



HARRIS PASTIDES
PRESIDENT

April 30, 2009

Dr. Garrison Walters
Executive Director
South Carolina Commission on Higher Education
1333 Main Street, Suite 200
Columbia, South Carolina 29201

Dear Dr. Walters:

Attached to this letter is a new program planning summary for the Doctor of Philosophy degree with a major in Hospitality Management. The program is proposed by the College of Hospitality, Retail and Sport Management at the University of South Carolina in Columbia. The suggested CIP code is 52.0901.

The planned program will be the only doctoral degree in the state focusing on the whole field of Hospitality Management, and is in keeping with the mission and goals of the USC system. I write to request that the summary be submitted for discussion at the next Commission on Higher Education Advisory Committee on Academic Programs meeting.

Sincerely,

A handwritten signature in cursive script that reads 'H. Pastides'.

Harris Pastides

Attachment

c: Kristia H. Finnigan, Assistant Provost for Academic Programs

PROGRAM PLANNING SUMMARY
FOR NEW PROGRAM

UNIVERSITY OF SOUTH CAROLINA
COLUMBIA

Doctor of Philosophy
With a major in Hospitality Management

April 29, 2009



Harris Pastides, President

4/30/09

Date

PROGRAM PLANNING SUMMARY
Ph.D., Hospitality Management
College of Hospitality, Retail and Sport Management
The School of Hotel, Restaurant, and Tourism Management
University of South Carolina (Columbia)
March 2009

Designation: New Program Proposal, 60 credit hours

Proposed Date of Implementation: September 2010

Justification:

The hospitality sector's capacity to propel economic development in South Carolina will depend on the cultivation of highly educated hospitality professionals and educators who can tackle the challenges and opportunities associated with globalization and rapid technological advances. The School of Hotel, Restaurant, and Tourism Management (HRTM) is very well positioned to provide exemplary academic preparation for its students, conduct seminal research, and generate industry-relevant knowledge that foster a prosperous hospitality industry.

The hospitality and tourism industry is growing and is the second largest industry in the state. In 2006, South Carolina's hospitality sector directly generated over 132,000 jobs and \$8.5 billion in expenditures. With the inclusion of indirect and induced impacts generated by all hospitality and tourism spending, the sector is the catalyst for over 200,000 jobs and makes up 11.2% of all non-farm employment in the state.

Over the years, the HRTM School has grown in size and international reputation, currently, ranked among the top 10 best hospitality and tourism program in the US, and at least two HRTM faculty members have been ranked among the most significant researcher/authors in hospitality and tourism education. The "core" faculty has considerable research and subject matter expertise that has direct links and applications to the hospitality sector. To date, the College has focused on developing and delivering excellent undergraduate programs and a master's program that includes a thesis track. The School offers Bachelors' degrees in Hospitality Management and Tourism Management and a Master's degree in International Hospitality and Tourism Management and has successfully graduated thousands of students over the years.

The introduction of the Ph.D. in **Hospitality Management** (i.e., the "Program") represents the logical next step in the fulfillment of the College's mission. Students will be given the opportunity to generate significant industry-specific knowledge through exposure to and participation in the highest levels of academic research, and subsequently, as professors and managers, to disseminate such knowledge to public and all other stakeholders.

The goal of the Program is to meet the demand by industry and educational institutions for high quality academicians with a hospitality and tourism management background. Despite economic downturns and occasional setbacks due to international events, the hospitality industry has proven to be resilient in the long term. The industry's growth has propelled demand for graduates of hospitality and tourism schools and thus increased the need for additional programs. Today, there are approximately 180 programs offering a bachelors degree in hospitality and tourism management, compared to 70 in 1983.

There are, however, only 13 Ph.D. programs in hospitality education, with a number of them concentrating on food service, hotel management, or restaurant management. Only a handful of schools (e.g., Virginia Poly Tech, Penn State) offer a holistic approach to hospitality education by combining food service, hotel, restaurant, and tourism administration. Institutions nationwide are offering an array of programs designed to meet the needs of the hospitality and tourism industry. The rapid growth of such programs in undergraduate educational institutes around the US and South Carolina necessitates educators with Doctoral degrees. Currently, however, there is a shortage of qualified faculty to meet the needs of new and expanding programs. At any point in time across the United States, there are numerous faculty vacancies. The *Chronicle of Higher Education*, although not a prime advertising site for hospitality positions, lists a minimum of 13 positions in any given week. Hospitality and

tourism industry specific sites or listserv targeting hospitality and tourism educators (e.g., International Council on Hotel Restaurant and Institutional Education-I-CHRIE-Jobs) have 11-23 position announcements for faculty with terminal degrees in hospitality and tourism management.

The existing major Ph.D. programs in hospitality and tourism do not meet the demand for new hospitality positions. In the state of South Carolina, for example, there are only two undergraduate hospitality programs in addition to HRTM program at the University of South Carolina: College of Charleston and Coastal Carolina University. Neither has a doctoral program (see table below). Clemson University's doctoral program has an excellent reputation in Parks, Recreation, and Tourism Management (PRTM). While PRTM's faculty's main educational focus is on various forms of "recreation such as therapeutic recreation, campus recreation, community recreation management, resource management and travel and tourism." Clemson's tourism management concentration does not significantly overlap with a typical hospitality program.- The limited supply of new PhDs in the marketplace is echoed by a number of department heads of hospitality and tourism programs nationwide. The composition of the typical graduate student body is another reason the supply is low; most programs have a high ratio of foreign students with Asian students predominant. Once these students are done with their studies, they tend to go back to their home countries. Since the number and scope of Ph.D. granting research institutes is very limited, and the number of graduates with terminal degrees is low, the existing programs have been aggressively recruiting new PhDs by offering very competitive salaries that were unheard of 3-5 years ago and often are competing for the same students.

Table 1. Graduate Programs Offering Ph.D. in Hospitality*		Primary Concentration
1	Auburn University (concentration in nutrition and food science)	Nutrition
2	Cornell (Cornell School of Hotel Administration)	Hotel administration
3	Iowa State (Foodservice and Lodging Management)	Food service
4	Kansas State (Department of Hospitality Management and Dietetics)	Food service
5	Ohio State University (The Department of Consumer Sciences)	Food service
6	Oklahoma State University (The School of Hotel and Restaurant Administration)	Hotel, Restaurant Culinary arts
7	Penn State (School of Hospitality Management)	Hotel and restaurant administration
8	Purdue University (Hospitality and Tourism Management)	Hotel, Restaurant and Tourism
9	Texas Tech University (Restaurant, Hotel and Institutional Management)	Hospitality
10	University of Central Florida (College of Hospitality Management)	Hotel management
11	University of Missouri-Columbia (Department of Food and Hospitality Systems)	Food service
12	UNLV (Harrah Hotel College)	Hotel and Casino management
13	Virginia Polytechnic Institute and State University (Department of Hospitality & Tourism Management)	Hospitality and Tourism

See reference list*

Structure of the Program:

The Program at the University of South Carolina is based on a three-year period of residential study following the completion of a Master's degree with an undergraduate or graduate degree in hospitality and tourism management or related fields. To meet its objectives, the Program will consist of minimum of 60 credit hours beyond the masters degree in following five areas: (1) **Hospitality Core**, (2) **Research Core**, (3) **Concentration in Hotel, Restaurant and Tourism Management (HRTM)**, (4) **Cognates**, and (5) **Dissertation**. The associated credit hours are 60 hours. The components are as follows:

Hospitality Core in HM (8 hours)

Scientific Foundations of Hospitality Management (3)
Advanced Research Seminar in Hospitality Management (3)
Ph.D. Graduate Seminar (must be taken twice) (2)

Research Core (12 hours)

Two courses in Statistics (one course has to be in multivariate statistics) (6)
Two Research Methods courses (one qualitative and one quantitative research) (6)

These core courses expose students to the critical methodological and topical foundation that is crucial for anyone engaging in top-level hospitality and tourism research. The Program will include strong elements of statistics and research design.

Concentration in Hotel, Restaurant, and Tourism Management (HRTM) (15 hours)

Students will also be required to take 15 credit hours in their area of interest based on the list of graduate courses offered in the School of Hotel Restaurant and Tourism Management.

Cognates (12 hours)

Each student will take 12 hours of graduate-level cognates offered by other programs within the College or other academic units within the University of South Carolina. This is intended to encourage interdisciplinary synergy between College and University academic units and will enhance the concentration area of the program.

Dissertation (13 hours)

Minimum of thirteen credit hours will constitute the dissertation, which provides students with the opportunity to identify and rigorously analyze a relevant issue within their specialized field, with an aim toward generation of original industry-relevant knowledge.

Anticipated Program Demand and Productivity: An enrollment of approximately 9 or 10 students is anticipated within three years of the Program's commencement, based on an expectation of three new students in each academic year. The University of Las Vegas and the University of Central Florida had similar expectations regarding graduate student enrollment in each academic year in the recent implementation of their Ph.D. programs. Graduates of the University of South Carolina's Program will pursue careers mainly in major research and teaching universities and, to a lesser extent, in senior-level private sector and government agencies. The Program's strong elements of statistics and research design will equip graduates to build strong foundations for future industry research needs and creative solutions to industry challenges.

Relationship of Degree to Related Programs in other South Carolina Public Universities: According to PRTM Graduate Student Catalog, Clemson University's doctoral program, offered through its Department of Parks, Recreation, and Tourism Management focuses on core behaviors of residents and tourists during leisure and/or recreational time and educate professionals to manage the systems and businesses that support these behaviors. The proposed Program at the University of South Carolina is focusing more on the industry aspects of hospitality and tourism management with an emphasis in hospitality management. *Currently, there are no doctoral programs within South Carolina focusing on hospitality management.*

Relationship of Program to Existing Programs at the University of South Carolina (Columbia): There are no comparable programs within the University of South Carolina. The Ph.D. in Business Administration offers various management-related concentrations (e.g., Accounting, Finance, International Business, Management, Marketing), but no focus on specific fields of inquiry such as hospitality management. Business Administration Ph.D. courses, however, may provide suitable cognates for qualifying students in the Program who desire greater insight into particular business-related areas. This “natural knowledge domain” alliance with business courses may also be appropriate with other disciplines, such as Geography, Anthropology and Sociology, and would also encourage faculty members from these respective departments to serve on Ph.D. committees of the Program.

Relationship of the Program to other Institutions via Inter-institutional Cooperation: The Ph.D. in Hospitality Management is intended to complement rather than compete with related doctoral programs in other South Carolina public universities. A philosophy of inter-institutional mobility and cooperation will be encouraged with regard to course transferability as well as faculty exchanges, external committee membership, guest lectures, etc. with appropriate universities in the state. There is a proposed plan to jointly offer a limited number of courses with Clemson University’s PRTM PhD program. Faculty from each university would teach students from both university programs via synchronistic distance technology currently available on both campuses. In addition research collaboration with the PhD students will be made available through the College of HRSM’s proposed Center for Economic Excellence in Tourism and Economic Development which is in conjunction with Coastal Carolina University.

Total New Costs Associated with Implementation: No new faculty hires, administrative support, or facilities are required to implement the proposed PhD degree in **Hospitality Management**. The existing structure of classes enhanced with master’s core will enable the program to sustain itself. Based on the historical data of faculty’s ability to generate external grants, we anticipate that the program will be very competitive in attracting additional students compared to other peer institutes offering similar degrees in the US.

*References for Table 1 illustrating the Ph.D. programs in hospitality and tourism management

<http://www.hehd.clemson.edu/PRTM/Graduate/Index.php#CourseofStudy> retrieved on January 21, 2009.

Oram, F. (Ed.) (2008). *Petersons Graduate and Professional Programs an Overview 2008*. Lawrenceville, NJ: Peterson

Romaniuk, B. & Thompson V. (Eds.).(2008). *College Blue Book -Degrees Offered by College and Subject*. (34th ed.). Farmington Hills, MI: Thomson Gale

A Guide to College Programs in Culinary Arts, Hospitality and Tourism (6th ed.).(1999).New York: John Wiley and Sons Inc.

Doughty, H.R. (Ed.).(2004). *Penguin Guide to American Graduate Schools* (9th ed.).New York: Penguin Group