

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. Overview

A. Description

The new concentration in Food and Tourism would prepare students for careers in the field of food and tourism management. Courses from the School of Nutrition and Health Promotion and the College of Public Program would provide students with the skills and knowledge to develop and operate healthy, cost effective food service operations within the tourism industry.

B. Demand

The School of Nutrition and Health Promotion currently offers a concentration in Food and Nutrition Management. The primary focus of this degree program has been to educate students in the management of institutional food service operations in the public sector (schools, colleges, prisons, and health care). Although there are similarities in the management of food service operations within the tourism industry, this new degree concentration would directly prepare students for this vibrant component of the Arizona, U.S. and global economies. According to the Arizona Department of Tourism, direct travel spending from non-resident visitors to Arizona in 2012 was nearly \$20 billion dollars. Approximately 63% of spending occurred in Maricopa County. This new concentration in Food and Tourism Management would prepare students to develop and operate food services operations in federal/state parks, entertainment venues, resorts and restaurants that cater to tourists and business visitors. Students currently enrolled in either the Food and Nutrition Management or Tourism Management path would be able to specialize in this area and the proposed program would attract new students interested in the tourism and food industries. This degree option would also be a viable path for students not able to complete the academic requirements of the dietetics concentration.

2. Support and Impact

A. Faculty governance

B. Other related programs

This new concentration will complement the existing tourism programs. The curricular structure will provide a new option with the utilization of current courses and resources.

C. Letter(s) of support

Letters of support provided by Dr. Linda Vaughan, Director, School of Nutrition and Health Promotion, and Dr. Kathleen Andereck, Director, School of Community Resources and Development.

3. Academic Curriculum and Requirements

A. List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed concentration. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

Students graduating in the Food and Tourism concentration will:

- Demonstrate effective quality management techniques.
- Practice effective sales techniques and procedures including marketing, public relations, and entrepreneurship.
- Implement legal, safety and sanitation measures within the National Restaurant Foundation ServSafe and ServAlcohol guidelines.
- Practice essential food production and cost control skills.
- Develop and implement menus with an emphasis on quality and healthfulness of the food choices.
- Demonstrate the use of new technologies in the management of food service operation in the tourism industry.

B. Admissions criteria

The admissions criteria for this concentration will be the same as those for the Food and Nutrition Management

Concentration.

C. Curricular structure

Provide the curricular structure for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.

Required Core Courses for the Degree/Major

Prefix	Number	Title	Is this a new Course?	Credit Hours
NTR	142	Applied Food Principles	No	3
NTR	100	Introduction to Nutrition OR	No	3
NTR	241	Human Nutrition	No	3
NTR	300	Computer Applicatons in Nutrition	No	3
NTR	343	Food Service Purchasing	No	3
NTR	344	Nutrition Services Management	No	3
NTR	345	Development of Healthy Cuisines	No	3
NTR	348	Cultural Aspects of Food	No	3
NTR	401	Field Experience in Food & Nutrition	No	3
NTR	445	Management of Food Service Systems	No	3
NTR	455	Retail Food Service Operations	No	3
<i>Section sub-total:</i>				30

Required Concentration Courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
TDM	205	Introduction to Travel & Tourism	No	3
TDM	345	Meeting and Convention Planning	No	3
TDM	350	Tourism Marketing	No	3
TDM	458	International Tourism OR	No	3
TDM	480	Sustainable Tourism OR	No	3
TDM	448	Cultural and Heritage Tourism	No	3
TDM	481	Sustainable Food Management in Tourism	No	3
<i>Section sub-total:</i>				15

Elective Concentration Courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
TDM		Elective	No	3
<i>Section sub-total:</i>				3

Other Concentration Requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable

Credit Hours

Section sub-total:

Total minimum credit hours required for concentration 48

D. Minimum residency requirement

How many hours of the concentration must be ASU credit?

39 credits

E. Provide a brief course description for each new course.

No new courses are required to support this degree concentration.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost’s Office approval before this concentration is put on [Curriculum and Academic Programs Committee \(CAPC\)](#) agenda.

4. Administration and Resources

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

The admissions and advising will be administered through existing structures in the School of Nutrition and Health Promotion using existing personnel.

B. What are enrollment projections for the next three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	25-30	50-60	75

C. Resources

The faculty currently available will be used in providing instruction in the new concentration. As the program grows, additional faculty may be required to teach additional sections of courses. These new faculty will be hired with funds derived from enrollment growth. Since relocating to the Downtown Campus, the Nutrition program has grown by more than 20%. The instructional laboratories, classrooms and library resources currently available have sufficient capacity to meet the needs of the proposed concentration.

D. Primary Faculty

List the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed concentration
Simin Levinson	Lecturer	Food Service Management
Traci Grich	Lecturer	Food Purchasing
Christy Appel	Lecturer	Food Science Principles
Rick Hall	Senior Lecturer	Human Resource Management, Entrepreneurship
Kathy Dixon	Senior Lecturer	Cultural Foods
Dr. Erik Hekler	Assistant Professor	Computer technology

5. Additional Materials

A. Major Map

Attach a copy of the “proposed” major map for this degree program and each concentration(s) to be offered. Instructions on how to create a “proposed major map” in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

B. Appendix

Complete and attach the Appendix document.

C. Attach other information that will be useful to the review committees and the Office of the Provost.



To: Senate Curriculum and Academic Programs Committee

From: Linda Vaughan, PhD, RD
Director, School of Nutrition and Health Promotion

Date: 9/10/2013

Re: Proposal to establish a new undergraduate concentration in Food and Tourism

I fully support this proposal to establish a new undergraduate concentration in Food and Tourism in the Nutrition Program within the School of Nutrition and Health Promotion at Arizona State University. The Nutrition Program has experienced exponential growth in the past decade, from 150 students in 2001 to over 800 students currently. These numbers likely reflect heightened public interest in health and food. A majority of our students hope to become registered dietitians and initially enroll in our dietetics degree option. However, there is actually more opportunity and higher wages in the broader field of food service. Thus, faculty and academic advisors have devoted much effort educating students on job prospects aside from dietetics. Appropriately channeling students into non-dietetic career paths is urgently needed as the number of students accepted into mandatory post-baccalaureate Dietetic Internships is very limited in comparison to the number of students graduated in this discipline. The Nutrition Program has an existing degree concentration in Food and Nutrition Management that is focused on food service operations in schools, hospitals, and other similar institutions. This proposed concentration in Food and Tourism will focus coursework and field work on the tourism industry, specifically how food service is structured to promote tourism and entertainment. The ASU Nutrition Program is extremely well situated to offer this degree option on the downtown campus as the ASU Tourism Development & Management program is also housed on the downtown campus. Nutrition faculty have worked closely with the tourism faculty to design the degree concentration requirements. Finally, this concentration will easily articulate with Maricopa Community College degrees and will likely attract a number of students who might not have considered this career path initially as well as nutrition students who will choose to transfer into this option.

October 11, 2012

Carol Johnston, PhD, RN
Associate Director, Nutrition Program
ASU School of Nutrition and Health Promotion
500 N. Third St.
Phoenix, AZ 85004

Dear Dr. Johnston,

This letter is to confirm our support of the proposed Food and Tourism concentration for the Bachelor of Science in Nutrition. This concentration will include 18 credits of Tourism Development and Management courses. We understand that this degree program will include TDM 205, TDM 345, TDM 350, TDM 458 or TDM 480 or TDM 448, TDM 481 (effective fall 2013) and a TDM elective. The elective will be chosen in consultation with Nutrition advisors or Tourism advisors. We look forward to having your students in our classes and are very pleased to have this partnership with the School of Nutrition.

Sincerely,



Kathleen Andereck, PhD
Director and Professor

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS

(This information is used to populate the [Degree Search](#)/catalog website.

Please consider the student audience in creating your text.)

1. Proposed Concentration Name: Food and Tourism Management

2. Program Description (150 words maximum)

The concentration in Food and Tourism would prepare students for careers in the field of food and tourism management. Courses from the School of Nutrition and Health Promotion (College of Health Solutions) and the School of Community Resources and Development (College of Public Programs) will provide students with the skills and knowledge to develop, implement and sustain healthy, cost effective food service operations within the tourism industry.

3. Contact and Support Information

Building Name, code and room number: (Search ASU map)	MERC C-250
Program office telephone number: (i.e. 480/965-2100)	480/496-0888
Program Email Address:	healthpromotion@asu.edu
Program Website Address:	http://healthpromotion.asu.edu/

4. Delivery/Campus Information Delivery: In-person

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

5. Campus/Locations: indicate all locations where this program will be offered.

X Downtown Phoenix Polytechnic Tempe West Other:

6. Additional Program Description Information

- A. Additional program fee required for this program? Yes
B. Does this program have a second language requirement? No

7. Career Opportunities & Concentrations

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

According to the [National Restaurant Association](#), “today’s restaurant industry employs nearly 13 million people and is expected to add another 1.3 million positions by 2020.” This growth opens up many opportunities for students graduating with an understanding of the relationship between nutrition and tourism.

52.0905 Restaurant/Food Services Management

11-9051.00 [Food Service Managers](#)

11-9081.00 [Lodging Managers](#)

12.0504 Restaurant, Culinary, and Catering Management/Manager

11-9051.00 [Food Service Managers](#)

35-1011.00 [Chefs and Head Cooks](#)

35-1012.00 [First-Line Supervisors of Food Preparation and Serving Workers](#) ●

35-2013.00 [Cooks, Private Household](#)

8. Additional Admission Requirements

The admission requirement for this concentration will be the same as the ASU general admission standards.

9. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program.

Tourism, Food, Nutrition, Hospitality, Restaurant, Food Service, Management, Hotels, Catering, Lodging, Chef, Cook, Cooking, Food Preparation, Manager, Business, Sustainable Food, Retail, Retail Food Service,

10. Advising Committee Code

List the existing advising committee code to be associated with this degree. UGNH01

Note: If a new advising committee needs to be created, please complete the following form:

[Proposal to create an undergraduate advising committee](#)


**2013 - 2014 Major Map
Nutrition (Food and Tourism Management), BS (Proposed)**

Term	Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
Term 1	0 - 16	Critical course signified by ⚠			
		ASU 101: The ASU Experience	1		<ul style="list-style-type: none"> An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses ASU Mathematics Placement Exam score determines placement in Mathematics course ASU 101 or College specific equivalent First Year Seminar required of all freshman students.
		ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
		MAT 117: College Algebra (MA) OR MAT 142: College Mathematics (MA) OR Mathematics (MA)	3		
		⚠ TDM 205: Introduction to Travel and Tourism (G)	3	C	
		Humanities, Fine Arts and Design (HU)	3		
		Elective	3		
		Term hours subtotal:	16		
Term 2	17 - 32	Critical course signified by ⚠			
		⚠ CHM 101: Introductory Chemistry (SQ)	4	C	
		ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
		PSY 101: Introduction to Psychology (SB)	3	C	
		Humanities, Fine Arts and Design (HU)	3		
		Literacy and Critical Inquiry (L)	3		
		⚠ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
		Term hours subtotal:	16		
Term 3	33 - 47	Critical course signified by ⚠			
		ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
		⚠ NTR 100: Introductory Nutrition OR NTR 241: Human Nutrition	3	C	
		TDM Elective	3	C	
		Complete 2 courses: Elective	6		
		⚠ Complete Mathematics (MA) requirement.			
		Term hours subtotal:	15		
Term 4	48 - 63	Critical course signified by ⚠			
		⚠ NTR 142: Applied Food Principles	3	C	
		⚠ MIC 205: Microbiology (SG) AND MIC 206: Microbiology Laboratory (SG)	4	C	
		Historical Awareness (H)	3		
		Complete 2 courses: Elective	6		
		Term hours subtotal:	16		
Term 5	64 - 78	Necessary course signified by ★			
		★ NTR 343: Food Service Purchasing	3	C	
		NTR 300: Computer Applications in Nutrition (CS)	3	C	
		NTR 344: Nutrition Services Management (L)	3	C	
		NTR 345: Development of Healthy Cuisines	3	C	
		Upper Division Elective	3	C	

Term hours subtotal: 15

Term 6	79 - 90 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	NTR 348: Cultural Aspects of Food (SB & C & G)	3	C	
	TDM 481: Sustainable Food Management in Tourism	3	C	
	<i>Complete 2 courses:</i> Elective	6		
	Term hours subtotal:	12		

Term 7	91 - 105 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	NTR 445: Management of Food Service Systems	3	C	
	TDM 350: Tourism Marketing	3	C	
	TDM 458: International Tourism (G) OR TDM 448: Heritage and Cultural Tourism OR TDM 480: Sustainable Tourism	3	C	
	Elective	3		
	Upper Division Elective	3		
	Term hours subtotal:	15		

Term 8	106 - 120 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	NTR 401: Field Experience in Food and Nutrition	3	C	
	NTR 455: Retail Food Service Operations	3	C	
	TDM 345: Meeting and Convention Planning	3	C	
	Upper Division Elective	3	C	
	Elective	3		
	Term hours subtotal:	15		

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

- General Studies Core Requirements:
- Literacy and Critical Inquiry (L)
 - Mathematical Studies (MA)
 - Computer/Statistics/Quantitative Applications (CS)
 - Humanities, Fine Arts and Design (HU)
 - Social and Behavioral Sciences (SB)
 - Natural Science - Quantitative (SQ)
 - Natural Science - General (SG)

- General Studies Awareness Requirements:
- Cultural Diversity in the U.S. (C)
 - Global Awareness (G)
 - Historical Awareness (H)
- First-Year Composition

General Studies designations listed on the major map are current for the 2013 - 2014 academic year.