associate Department Head for Undergraduate Programs

2. Faculty Resources:

- If the online program will result in additional students, how will faculty resources be provided, that is, hiring additional faculty, reallocating faculty resources from other programs, etc.?

No additional students are anticipated.

3. Evaluation:

- How will your institution monitor the quality of the program and student learning outcomes?

A conceptual exam will be administered as a direct measure of learning outcomes. Readiness for entry-level supervision/management positions will be assessed using self-efficacy items on the same exam.

- How would evaluations be carried out?

The exam will be administered toward the end of a one-credit capstone (in-class) course. The exam will be composed entirely of objective items.

- Describe procedures for evaluation of the program and its effectiveness in the first five years of the program, including admission and retention rates, program outcomes assessments, placement of graduates, changes of job market need/demand, ex-student/graduate surveys, or other procedures.

The TAMU Registrar's office has recently begun to track certificates and will provide us with reports of enrollment. Academic Advisors in RPTS monitor admissions and retention.

An Advisory Committee composed of ten professionals meets at least once per year. This body provides input on changes in the job market and associated curriculum revisions.

The RPTS Department administers a survey of Former Students every five years to track placement and career progress.

Step Three: Complete, sign and submit with proposal the "Texas Higher Education Coordinating Board Certification Form for Electronically Delivered Programs."

Texas Higher Education Coordinating Board

Certification Form for Electronically Delivered and Off-Campus Education Programs April 2014

Directions: For all new programs that are to be delivered electronic-to-individuals (i.e., online), electronic-to-groups, or off-campus face-to-face, a signed pdf of this form must accompany email notification of the new program to Dr. Andrew B. Lofters (andrew.lofters@theccb.state.tx.us). (Institutions offering distance education programs **for the first time** – i.e. have never offered a distance education program, such as newly created institutions -- must complete and submit an *Institutional Plan for Distance Education*).

Please fill out the Administrative Information below and then sign and date on page 4.

Administrative Information

1. Institution: Texas A&M University, College Station
2. Program Name – Show how the program would appear on the Coordinating Board's program inventory [e.g., Master of Arts (MA) in English Literature]: Tourism Management – Certificate
3. Program CIP Code: 52090300
4. Program Delivery – Describe how the program will be delivered: online, off-campus face-to-face or off-campus electronic-to-groups? If off-campus, include information as to where the program will be delivered and be sure to follow the requirements for area notification as outlined in the *Guidelines for Approval of Distance Education*. Hybrid/Blended Delivery
5. Proposed Implementation Date – Report the first semester and year that students would enter the program at the proposed additional site(s). Fall 2019
6. Contact Person – Provide contact information for the person who can answer specific questions about the program.

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Based on *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

CURRICULUM AND INSTRUCTION

- Each program or course results in learning outcomes appropriate to the rigor and breadth of the degree or certificate awarded.
- A degree or certificate program or course offered electronically is coherent and complete.
- The program or course provides for appropriate interaction between faculty and students and among students.
- Qualified faculty provide appropriate oversight of the program or course that is offered electronically.
- Academic standards for all programs or courses offered electronically will be the same as those for programs or courses delivered by other means at the institution where the program or course originates.
- Student learning in programs or courses delivered electronically should be comparable to student learning in programs offered at the campus where the programs or courses originate.

INSTITUTIONAL CONTEXT AND COMMITMENT

Role and Mission

- The program or course is consistent with the institution's role and mission.
- Review and approval processes ensure the appropriateness of the technology being used to meet the objectives of the program or course.

Students and Student Services

- Program or course announcements and electronic catalog entries provide appropriate information.
- Students shall be provided with clear, complete, and timely information on the curriculum, course and degree requirements, nature of faculty/student interaction, assumptions about technological competence and skills, technical equipment requirements, availability of academic support services and financial aid resources, and costs and payment policies.

- Enrolled students have reasonable and adequate access to the range of student services and student rights appropriate to support their learning.
- The institution has admission/acceptance criteria in place to assess the extent to which a student has the background, knowledge and technical skills required to undertake the program or course.
- Advertising, recruiting, and admissions materials clearly and accurately represent the program or course and the services available.

Faculty Support

- The program or course provides faculty support services specifically related to teaching via an electronic system.
- The institution assures appropriate training for faculty who teach via the use of technology.
- The institution provides adequate equipment, software, and communications access to faculty to support interaction with students, institutions, and other faculty.

Resources for Learning

- The institution ensures that appropriate learning resources are available to students.
- The institution evaluates the adequacy of, and the cost to students for, access to learning resources and documents the use of electronic resources.

Commitment to Support

- Policies for faculty evaluation include appropriate recognition of teaching and scholarly activities related to programs or courses offered electronically.
- The institution demonstrates a commitment to ongoing support, both financial and technical, and to continuation of the program or course for a period of time reasonable and sufficient for students to complete the course or program.

EVALUATION AND ASSESSMENT

- The institution evaluates the program's or course's educational effectiveness, including assessments of student learning outcomes, student retention, and student and faculty satisfaction.
- At the completion of the program or course, the institution provides for assessment and documentation of student achievement in each course.

On behalf of Texas A&M University (Institution), I assert that the preceding Coordinating Board criteria have been met for all courses associated with this program that will be delivered electronically and off-campus face-to-face.



Chief Academic Officer or President

10/19/19

Date

Name: C. Scott Shafer

Title: Department Head, RPTS

THECB 4/2014



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