

OFFICE OF THE EXECUTIVE VICE
PRESIDENT AND PROVOST OF
THE UNIVERSITY

DEFINITION

These are the minimum requirements for approval. Individual undergraduate minors may have additional requirements.

A minor is an approved, coherent focus of academic study in a single discipline, other than the student's major, involving substantially fewer hours of credit than a corresponding major. Certain major and minor combinations may be deemed inappropriate either by the college or department of the major or minor. Inappropriate combinations include (but would not be limited to) ones in which an excessive number of courses in the minor are simultaneously being used to fulfill requirements of the student's major. (2002-03 General Catalog)

A minor:

- Requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division
- Is not intended for students pursuing a major in the department which offers the minor

PROPOSAL PROCEDURES CHECKLIST

Before academic units can advertise minors or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Curriculum and Academic Programs Committee and approved by the appropriate Vice Provost.

A complete proposal should include:

- 1. A supporting letter from the chair of the academic units verifying that:
 - A. The proposed minor has been reviewed and has received faculty approval through appropriate governance procedures in the unit.
 - B. The unit has the resources to support the minor as presented in the proposal, without impacting core course resources.
- 2. A supporting letter from the office of the supervising dean verifying that the minor has been reviewed and has received approval through appropriate governance procedures in the college.
- 3. A statement concerning demand for the program (student/community/market).
- 4. A description of the requirements for this minor. Be specific in listing required courses and specify the total minimum number of hours required for the minor.
 - Are any new courses required? If so, provide course syllabi and Proposal for Curriculum Action forms.
- 5. A description of advising procedures as well as measures for verification of completion of the minor.
- 6. A minimum residency requirement: How many hours of the minor must be ASU credit?
- 7. A completed Appendix document. This information is to be used during the implementation phase to ensure this program appears correctly and completely on Degree Search.
- 8. Attach other information that will be useful to the review committees and the Office of the Provost.

January 25, 2011

To: Debra Friedman, Dean
Afsaneh Nahavandi, Associate Dean
College of Public Programs

From: Kathleen Andereck, Director
School of Community Resources and Development




Attached is a proposal to establish a minor in Sustainable Tourism within the Tourism Development and Management degree program. A minor in Sustainable Tourism within the School of Community Resources and Development (SCRD) will allow students from any major to learn the basic concepts and theories of tourism development and management and help them to identify the ways in which tourism can contribute to sustainable development locally and globally. We anticipate this minor will be extremely attractive to sustainability majors, who want a more focused application of the theories of sustainability and recognize the positive role that tourism can play on culture and the natural environment while contributing to a reduction in poverty, a cornerstone of sustainability. The minor will prepare students to serve our community by developing the skills, knowledge, techniques and capabilities to address major issues related to sustainability in the tourism industry.

The minor was approved by the School Curriculum Committee, a sub-committee working on this minor, and the Tourism faculty as a whole. Two new courses will be added over the next two years that will also serve a proposed concentration in resort and accommodations leadership, a proposed concentration in sustainable tourism, and as electives to TDM majors. Because the new courses will be added over a two year period, the School is able to provide the resources needed without negatively affecting any other aspects of the program.

Date: February 23, 2011

To: ASU Provost Office

From: Afsaneh Nahavandi, Associate Dean 

Re: Minor in Sustainable Tourism

The School of Community Resources and Development's proposal for a minor in Sustainable Tourism has been reviewed and approved through the established process within the school and has the full support of the College of Public Program Dean's office.

Cc: Debra Friedman, COPP Dean

Kathleen Andereck, SCRD Director

Office of the Dean

Proposal for a Minor in Sustainable Tourism School of Community Resources and Development

Demand for the minor

According to both the World Tourism Organization and the World Travel Tourism Council, the travel and tourism industry is one of the largest industries and employers in the world. It has also been tapped as an industry that can have significant impacts on global society's push towards poverty alleviation and sustainable development. Tourism researchers have long known the positive impacts that properly managed tourism can have on communities searching to grow while maintaining their environmental and social integrity.

As sustainability expands in popularity as a discipline and as a buzzword, students will be looking to find ways to better understand how they can apply the principles of sustainability to their specific areas of interest. A minor in Sustainable Tourism within the School of Community Resources and Development (SCRD) will allow students from any major to learn the basic concepts and theories of tourism development and management and help them to identify the ways in which tourism can contribute to sustainable development locally and globally. We anticipate this minor will be extremely attractive to sustainability majors, who want a more focused application of the theories of sustainability and recognize the positive role that tourism can play on culture and the natural environment while contributing to a reduction in poverty, a cornerstone of sustainability.

As the School of Sustainability grows and other universities add similar programs, students will be looking at ways to distinguish themselves from other graduates. A minor in Sustainable Tourism will give students an edge, as they will be learning ways to execute their knowledge of sustainability in an extremely important and applied setting. The core courses equip students with the tools necessary to maneuver the complexities of one of the world's largest industries. This minor will also be attractive to BIS students, Business students, and perhaps others. All required classes for this minor (as with all TDM courses) are committed to addressing the impacts of tourism from an economic, social, and environmental standpoint, demonstrating how sustainability principles can be applied on the ground.

We do not anticipate this minor will affect other programs. On the contrary, this minor will be filling a hole that exists for students who are searching for an applied sustainability minor. Students who are looking to expand their knowledge of the industry as well as how sustainability principles can be engaged will find this minor the perfect option.

Requirements for the minor

The Sustainable Tourism minor is available to all students who are not obtaining their B.S. in Tourism Development and Management. Students must complete 15 credits of classes, 12 required, and three elective. At least 12 credits of upper division courses must be completed at ASU. The required courses are a mix of introductory tourism to establish a core understanding of tourism concepts and theories as well as courses that will endow non-tourism major students with a strong foundation for understanding the relationship between tourism development and management and sustainability.

Required courses

Core-

TDM 205 Introduction to Travel and Tourism
TDM 372 Tourism Planning
TDM 458 International Tourism
TDM 480 Sustainable Tourism

Electives-

TDM 448 Heritage and Cultural Tourism
TDM 481 Sustainable Food Management in Tourism*
TDM 482 Sustainable Revenue Management in Tourism*
TDM 394/494 Special Topics
PRM 475 Entrepreneurial Recreation and Tourism

*New courses: TDM 481 and TDM 482 are also part of a proposed concentration in Resort and Accommodations Leadership and a proposed concentration in Sustainable Tourism.

Description of new courses

TDM 481 Sustainable Food Management in Tourism (3 credits--to be offered Spring 2012)*

Food is an essential component of tourism. In recent years, a wide range of publications have addressed interrelationships of food and tourism from perspectives including authenticity, innovation, and regional development. However, issues related to sustainability have received comparably little attention. Sustainable Food Management in Tourism will address issues such as farmers markets, local foods, organic food, heritage cuisines, food waste management, cultural sensitivity and other topics. Course work for this class will include field trips and off-campus experiences with organizations that now focus on a "farm to table" food life cycle management.

TDM 482 Sustainable Revenue Management in Tourism (3 credits—to be offered Spring 2013)*

Revenue management in the tourism industry has traditionally addressed the problem of maximizing revenues by allocating capacity and setting prices. In recent years the scope has expanded to include wide ranges of interrelated marketing and finance issues. This course introduces the fundamental economic notions of revenue management and develops a framework for addressing the dynamic, long-term concepts of sustainable revenue management. The focus will be on the Arizona lodging industry and guest speakers from local resorts and hotels will provide expert accounts of the best current practices.

Advising

Advising will follow the same process as with other minors in SCRD. School Academic Success Specialists advise students seeking the minor. Walk-in appointments are available daily for advising. A Verification of Minor form will be available on the SCRD website as well as in the School office for students to complete and turn in to an advisor for entry into DARS (a copy for the minor in Sustainable Tourism Development Verification Form is included).

ARIZONA STATE UNIVERSITY
School of Community Resources & Development (SCRD)

VERIFICATION OF MINOR
Sustainable Tourism

PLEASE PROVIDE THE FOLLOWING INFORMATION

NAME	10 DIGIT ID#
EMAIL ADDRESS	PHONE #

DEGREE	MAJOR	COLLEGE	CAMPUS
CATALOG YEAR	GRADUATION DATE	ADVISOR	

MINOR: Sustainable Tourism 15 Credits Required				
COURSE	TITLE	SEMESTER/ YEAR TAKEN	HOURS	GRADE C minimum
TDM 205	Introduction to Travel and Tourism		3	
TDM 372	Tourism Planning		3	
TDM 458	International Tourism		3	
TDM 480	Sustainable Tourism			
TDM 345	Meeting and Convention Planning		3	
	Choose One Elective Course (3 credits) from the following:			
TDM 448	Heritage and Cultural Tourism (offered fall only)		3	
TDM 481	Sustainable Food Management in Tourism		3	
TDM 482	Sustainable Revenue Management in Tourism		3	
TDM 394/494	Special Topics		3	
PRM 475	Entrepreneurial Recreation and Tourism		3	

By submitting this form, I am officially requesting a SCR D advisor to add this minor to my Degree Audit.

I understand it is my responsibility to complete the 15 credit hours, following the requirements listed below.

****To have minor officially added, email this form to scrd@asu.edu. An advisor will contact you when the minor is added.**

Requirements:

Completion of a Sustainable Tourism minor in the School of Community Resources & Development requires the following:

1. TDM 205, TDM 372, TDM 458, TDM 480 and one elective course
2. 15 hours of graded classroom course work (no internship, no independent study)
3. Minimum of 12 hours of course work at the upper division level, from the approved list
4. Minimum grade of C required for all classes in the minor
5. No double counting of courses for both a major and the minor.
6. Minimum GPA of 2.00 for those pursuing the minor.
7. Have major other than Tourism Development & Management
8. Must be a junior to take 400 level courses

For more information contact:

School of Community Resources and Development
Downtown Phoenix Campus
University Center, Suite 550
Phone: 602-496-0550
scrd@asu.edu

APPENDIX - PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE MINOR

(This information is used to populate the Degree Search/catalog website.

Please consider the student audience in creating your text.)

1. Program Description (150 word maximum)

As sustainability expands in popularity as a discipline, students are looking to find ways to better understand how they can apply the principles of sustainability to their specific areas of interest. A minor in Sustainable Tourism Development within the School of Community Resources and Development (SCRD) will allow students from any major to learn the basic concepts and theories of tourism development and management and help them to identify the ways in which tourism can contribute to sustainable development locally and globally.

The minor allows students enrolled in other undergraduate programs at ASU to broaden their educational experiences. Students from such various disciplines including sustainability, business, and many others will find this program a beneficial supplement to their existing program. Students may also choose to complete a study abroad program.

2. Contact and Support Information

Office Location (Building & Room): UCENT 550

Campus Telephone Number: 602-496-0550

Program email address: scrd@asu.edu

Program website address: scrd.asu.edu

3. Program Requirements Provide applicable information regarding the degree such as curricular restrictions or requirements, specific course lists, or academic retention requirements. (450 word maximum)

The minor requires a total of 15 credit hours, 12 credit hours of required courses and three credit hours of elective. A verification of minor form is required (see a School of Community Resources and Development advisor).

Required core courses for a total of 12 credits

TDM 205 Introduction to Travel and Tourism

TDM 372 Tourism Planning

TDM 458 International Tourism

TDM 480 Sustainable Tourism

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Electives courses for a total of 3 credits

TDM 448 Heritage and Cultural Tourism
TDM 481 Sustainable Food Management in Tourism*
TDM 482 Sustainable Revenue Management in Tourism*
TDM 394/494 Special Topics
PRM 475 Entrepreneurial Recreation and Tourism

- 4. Additional Enrollment Requirements** If applicable list any additional enrollment students must complete

Standards

1. To earn the minor, students must complete all course work in the minor with a minimum grade of "C" (2.00) or higher.
2. Must be a junior or higher to take 400 level courses.

Enrollment Requirements

A student wishing to pursue a minor should consult an academic advisor in the unit offering the minor to ensure that the appropriate courses are taken. Students should also consult with an academic advisor in the college or department of his or her major to make sure the college or department of the major allows the recognition of the minor.

Tourism Development and Management majors are not eligible to earn the minor in Sustainable Tourism, they should instead enroll in the Sustainable Tourism concentration within the major. Courses taken as part of a university minor may not count toward both the major degree and the minor.