

This template is to be used for proposed name changes included on the Academic Plan and for which the unit has received specific written approval from the Provost's office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual name change. The proposal template should be completed and submitted by the Dean's Office to the University Provost's Office [mailto: curriculumplanning@asu.edu]. The name change **may not** be implemented until the Provost's Office notifies the academic unit that the name change proposal has completed the approval process.

College/School/Institute: College of Public Programs
Department/Division/School: School of Community Resources and Development
Proposing Faculty Group (if applicable)
Program type: Undergraduate Concentration
Name of existing program: Resort and Accommodations Leadership
Proposed new name: Resort and Hotel Leadership

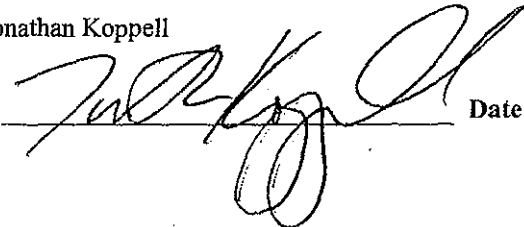
Proposal Contact

Name: Kathleen Andereck **Title:** Director
Phone number: 6-1056 **Email:** kandereck@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.

College/School/Division Dean name: Jonathan Koppell

Signature  **Date:** / /2013

College/School/Division Dean name:
(if more than one college involved)

Signature **Date:** / /20

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

Name of existing program: Resort and Accommodations Leadership

Proposed new name: Resort and Hotel Leadership

Program type: Undergraduate Concentration

If graduate/undergraduate degree or concentration is selected, indicate degree type and major (e.g., BA, MBA, PhD)
BS Tourism Development and Management

Plan code(s) for the program:

If this is a degree program that has multiple concentrations, list all plan codes impacted.
PPTDMRBS

Requested effective date: 2014-2015

Select the catalog year for which students can begin applying into this program with the new name.

Note:

1. Name changes can only be implemented so as to be effective for a fall semester.
2. All existing and continuing students will be moved to the new name.
3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.

Briefly describe the proposed change and rationale for the change:

The current name of the concentration, Resort and Accommodations Leadership, seems to not be clear to students. The original idea was to have a more inclusive name to suggest lodging facilities other than resorts and hotels, such as B&Bs and inns, but the name accommodations does not resonate with students. We are proposing a name change to Resort and Hotel Leadership to be more appealing. Along with this change, we have changed the name of TDM 225 Introduction to Tourism Accommodations to Introduction to Resort and Hotel Management.

Discuss the impact of this change on current students and/or enrollment:

There will be no impact on current students, but may enhance enrollment given the more current, relevant and desirable name.