



**ESTABLISHING GRADUATE CERTIFICATES**  
**ARIZONA STATE UNIVERSITY**  
**GRADUATE COLLEGE**

**This form should be used by programs seeking to establish a new graduate certificate. All sections should be completed. Current graduate certificate guidelines may be found at [http://graduate.asu.edu/faculty\\_staff/policies/other\\_opportunities](http://graduate.asu.edu/faculty_staff/policies/other_opportunities).**

The graduate certificate is a programmatic or linked series of courses in a single field or one that crosses disciplinary boundaries. The graduate certificate facilitates professional growth for people who already hold the baccalaureate degree and may be freestanding or linked to a degree program. The virtue of the graduate certificate is that it enables the university to respond to societal needs and promotes university interaction with corporate, industrial, and professional communities.

Submit the completed and signed (chairs, unit deans) proposal to the **Office of Graduate Academic Programs** in the Graduate College. Mail code: 1003 and electronic copies to [Joan.Brett@asu.edu](mailto:Joan.Brett@asu.edu) or [Denise.Campbell@asu.edu](mailto:Denise.Campbell@asu.edu)

**Please type.**

<b>Contact Name(s): Kathleen Andereck</b>	<b>Contact Phone(s): 602-496-1056</b>
<b>College: College of Public Programs (COPP)</b>	
<b>Department/School: School of Community Resources and Development (SCRD)</b>	
<b>Name of proposed Certificate: Sustainable Tourism (Graduate Certificate)</b>	
<b>Requested Effective Term and Year: Fall 2012</b> (e.g. Spring 2012)	
<b>Do Not Fill in this information: <u>Office Use Only</u></b>	
<b>CIP Code:</b>	

**1. OVERVIEW.** Below, please provide a brief overview of the certificate, including the rationale and need for the program, potential size and nature of the target audience, information on comparable programs (at ASU and/or peer institutions), how this program would relate to existing programs at ASU, and any additional appropriate information.

The School of Community Resources and Development proposes to offer a Graduate Certificate in Sustainable Tourism in addition to the Master of Advanced Study (MAS) in Sustainable Tourism through SCR.D. The certificate is intended for professionals who work in or desire to work in the tourism industry. The projected enrollment for the certificate program is 30 students. The program provides an opportunity for students to obtain a graduate level certificate from an academic institution for academic credit that addresses the unique character of sustainability and sustainable practices in tourism development and management. Students interested in sustainable tourism management explore the practice of management and development of sustainable tourism businesses and destinations. Students who complete the certificate will have knowledge in topics such as the integration of economic, social and environmental aspects of sustainability as it relates to tourism; conducting sustainability audits for destinations and businesses; community impacts of tourism; and sustainable destination and business planning and management. The program allows graduates enhanced recognition and credentials in an area experiencing a great deal of interest and growth. Students in the program will be able to further their careers by obtaining advanced education specific to sustainability practices in tourism. The certificate program will be offered through ASU Online and will use 18 credit hours of the courses offered for the MAS in Sustainable Tourism. The certificate will target students who do not want to complete an entire master degree such as those who already had an advanced degree or have limited time to devote to additional studies. Students who desire to apply courses to the MAS will be able to use 9 credit hours toward the MAS if they determine a master degree is desired. No comparable programs exist at ASU or other universities in the US although a few professional organizations offer certification programs, Boston University offers a face-to-face graduate certificate in Tourism Development that has a sustainability orientation, and a consortium of US universities offers an undergraduate certificate for academic credit through a professional organization.

## 2. ADMINISTRATION AND RESOURCES

- A. How will the proposed certificate be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed certificate is part of a larger interdisciplinary agenda. How will the graduate support staff for this proposed certificate program be met?

**As with the School's other graduate programs, a faculty program director will oversee admissions, advising, course offerings and other operational aspects of the program. A tourism faculty committee will review applications to determine admission recommendations to the Graduate College. Other staff support in the School is adequate to manage the program. An administrative assistant is responsible for helping with student files and walk-in and online support, the director's executive assistant provides support as needed, as does the Student Services Manager.**

- B. What are the resource implications for the proposed certificate, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate program.

**No new resources will be required**

## 3. ADMISSIONS PROCEDURES AND CRITERIA

- A. **Admission criteria** – Applicants must meet the admissions criteria for the Graduate College. Please also include any other additional admission requirements, e.g. type of undergraduate degree, minimum GPA, tests and/or entry-level skills that are required for this certificate program.  
([http://graduate.asu.edu/faculty\\_staff/policies/admissions](http://graduate.asu.edu/faculty_staff/policies/admissions))

**Minimum of a bachelor's degree (or equivalent) or a graduate degree from a regionally accredited College or University of recognized standing in a related field such as tourism, hospitality, sustainability, environmental studies, business, geography, or planning.**

**Minimum of a 3.00 cumulative GPA (scale is 4.0=A) in the last 60 hours of a student's relevant bachelor's degree program.**

**Two letters of recommendation from current or former employers, current or former faculty members, or others who are familiar with your scholarly and professional abilities and characteristics will be submitted through the online application.**

### B. Application Review Terms

Indicate all terms for which applications for admissions are accepted and the corresponding application deadline dates, if any:

**To select desired box**, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

- |  |                                  |
|--|----------------------------------|
| <input checked="" type="checkbox"/> Fall | Deadline (month/year): 6/30/2012 |
| <input type="checkbox"/> Spring          | Deadline (month/year):           |
| <input type="checkbox"/> Summer          | Deadline (month/year):           |

**C. Projected annual admission/enrollment**

How many students will be admitted immediately following final approval of the certificate? What are enrollment projections for the next three years?

**Up to 20 students will be enrolled in the first year**

**Projections: Year one-20 students; Year two-20 students; Year three-30 students**

**4. ACADEMIC REQUIREMENTS**

**A. Minimum credit hours required for certificate (15 credit hour minimum)**

**18 credit hours**

**B. Please describe the primary course delivery mode, (e.g., online, face-to-face, off-site etc.). Please note: If this proposed initiative will be offered completely online, clearly state that in this section.**

**The certificate will be completely online via ASU Online**

**C. As applicable, please describe culminating experience required (e.g., internship, project, research paper, capstone course, etc.)**

**None**

**D. What knowledge, competencies, and skills (learning outcomes) should students have when they graduate from this proposed certificate program? Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).**

**Students will demonstrate an understanding of the dominant theories and practices in tourism and sustainability. They will be able to assess levels of sustainability of tourism businesses and destinations through training in indicator and audit creation and implementation and be knowledgeable in ways to increase sustainability. Each course will have its own level of assessment through a combination of examinations and essays to demonstrate the student's comprehension of material. As this is a certificate program, students will not only need to understand but be able to apply what they have learned in real world settings. This skill will be tested and assessed in their best practices workshop course. Each student will have a faculty member assigned to the approval, support, and assessment of final projects.**

**E. How will students be assessed and evaluated in achieving the knowledge, competencies, and skills outlined in 4.D. above? Examples of assessment methods can be found at (<http://www.asu.edu/oue/assessment.html>).**

Specific assessment outcomes and measurements include:

**Outcome 1:** Students will demonstrate knowledge of the dominant concepts and practices in sustainable tourism.

**Measure 1.1:** Students in TDM 520 Sustainable Thinking in Tourism and TDM 521 Sustainable Thinking in Tourism III will be required to take an exam that assesses knowledge of sustainability concepts.

**Performance criterion 1.1:** 80 percent of students or better will achieve a score of 80 percent or better on the exam as evaluated by the instructor.

**Measure 1.2:** Students in TDM 530 Sustainable Destination Planning and Management I and TDM 531 Sustainable Destination Planning and Management II will be required to take an exam that assesses knowledge of sustainable tourism principles and concepts.

**Performance criterion 1.2:** 80 percent of students or better will achieve a score of 80 percent or better on the exam as evaluated by the instructor.

**Outcome 2:** Students will demonstrate application of the dominant theories and practices in sustainable tourism.

**Measure 2.1:** Students in TDM 561 Best Practices Workshop Preparation will be required to identify and complete a paper proposal regarding a sustainable tourism best practices case study.

**Performance criterion 2.1:** 80 percent of students or better will achieve a score of 80 percent or better on the case study as evaluated by the instructor.

**Measure 2.2:** Students in TDM 562 Best Practices Workshop Presentation will be required to present a sustainable tourism best practices case study to the class.

**Performance criterion 2.2:** 80 percent of students or better will achieve a score of 80 percent or better on the applied project as evaluated by the instructor.

F. Satisfactory student academic progress standards and guidelines (including any time limits for completion).

**All courses must be completed with a grade of "C" or higher. Student graduating from this program must have a 3.0 overall GPA to obtain the certificate.**

**The program should be completed in no more than 3 years.**

G. Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program? (Please note that a maximum of 9 hours taken as a non-degree student at ASU, including as a part of a certificate program, may be used towards a future graduate degree at ASU).

Yes. If student decides to enroll in the MAS in Sustainable Tourism rather than the certificate, 9 credit hours can be used toward the MAS.

H. Below, please list all required and elective courses in the appropriate boxes (you may attach additional pages if necessary).

Please ensure that all *new core* course proposals have been submitted to the Provost's office through ACRES online course proposal submission system. Please note: a minimum of 2/3 of the courses required for a graduate certificate must be at the 500-level or above.

**All courses are also part of the MAS in Sustainable Tourism most of which have been approved.**

<u>Required Courses</u>			<u>Credit Hours</u>
<i>(Prefix &amp; Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	<i>(Insert Section Sub-total) 15</i>
TDM 520	Sustainable Thinking in Tourism I	Yes (submitted & approved)	3
TDM 521	Sustainable Thinking in Tourism II	Yes (submitted & approved)	2
TDM 570	Sustainable Tourism	No	3
TDM 561	Best Practices Workshop Preparation	Yes (submitted & approved)	1
TDM 530	Sustainable Destination Planning and Management I	Yes	3
TDM 531	Sustainable Destination Planning and Management II	Yes	2
TDM 562	Best Practices Workshop Presentation	Yes (submitted & approved)	1

<b><u>Electives (choose one)</u></b>			<b><u>Credit Hours</u></b>
<i>(Prefix &amp; Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	<b>(Insert Section Sub-total) 3</b>
TDM 540	Sustainable Food Management in Tourism	No (omnibus course)	<b>3</b>
TDM 550	Managing the Sustainable Tourism Business	Yes	<b>3</b>
<b><u>Culminating Experience (if applicable)</u></b>			<b><u>Credit Hours</u></b> <b>(Insert Section Sub-total)</b>
<b>Total required credit hours</b>			<b>18</b>

**5. PRIMARY FACULTY PARTICIPANTS** - Please list all primary faculty participants for the proposed certificate, including home unit and title. You may attach additional pages if necessary.

<b>Name</b>	<b>Home Unit</b>	<b>Title</b>
Kathleen Andereck	Community Resources and Devel.	Director and Professor
Deepak Chhabra	Community Resources and Devel.	Assistant Professor
Rebekka Goodman	Community Resources and Devel.	Lecturer
Gyan Nyaupane	Community Resources and Devel.	Associate Professor
Dallen Timothy	Community Resources and Devel.	Professor
Timothy Tyrrell	Community Resources and Devel.	Professor

**6. REQUIRED SUPPORTING DOCUMENTS**  
(Please label accordingly, i.e., Appendix or Attachment A, B, etc.)

Please include the following with your proposal:


- A. Sample plans of study for students in the proposed program (see Appendix A)
- B. Statements of support from all deans and heads of impacted academic units (n/a)

**7. APPROVALS** - If the proposal submission involves multiple units, please include letters of support from those units.

DEPARTMENT CHAIR or SCHOOL DIRECTOR (PRINT/TYPE)

Kathleen Andereck

SIGNATURE



DATE

1/18/12

DEAN (PRINT/TYPE)

Jonathan Koppell

SIGNATURE



DATE

1/20/12

The following section will be completed by GC following the recommendations of faculty governance bodies.

EXECUTIVE VICE PROVOST FOR ACADEMIC AFFAIRS AND DEAN OF THE GRADUATE COLLEGE

SIGNATURE

DATE

**Please note:** Proposals for new certificates also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate, and the Office of the Provost before they can be put into operation.

The final approval notification will come from the Office of the Provost.

GF0311G-89

**Appendix A**  
**Plans of Study**

Plan A (One year)

**Fall A:**

TDM 520 Sustainable Thinking in Tourism I

**Fall B:**

TDM 521 Sustainable Thinking in Tourism II

TDM 570 Sustainable Tourism

TDM 561 Best Practices Workshop Preparation

**Spring A:**

TDM 530 Sustainable Destination Planning and Management I

TDM 540 Sustainable Food Management in Tourism (or select TDM 550 in Spring B)

**Spring B:**

TDM 531 Sustainable Destination Planning and Management II

TDM 562 Best Practices Workshop Presentation

TDM 550 Managing the Sustainable Tourism Business (or select TDM 540 in Spring A)

Plan B (Two years)

**Fall A (1):**

TDM 520 Sustainable Thinking in Tourism I

**Fall B (1):**

TDM 521 Sustainable Thinking in Tourism II

**Spring A (1):**

TDM 530 Sustainable Destination Planning and Management I

**Spring B (1):**

TDM 531 Sustainable Destination Planning and Management II

**Fall B (2):**

TDM 570 Sustainable Tourism

TDM 561 Best Practices Workshop Preparation

**Spring A (2):**

TDM 540 Sustainable Food Management in Tourism (or select TDM 550 in Spring B)

**Spring B (2):**

TDM 550 Managing the Sustainable Tourism Business (or select TDM 540 in Spring A)

TDM 562 Best Practices Workshop Presentation