

Program Planning Summary

University of South Carolina

Doctor of Philosophy  
with a major in Hospitality and Tourism Management

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Harris Pastides, President

**PROGRAM PLANNING SUMMARY**  
**Ph.D., Hospitality and Tourism Management**  
**College of Hospitality, Retail and Sport Management**  
**The School of Hotel, Restaurant, and Tourism Management**  
**University of South Carolina (Columbia)**  
**July 2008**

**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 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 industry is growing and is the second largest industry in the state. In 2006, South Carolina's hospitality and tourism sector directly generated over 132,000 jobs and \$8.5 billion in expenditures. With the inclusion of indirect and induced impacts generated by all 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 School has grown in size and international reputation; currently, it is ranked ninth best hospitality program in the US. According to, a recent study published in *Tourism Management* the School is home to top educators in the hospitality/tourism field in terms of publications. The "core" faculty has considerable research and subject matter expertise that has direct links and applications to the hospitality and tourism sectors. To date, the College has focused on developing and delivering excellent undergraduate programs and a master's program that has recently been enhanced with a thesis track.

The introduction of the Ph.D. in Hospitality and Tourism 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 others.

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

There are, however, only 13 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, combining food service, hotel, restaurant, and tourism administration. Institutions nationwide are offering an array of programs designed to meet the needs of the hospitality 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 industry specific sites or listservs targeting hospitality 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.

The existing major Ph.D. programs in hospitality (~13) do not meet the demand for new hospitality positions. In the state of South Carolina, for example, there are only two undergraduate programs in addition to 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 in Parks, Recreation, and Tourism Management (PRTM) concentrates mainly on resource management issues in public parks and recreation areas as well as the therapeutic use of recreation resources. The tourism management concentration has no elements of a typical hospitality program in which management of private hotels, restaurants and resorts dominates, with courses such as accounting and finance in hotels, strategic management and marketing, food service management and so on. The limited supply of new Ph.D.s in the marketplace is echoed by a number of department heads of hospitality 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 graduating students is low, the existing programs have been aggressively recruiting new Ph.D.s by offering very competitive salaries that were unheard of 3-5 years ago and often are competing for the same students.

<b>Table 1. Graduate Programs Offering Ph.D. in Hospitality*</b>		<b>Primary Concentration</b>
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 or related fields. To meet its objectives, the Program will consist of minimum 60 credit hours in five components: (1) **Hospitality Core**, (2) **Research Core**, (3) **Concentration in Hospitality and Tourism Management (HTM)**, (4) **Cognates**, and (5) **Dissertation**. The associated credit hours with each component are as follows:

#### **Hospitality and Tourism Core in HTM (8 hours)**

Philosophies and Theory Development in Hospitality (3)

Advanced Research Seminar for Hospitality (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 Hospitality and Tourism Management (HTM) (15 hours)**

Students will also be required to take 12-15 credit hours in their area of interest based on the list of major courses offered in HRTM.

#### **Cognates (12 hours)**

Each student will take 9-12 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)**

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 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:**

Clemson University's doctoral program, offered through its Department of Parks, Recreation, and Tourism Management, is grounded in natural resource based issues and courses related to non-profit business operations. Clemson's program concentrates on the use and management of public recreation resources and parks with minimal course offerings in tourism and no course

offerings in hospitality management. The proposed Program at the University of South Carolina will supplement these offerings by focusing more on hospitality and tourism management in a for-profit setting and from an economic development perspective. *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. Particularly relevant from a hospitality perspective is the possibility of doctoral-level research and instructional collaboration through the proposed Center for Tourism Competitiveness and Sustainability, which is a joint initiative of Clemson University, the University of South Carolina (Columbia and Beaufort campuses), Coastal Carolina University, and the South Carolina Department of Parks, Recreation and Tourism.

**Total New Costs Associated with Implementation:** No new faculty hires, administrative support, or facilities are required to implement the proposed degree in Hospitality Management. However, approximately \$25,000 to \$30,000 will be required over a three-year period to strengthen the USC library collections with respect to additional hospitality and tourism and journals, databases in hospitality, and subscriptions to reports published by Travel Industry Association of America (TIA), American Hotel and Lodging Association Educational Institute Publications; National Restaurant Association Publications, and The Organization for Economic Cooperation and Development (OECD); .

References for Table 1 illustrating the Ph.D. programs in hospitality

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*. (34<sup>th</sup> ed.). Farmington Hills, MI: Thomson Gale

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

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