

PROGRAM MODIFICATION PROPOSAL FORM

Name of Institution: Coastal Carolina University (CCU)

Briefly state the nature of the proposed modification (e.g., adding a new concentration, extending the program to a new site, curriculum change, etc.):

Coastal Carolina University's Department of Marketing and Hospitality, Resort, and Tourism Management is proposing to add three concentrations within the Hospitality, Resort, and Tourism Management, Bachelor of Science in Business Administration.

Current Name of Program (include degree designation and all concentrations, options, and tracks): Hospitality, Resort, and Tourism Management, B.S.B.A.

Proposed Name of Program (include degree designation and all concentrations, options, and tracks): Hospitality, Resort, and Tourism Management, B.S.B.A.

Hospitality with concentrations in:

- Event Planning
- Tourism Sales
- Sustainable Resort Development

Program Designation:

- Associate's Degree Master's Degree
 Bachelor's Degree: 4 Year Specialist
 Bachelor's Degree: 5 Year Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)
 Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

Does the program currently qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

If No, should the program be considered for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation: Fall 2020

CIP Code: 52.0906

Current delivery site(s) and modes: CCU Main Campus, Traditional/Face-to-Face and Online Degree Completion Program

Proposed delivery site(s) and modes: CCU Main Campus, Traditional/Face-to-Face and Online Degree Completion Program

Program Contact Information (name, title, telephone number, and email address):

Program Contact Information:

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Institutional Approvals and Dates of Approval:

Institutional Approval	Dates of Approval
Faculty, Dept. of Marketing and Hospitality	November 8th, 2019
Chair, Dept. of Marketing and Hospitality	November 14th, 2019
College of Business Curriculum Committee	November 20th, 2019
College of Business Dean	November 21st, 2019
Academic Affairs Chair	December 23rd, 2019
Faculty Senate	February 6, 2020
Provost	March 10, 2020

Background Information

The HRTM program is proposing to offer three new concentration areas, and to produce one new course. The department is proposing to create three concentrations within the Hospitality major: 1. Event Planning, 2. Tourism Sales, and 3. Sustainable Resort Development. Below is an overview of the proposed changes to our curriculum:

1. A reduction in the number of specific course credits required from 15 to now 12 course credits.
2. An increase in the number of HRTM elective credits from 6 course credits to now 9 course credits.
3. Three new HRTM concentrations characterized by the elective course choices.
4. Numerous additional existing courses now being listed as major or concentration electives
5. One proposed new HRTM elective course.

The choice of concentration areas, including tourism sales, event planning, and sustainable resort tourism development, represents a broadening and focusing of course offerings related to the subjects of what are clearly the most popular non-required HRTM courses, and internship focus areas. The two most popular non-required courses in that the HRTM program produces are Conventions and Event Management (HRTM 387), and Tourism and Society (HRTM 150). HRTM 387 is offered each spring semester, during which all 30 seats available are consistently full. HRTM 150 was first offered in fall 2017, as one of many alternative courses in CCU's human and social behavior core. One section has been offered each fall/spring semester since then, and two sections will be offered in spring 2020. Enrollment in the course in 2019/20 has increase by more than 130 percent compared to 2017 and the two sections to be offered in spring 2020 are as of now both full.

Lastly, the new course being proposed which is titled, The Service Experience, is essentially a response to input from the program's industry executive advisory board, which has repeatedly requested that the program increase its coverage of staffing, training, and customer service issues in hospitality. These issues are included in the text proposed for use in the new course, which is based on the model first employed by the Disney Corporation.

Assessment of Need

Interest in tourism sales is reflected in student's choice of internship focus. HRTM students are required to complete at least 390 work hours in industry internships. They are allowed to choose their focus area. As an example, students conducting internships during summer 2019 chose the following focus areas:

Focus	Number of Students
Sales/Marketing	15
Events	11
Lodging Operations	9
Food Operations	7
Golf	2
International Tourism Operations	2
Recreation	2
Attractions	1

The most commonly chosen internships have been in sales and marketing, which have primarily been in the timeshare field, with digital marketing being the second most commonly chosen marketing-related internship. The second most common focus area chosen has been in events. Event operations internships included banquet and catering operations and banquet sales, as well as recreation and sports events.

Transfer and Articulation

Not applicable for this program.

Description of the Program

Projected Enrollment						
Year	Fall Headcount		Spring Headcount		Summer Headcount	
	New	Total	New	Total	New	Total
2020-2021	5	180	0	178	0	0
2021-2022	5	182	0	180	0	0
2022-2023	5	184	0	182	0	0
2023-2024	5	186	0	184	0	0
2024-2025	5	187	0	185	0	0

Note 1: Based on enrollment of 5 new students each Fall and 0 new students each Spring.

Note 2: Years one through four total headcounts based on 90% returning Fall to Spring and 85% returning Spring to Fall.

Note 3: The average number of degrees awarded in Hospitality, Resort, and Tourism Management since 2014 was 34. It is estimated that this number will increase with the addition of the concentrations within the major.

Curriculum

Attach a curriculum sheet identifying the courses required for the program.

Curriculum Changes

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
HRTM 474 Q* - Quality Process Management	HRTM 388 Q* - The Service Experience (3 credits)	
	HRTM 150 Q – Tourism and Society (3 credits)	
	CBAD 411 - Law and Hospitality, Resort, and Tourism Management (3 credits)	
	MKTG 452 - Social Media Marketing (3 credits)	
	MKTG 455 - Personal Selling and Sales Management (3 credits)	
	MKTG 457 – Digital Marketing (3 credits)	
	MKTG 351 – Consumer Market Analysis (3 credits)	
	CBAD 302: Business Sustainability (3 credits)	
	UNIV 421 Sustainable Development (=POLI 421) (3 credits)	
	CBAD 401 – International Business (3 credits)	
	MKTG 454 – International Marketing (3 credits)	

New Courses

HRTM 388 Q* - The Service Experience (3 credits) (Prereq: HRTM 101 or HRTM 150) The course covers the unique principles of managing and marketing the guest service experience. Students develop an in-depth understanding of service design, service quality, value co-creation, service culture and environment, employee training and motivation, planning and delivery of guest services, and service failure and recovery. S, F.

Curriculum Chart

Proposed change(s):

1. A reduction in the number of specific course credits required from 15 to now 12 course credits.
2. An increase in the number of HRTM elective credits from 6 course credits to now 9 course credits.
3. Three new HRTM concentrations characterized by the elective courses choices.
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Hospitality, Resort, and Tourism Management, B.S.B.A.

Hospitality, resort, and tourism management (HRTM) students develop the skills necessary for managing hospitality or tourism service organizations in resort destination areas.

Students completing the hospitality, resort, and tourism management (HRTM) major will have competencies in managing, marketing, and creating hospitality and tourism services. Students are taught to think critically about their host communities in order to create hospitality and resort business concepts that maximize financial feasibility for the investor, but also enhance the socio/cultural and natural environment and improve and sustain quality of life for visitors and for residents

Student Learning Outcomes

- Students will demonstrate effective communication.
- Students Demonstrate Successful Placement In A Hospitality Or Tourism Related Business
- Students are able to translate knowledge of business and management into practice by analyzing lodging business performance data as a basis for management decisions.
- Students should be able to develop a research methodology to provide relevant data to Marketing decision-makers.

Degree Requirements (120 Credits)

Core Curriculum Requirements

Core Curriculum (38-40 Total Credit Hours)

Graduation Requirements

Graduation Requirements (3-7+ Credits) *

Foundation Courses (12-13 Credits) *

Minimum grade of 'C' is required in all foundation courses.

Complete the following courses:

- CSCI 110 - Enterprise Business Applications (3 credits)
- PHIL 318 - Business Ethics (3 credits)

Choose one course from the following:

- ENGL 290 - Introduction to Business Communication (3 credits)
- CBAD 290 - Integrated Business Communication (3 credits)

Choose one course from the following:

- MATH 138 - Mathematics with Applications in Business (3 credits)
- MATH 132 - Calculus for Business and Social Science (3 credits)
- MATH 160 - Calculus I (4 credits)

Business Core Requirements (39-45 Credits) *

Minimum grade of 'C' is required in all business core courses.

Lower Level Business Core

Complete the following courses:

- CBAD 120 Q - Introduction to the Global Culture of Business (3 credits)
- CBAD 201 - Financial Accounting (3 credits)
- CBAD 202 - Managerial Accounting (3 credits)
- CBAD 291 - Business Statistics (3 credits)
- CBAD 292 - Decision Analysis (3 credits)
- ECON 201 Q* - Macroeconomics (3 credits)
- ECON 202 - Microeconomics (3 credits)

Upper Level Business Core

Complete the following courses:

- CBAD 301 Q* - Management and Organizations (3 credits)
- CBAD 344 - Legal Environment of Business (3 credits)
- CBAD 350 Q* - Marketing (3 credits)
- CBAD 363 - Business Finance (3 credits)
- CBAD 373 Q* - Business Integration and Application (3 credits)
- CBAD 478 Q - Strategic Management (3 credits)
- HRTM 364 - Resort Operations Management (3 credits)
- HRTM 393 - Management Information Systems (3 credits)

Note:

* Course credit hours only count once toward the total university graduation credit hour requirements. Click on Credit Sharing for more information.

Major Requirements (21 Credits)

Minimum grade of 'C' is required in major requirements.

Complete the following courses:

- HRTM 101 Q* - Introduction to Resort Tourism Management (3 credits)
- HRTM 280 Q - Guest Services (1 to 3 credits)
- HRTM 282 - Survey of Food & Beverage Management (3 credits)
- HRTM 490 Q* - Seminar in Resort Tourism Planning (3 credits)

Select one of the concentrations below:

Hospitality Concentration (9 credits)

Complete nine credit hours from the following courses:

- HRTM 150 Q – Tourism and Society (3 credits)
- HRTM 349 - Revenue Management (3 credits)
- HRTM 385 - Current Issues in Resort Tourism (3 credits)
- HRTM 386 - Applied Tourism Research (3 credits)
- HRTM 387 - Conventions and Event Management (3 credits)
- HRTM 388 - The Service Experience (3 credits)
- HRTM 467/FIN 462 - Real Estate Finance and Investments (3 credits)
- HRTM 480 Q - Resort Management Training (1 to 6 credits)
- CBAD 411 - Law and Hospitality, Resort, and Tourism Management (3 credits)

Event Planning Concentration (9 credits)

****HRTM 280 (Required internship must be in event planning).**

Group 1 - Complete the following required courses:

- HRTM 387 - Conventions and Event Management (3 credits)
- HRTM 388 - The Service Experience (3 credits)

Group 2 - Complete three credit hours from the following courses:

- HRTM 349 - Revenue Management (3 credits)
- HRTM 385 - Current Issues in Resort Tourism (3 credits)
- HRTM 386 - Applied Tourism Research (3 credits)
- CBAD 411 - Law and Hospitality, Resort, and Tourism Management (3 credits)
- MKTG 452 - Social Media Marketing (3 credits)
- MKTG 455 - Personal Selling and Sales Management (3 credits)
- MKTG 457 – Digital Marketing (3 credits)
- HRTM 480 Q - Resort Management Training (1-6 credits)

Tourism Sales Concentration (9 credits)

****HRTM 280 (Required internship must be in sales/hospitality marketing)**

Group 1 - Complete the following required courses:

- HRTM 349 - Revenue Management (3 credits)
- MKTG 455 - Personal Selling and Sales Management (3 credits)

Group 2 - Complete three credit hours from the following courses:

- MKTG 351 – Consumer Market Analysis (3 credits)
- HRTM 388 - The Service Experience (3 credits)
- HRTM 480 Q - Resort Management Training (1-6 credits)

Sustainable Resort Tourism Development Concentration (9 credits)

****HRTM 280 (Required internship must be in tourism society or sustainability).**

Group 1 - Complete the following required courses:

- HRTM 150 Q – Tourism and Society (3 credits)
- CBAD 302: Business Sustainability (3 credits)

Group 2 - Complete three credit hours from the following courses:

- UNIV 421 Sustainable Development (=POLI 421) (3 credits)
- HRTM 467/FIN 462 - Real Estate Finance and Investments (3 credits)
- CBAD 401 – International Business (3 credits)
- MKTG 454 – International Marketing (3 credits)
- HRTM 480 Q - Resort Management Training (1-6 credits)
- ECON 330 - Economics of Tourism (3 credits)

Electives (0-7 Credits)

Total Credits Required: 120

Note: Preapproved HRTM, CBAD, or MKTG credit offered through a study abroad program can be applied toward the major.

Similar Programs in South Carolina offered by Public and Independent Institutions

Identify the similar programs offered and describe the similarities and differences for each program.

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.S. in Hospitality and Tourism	125	Charleston Southern	Course Requirements are similar within major.	Charleston Southern University splits their degree requiring 47 liberal arts credit hours and 51 Hospitality and tourism hours. Whereas CCU, focuses on field placement and more required major hours.
B.S. in Hospitality and Tourism Management	122	College of Charleston	Major Requirements are similar	CCU requires more field placement experience (3) whereas College of Charleston offers 1 for credit.
B.S. in Hospitality Management	120	USC-Columbia	Course Requirements are relatively similar	USC – Columbia has separate degrees in Hospitality and Tourism. CCU requires 3 internships whereas USC – Columbia requires 2.
B.S. in Parks, Recreation and Tourism Management: Travel and Tourism Concentration	120	Clemson University	Major Requirements are Similar and required field placements are the same (3).	Clemson offers concentrations that will have an impact on the types of classes a student will take as electives.
B.S. in Business Administration – Management Option (Management OR Hotel and Hospitality Management)	15 (Minor)	Winthrop	Of the courses offered for the minor, they have similar focuses.	Winthrop offers their program as a minor within the Business Admin. Degree whereas CCU offers HRTM as a bachelor's degree in itself

Faculty

The proposed program will be implemented by rearranging the course offerings within the department. No new faculty will be necessary to implement these changes.

Resources

Library Resources: No new library resources are required. Concentrations will use existing resources.

Equipment: No new equipment will be required for these concentrations.

Facilities: No new facilities will be required for these concentrations.

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain

Yes

No

Financial Support

Estimated Sources of Financing for the New Costs						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	\$3,563,414	\$3,675,293	\$3,790,222	\$3,908,278	\$4,007,992	\$18,945,200
Program-Specific Fees					0	0
Special State Appropriation					0	0
Reallocation of Existing Funds					0	0
Federal, Grant, or Other Funding					0	0
Total	\$3,563,414	\$3,675,293	\$3,790,222	\$3,908,278	\$4,007,992	\$18,945,200
Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration and Faculty and Staff Salaries	\$1,684,053	\$1,736,013	\$1,794,704	\$1,844,181	\$1,892,149	\$8,951,101
Facilities, Equipment, Supplies, and Materials					0	0
Library Resources					0	0
Other (specify)					0	0
Total	\$1,684,053	\$1,736,013	\$1,794,704	\$1,844,181	\$1,892,149	\$8,951,101
Net Total (i.e., Sources of Financing Minus Estimated New Costs)	\$1,879,361	\$1,939,280	\$1,995,518	\$2,064,097	\$2,115,843	\$9,994,099

Budget Justification

New students, as indicated in the enrollment table, are based on expected growth with the addition of the new concentrations. The estimated new costs for these new students is reflected in the Program Administration, Faculty, and Staff Salaries.

Evaluation and Assessment

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
<p>Goal 1 - Students will be able to think critically about the tourism market in order to design a hospitality, resort, or tourism destination that maximizes financial feasibility and fits with the host community's comprehensive plan and regulatory environment.</p>	<p>1.1 Students will be able to explain the financial feasibility of a hospitality, resort, or tourism business proposal.</p>	<p>Tests in HRTM 490 will be graded based on the attached rubric. Grades will be reported on a four point scale. The percentage of those scoring under 3 (4 pt. scale) will be reported. Our goal is that that 90 percent of the students or more score at this level or higher. Student's ability to answer the following questions will be reported.</p> <ol style="list-style-type: none"> 1. Explain how the timing of cash flow for the developer differs in the case of a hotel facility versus an owner-occupied condominium facility versus a condo-hotel facility. 2. Explain the potential sources of cash flow for a time-share developer.
	<p>1.2 Students will be able to evaluate the tourism market in order to determine which combination of hospitality and tourism business models best fit with demand trends.</p>	<p>Tests in HRTM 490 will be graded based on the attached rubric. Grades will be reported on a four point scale. The percentage of those scoring under 3 (4 pt. scale) will be reported. Our goal is that that 90 percent of the students or more score at this level or higher.</p> <p>SLO 2. Individual student responses to the following test questions will be graded based on the attached rubric.</p> <ol style="list-style-type: none"> 1. List and describe the components of tourism supply, what has also been called the 'tourism mix'. 2. List and describe possible tourism market segmentation criteria. 3. Explain how the characteristics of the market will be changing over the decade to come and explain the greatest weaknesses of the destination area with respect to serving this changing market. Then, explain the characteristics of the facility and services that you propose that will help to reverse this weakness.
<p>Goal 2 - Students will be able to work effectively in a hospitality, resort, or tourism service setting.</p>	<p>2.1 Students will demonstrate effective communication.</p>	<p>Student skills with respect to four (5) measures of effective communication are evaluated by their internship (workplace) supervisor, which is verified as appropriate, by the supervising faculty member in three HRTM internships, HRTM 180, 280, and 480. Each student is rated utilizing the attached evaluation form on a seven-point</p>

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
		<p>scale where 1=poor and 7=excellent. Our goal and expectation is that a minimum of ninety-percent (90%) of HRTM students completing internships will receive ratings of 6 or 7 and supervisors of one-hundred-percent (100%) of students will indicate an answer of 5 or higher in all four (5) measures of workplace communication.</p>
	<p>2.2 Students will demonstrate effective work performance.</p>	<p>Student skills with respect to four (4) measures of effective work performance are evaluated by their internship (workplace) supervisor, which is verified as appropriate, by the supervising faculty member in three HRTM internships, HRTM 180, 280, and 480. Each student is rated utilizing the attached evaluation form on a seven-point scale where 1=poor and 7=excellent. Our goal and expectation is that a minimum of ninety-percent (90%) of HRTM students completing internships will receive ratings of 6 or 7 and supervisors of one-hundred-percent (100%) of students will indicate an answer of 5 or higher in all four (5) measures of work performance.</p>
	<p>2.3 Through visiting hospitality and tourism business sites and participating in volunteer service learning activities students develop appreciation for the industry, which ultimately leads them to enroll in internships early and remain in the HRTM program.</p>	<p>Metrics - Student connections to industry and retention in the HRTM major at CCU. As part of HRTM 101 students are required to visit hospitality or tourism industry sites. The desired outcome of these experiences is that students will learn about the breadth of employment possibilities in the industry and as a consequence of that, enroll in an internship shortly after completing the course. The following metrics will be tracked as direct and indirect indicators of the relative success of that process:</p> <ol style="list-style-type: none"> 1) The number of HRTM site visits completed by students enrolled in HRTM 101. The outcome will be considered to be achieved when all students enrolled in HRTM 101 complete at least 2 off campus site visits. 2) The total number of HRTM students who enroll in at least one HRTM internship. This outcome will be considered achieved when at least 80 percent of HRTMP students enroll in at least one internship within two semesters of completing HRTM 101. 3) The freshmen retention rate of HRTMP students. The freshmen retention rate of HRTMP students. This outcome will be considered to be achieved when the freshman retention rate for HRTMP students

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
		is equal to or greater than the freshman retention rate for all students in the Wall College of Business Administration.
Goal 3 - Students will be able to think critically about problems in the internal business environment of a hospitality-, resort-, or tourism-related organization.	3.1 Students are able to translate knowledge of business and management into practice by analyzing lodging business performance data as a basis for management decisions.	Assessment used – Calculating Daily Statistics As an individual assignment students are required to use Scenario Analysis and calculate and analyze a set of ratios using the STAR Report that are used by operators to gauge their performance on a daily basis. Then, students are also required to make a determination and select the hotel that is performing better based upon the ratios calculated. See attachments for actual assignment

Will any the proposed modification impact the way the program is evaluated and assessed? If yes, explain.

- Yes
- No

Will the proposed modification affect or result in program-specific accreditation? If yes, explain; and, if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline.

- Yes
- No

Will the proposed modification affect or lead to licensure or certification? If yes, identify the licensure or certification.

- Yes
- No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

- Yes
- No