

DEFINITION

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

A concentration is a formalized selection of courses within a major.

An undergraduate concentration:

- Requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division. Specialized concentrations (e.g. BIS Concentrations) may have additional or different requirements.
- Is offered by a single unit and is intended exclusively for students pursuing that particular major. If a concentration consists of courses from more than one college the approval of each college Dean is required.

PROPOSAL PROCEDURES CHECKLIST

Before academic units can advertise undergraduate concentrations 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 Executive Vice President and Provost.

A complete proposal should include:

- 1. A supporting letter from the chair of the academic unit verifying that:
 - The proposed concentration has been reviewed and has received faculty approval through appropriate governance procedures in the unit.
 - The unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.
- 2. A supporting letter from the office of the supervising dean verifying that the concentration has been reviewed and has received approval through appropriate governance procedures in the college.
- 3. A supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken. **(Email from SOS included)**
- 4. A statement concerning demand for the program (student/community/market).
- 5. A description of the requirements for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.
 - Are any new courses required? If so, provide course syllabi and Proposal for Curriculum Action forms. **(Descriptions included, will be submitted for approval in ACRES)**
- 6. A list of the primary faculty participants.
- 7. A minimum residency requirement: How many hours of the concentration must be ASU credit?
- 8. Please prepare and attach a Major Map.
- 9. 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.
- 10. 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 concentration in Sustainable Tourism within the Tourism Development and Management degree program. The Tourism Development and Management major within the School of Community Resources and Development (SCRD) provides students with the theoretical understanding necessary to maneuver the complexities of one of the world's largest industries. Although all classes in this major are committed to addressing the impacts of tourism from an economic, social, and environmental standpoint, a concentration in Sustainable Tourism will allow majors to hone their understanding of the key concepts of sustainability and how they can be applied to tourism destinations and development. Students will learn the dominant theories and language that make up sustainability science as well as the skills necessary to measure, create, and implement sustainability policies in tourism destinations from the planning to the management stage of development.

The concentration was approved by the School Curriculum Committee, a sub-committee working on this concentration, and the Tourism faculty as a whole. Two new courses will be added over the next two years. Two courses will also serve a proposed concentration in resort and accommodations leadership, a proposed minor in sustainable tourism, as well as be electives for all 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: Concentration in Sustainable Tourism *ASU*

The School of Community Resources and Development's proposal for an undergraduate concentration in Sustainable Tourism within the Tourism Development and Management degree 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

Dear Kathy:

I just heard back from Sander and he is very happy to offer SOS 100 and 300 as part of your new certificate program.

Looking forward to continued collaboration with you.

Best,
Chris
Christopher G. Boone
Professor and Associate Dean for Education
School of Sustainability
Professor, School of Human Evolution & Social Change
Arizona State University
<http://cgboone.personal.asu.edu>

On Tue, Jan 4, 2011 at 1:33 PM, Kathleen Andereck <kandereck@asu.edu> wrote:

Ok, thanks. I was ignoring email for much of break and I'm glad you were too!

Kathy

Kathleen Andereck, Ph.D.

Director and Professor

School of Community Resources and Development

Arizona State University

411 North Central Avenue, Suite 550

Phoenix, AZ 85004

(602) 496-1056

Fax (602) 496-0953

kandereck@asu.edu

From: Christopher Boone [mailto:cgboone@asu.edu]

Sent: Tuesday, January 04, 2011 11:30 AM

To: Kathleen Andereck

Cc: Rebekka Goodman
Subject: Re: concentration

Dear Kathy:

Sorry for the delay in responding -- I was out of town and am still going through a mountain of emails. I think it should not be a problem to use SOS 100 and 300 for the concentration, but let me check with the Dean (Sander) first.

Best,

Chris
Christopher G. Boone
Professor and Associate Dean for Education
School of Sustainability

Professor, School of Human Evolution & Social Change
Arizona State University
<http://cgboone.personal.asu.edu>

On Tue, Dec 21, 2010 at 11:52 AM, Kathleen Andereck <kandereck@asu.edu> wrote:

Hi Chris,

We are working on a sustainable tourism concentration within our undergraduate tourism program. We would like to include SOS 100 and SOS 300 as part of the required classes for the concentration. Since these are courses for the minor and are designed to handle large numbers, we are assuming more students can be accommodated without difficulties. We expect to have around 30 students in the concentration for the short term. Can you let me know if including these class is acceptable? Thanks.

Kathy

Kathleen Andereck, Ph.D.

Director and Professor

School of Community Resources and Development

Arizona State University

411 North Central Avenue, Suite 550

Phoenix, AZ 85004

(602) 496-1056

Fax (602) 496-0953

kandereck@asu.edu

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

Demand for the concentration

At its 65th session recently, the United Nations General Assembly adopted by consensus three separate resolutions emphasizing the function of tourism in sustainable development. As we continue to recognize the valuable role that this industry can play in maintaining environmental and social stability while contributing to poverty alleviation, the demand for tourism students trained in the principles of sustainability will grow. With green collar jobs growing at twice the rate of traditional jobs, this burgeoning market means that students who have sustainability related skill-sets will be in high demand and have a competitive advantage in the marketplace.

The Tourism Development and Management major within the School of Community Resources and Development (SCRD) provides students with the theoretical understanding necessary to maneuver the complexities of one of the world's largest industries. Although all classes in this major are committed to addressing the impacts of tourism from an economic, social, and environmental standpoint, a concentration in Sustainable Tourism will allow majors to hone their understanding of the key concepts of sustainability and how they can be applied to tourism destinations and development. Students will learn the dominant theories and language that make up sustainability science as well as the skills necessary to measure, create, and implement sustainability policies in tourism destinations from the planning to the management stage of development.

A concentration in Sustainable Tourism will allow current students majoring in Tourism Development and Management (TDM) to be better prepared to address the unique sustainability challenges that tourism destinations face. Students will take courses offered by the School of Sustainability in addition to courses in SCRCD guaranteeing they have a strong foundation in the basic theories of the growing discipline of sustainability while applying these newfound skills to tourism development and management.

We do not anticipate that the program will affect other programs. Although we had considered the affect this might have on the sustainability minor, we feel that the directed focus of the coursework on sustainability with relation specifically to tourism and destination planning and management will allow students who would not have otherwise considered sustainability as an option a way to incorporate these topics into their major and eventually careers. Existing TDM majors will now have access to a concentration that will enhance their major and open up new doors in the tourism industry.

Requirements for the concentration

The Sustainable Tourism concentration will fall under the B.S. degree in Tourism Development and Management and require students to take 18 credits of classes, 12 required and six electives. Of these courses, 12 credits must be taken at ASU and the 12 credits must be upper division. By incorporating courses offered by the School of Sustainability, this proposed program will add a new set of skills and knowledge to the degree program as well as integrate some existing classes into an area of concentration that will improve visibility and appeal of the program. It should be noted that as part of the core TDM courses students will already be required to take TDM 301 Sustainable Communities, TDM 302 Inclusive Community Development, TDM 372 Tourism Planning, and TDM 480 Sustainable Tourism among other relevant classes.

Required Courses:

Core-

SOS 100 Introduction to Sustainability
SOS 300 Advanced Concepts and Integrated Approaches in Sustainability
TDM 448 Heritage and Cultural Tourism
TDM 481 Sustainable Food Management in Tourism*

Electives-

TDM 225 Introduction to Tourism Accommodations
TDM 415 Tourism Transportation Systems
TDM 482 Sustainable Revenue Management in Tourism*
TDM 394/494 Special Topics
PRM 470 Environmental Interpretation and Education
PRM 370 Natural Resource Recreation Planning and Management
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 minor 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.

Primary faculty

Kathleen Andereck, Professor and Director

Megha Budruk, Associate Professor

Deepak Chhabra, Assistant Professor

Rebekka Goodman, Lecturer

Woojin Lee, Assistant Professor

Gyan Nyaupane, Assistant Professor

Brandon Royal, Lecturer

Victor Teye, Associate Professor

Dallen Timothy, Professor

Timothy Tyrrell, Professor

Dave White, Associate Professor

**Major Map: Tourism Development & Management
(Sustainable Tourism) –
Bachelor of Science (B.S.)
College of Public Programs | Catalog Year: 2011-2012**

| | |
|--|---|
| Completed Transfer Pathway: <input type="checkbox"/> MAPP <input type="checkbox"/> TAG <input type="checkbox"/> ATP <input type="checkbox"/> None | Completed General Education: <input type="checkbox"/> AGECE <input type="checkbox"/> IGETC/CSUGE <input type="checkbox"/> None |
|--|---|

| Course Subject and Title <i>(courses in bold/shading are critical)</i> | Hrs. | Upper Division | Transfer Course/Grade | Minimum Grade if Required | Additional Critical Tracking Notes |
|--|------|-------------------------------------|-----------------------|---------------------------|--|
| TERM ONE: 0-15 CREDIT HOURS | | | | | |
| PRM 120: Leisure and the Quality of Life (SB) | 3 | <input type="checkbox"/> | | Grade of C | <ul style="list-style-type: none"> ASU 101 is for ASU freshman students only Not required of transfer students An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses ASU Math Placement Exam score determines placement in Mathematics course MILESTONE – Recommend meeting with advisor to discuss career field experience requirement |
| ENG 101 or 102: First-Year Composition or ENG 105: Advanced First-Year Composition or ENG 107 or 108: English for Foreign Students | 3 | <input type="checkbox"/> | | Grade of C | |
| MAT 142: College Mathematics (MA) | 3 | <input type="checkbox"/> | | Grade of C | |
| ASU 101: The ASU Experience | 1 | <input type="checkbox"/> | | | |
| Social & Behavioral Science (SB) | 3 | <input type="checkbox"/> | | | |
| TDM 191: Freshman Seminar | 1 | <input type="checkbox"/> | | | |
| Public Programs interdisciplinary requirement (select course from list in additional notes below) | 3 | <input type="checkbox"/> | | | |
| TERM TWO: 16-30 CREDIT HOURS | | | | | |
| <i>Complete 1 course from:</i> TDM 210: Community Services and Professions TDM 205: Introduction to Travel and Tourism (G) | 3 | <input type="checkbox"/> | | Grade of C | |
| ENG 101 or 102: First-Year Composition or ENG 105: Advanced First-Year Composition or ENG 107 or 108: English for Foreign Students | 3 | <input type="checkbox"/> | | Grade of C | |
| Computer/Statistics/Quantitative (CS) | 3 | <input type="checkbox"/> | | | |
| Natural Science Quantitative (SQ) | 4 | <input type="checkbox"/> | | | |
| Humanities, Fine Arts & Design (HU) | 3 | <input type="checkbox"/> | | | |
| TERM THREE: 31-45 CREDIT HOURS | | | | | |
| <i>Complete remaining course from:</i> TDM 210: Community Services and Professions TDM 205: Introduction to Travel and Tourism (G) | 3 | <input type="checkbox"/> | | Grade of C | <ul style="list-style-type: none"> Completion of First-Year Composition requirement with minimum grades of C Completion of MAT 142 or higher with a minimum grade of C |
| SOS 100: Introduction to Sustainability | 3 | <input type="checkbox"/> | | Grade of C | |
| Natural Science Quantitative (SQ) or General (SG) | 4 | <input type="checkbox"/> | | | |
| Humanities, Fine Arts & Design (HU) Public Programs interdisciplinary requirement (select course from list in additional notes below) | 3 | <input type="checkbox"/> | | | |
| TERM FOUR: 46-60 CREDIT HOURS | | | | | |
| COM 225: Public Speaking (L) | 3 | <input type="checkbox"/> | | Grade of C | |
| SOS 300 Advanced Concepts and Integrated Approaches in Sust. | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 301: Sustainable Communities | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 302: Inclusive Community Development (C) | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| UD Humanities, Fine Arts & Design (HU) or Social Behavioral Science (SB) | 3 | <input checked="" type="checkbox"/> | | | |
| TERM FIVE: 61-75 CREDIT HOURS | | | | | |
| TDM 350: Tourism Marketing | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 372: Tourism Planning (L) | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 480: Sustainable Tourism | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| Historical Awareness (H) | 3 | <input type="checkbox"/> | | | |
| Public Programs interdisciplinary requirement (select course from list in additional notes below) | 3 | <input type="checkbox"/> | | | |
| TERM SIX: 76-90 CREDIT HOURS | | | | | |
| TDM 401: Tourism Management | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 448: Heritage and Cultural Tourism | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 458: International Tourism (G) | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 481: Sustainable Food Management in Tourism | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM Concentration Elective (select course from list in additional notes below) | 3 | <input type="checkbox"/> | | Grade of C | |
| TERM SEVEN: 91-105 CREDIT HOURS | | | | | |
| TDM Concentration Elective (select course from list in additional notes below) | 3 | <input type="checkbox"/> | | Grade of C | |
| TDM 402: Assessment and Evaluation of Community Services | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| TDM 403: Leadership & Professional Development | 3 | <input checked="" type="checkbox"/> | | Grade of C | |
| Elective | 3 | <input type="checkbox"/> | | | |
| Elective | 2 | <input type="checkbox"/> | | | |
| TERM EIGHT: 106-120 CREDIT HOURS | | | | | |
| TDM 463: Senior Internship | 12 | <input checked="" type="checkbox"/> | | | |

Graduation Requirements Summary:

| Total Hours (120 minimum) | Total Hrs at ASU (30 minimum) | Hrs Resident Credit for Academic Recognition (56 minimum) | Major GPA (2.000 Min.) | Total UD Hrs (45 minimum) | Total Comm. 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 US (C)
 - Global Awareness (G)
 - Historical Awareness (H)
- First-Year Composition

Additional Notes:

TDM Concentration elective course list (choose one in term six and one in term seven)

- TDM 225 Introduction to Tourism Accommodations
- TDM 415 Tourism Transportation Systems
- TDM 482 Sustainable Revenue Management in Tourism*
- TDM 394/494 Special Topics
- PRM 470 Environmental Interpretation and Education
- PRM 370 Natural Resource Recreation Planning and Management
- PRM 475 Entrepreneurial Recreation and Tourism

Public Programs interdisciplinary requirement (must complete 3 courses from the following list. Courses must be taken in at least two different areas.

**Preferably, courses at the 300 and 400 level, should be taken in terms 5-8):*

- Area 1
 - CRJ 100: The Justice System (SB)
- Area 2
 - URB 240: Urban Policy (C)
 - URB 300: Intro to Urban & Metropolitan Studies (SB)*
 - PAF 410: Building Leadership Skills (SB)*
 - PAF 411: Leadership & Change (SB)*
- Area 3
 - SWU 171: Introduction to Social Work (SB, H)
 - SWU 250: Stress Management Tools (SB)

APPENDIX - PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE CONCENTRATION

(This information is used to populate the [Degree Search](#)/catalog website.
Please consider the student audience in creating your text.)

1. Program Description (150 words maximum)

The Tourism Development and Management major within the School of Community Resources and Development (SCRD) provides students with the theoretical understanding necessary to maneuver the complexities of one of the world's largest industries. A concentration in Sustainable Tourism will allow majors to hone their understanding of the key concepts of sustainability and how they can be applied to tourism destinations and development. Students will learn the dominant theories and language that make up sustainability science as well as the skills necessary to measure, create, and implement sustainability policies in tourism destinations from the planning to the management stage of development. Students will take courses offered by the School of Sustainability in addition to courses in SCRD guaranteeing they have a strong foundation in the basic theories of the growing discipline of sustainability while applying these newfound skills to tourism development and management.

2. Contact and Support Information

Office Location (Building & Room): UCENT 550

Campus Telephone Number: 602-496-1056

Program email address: scrd@asu.edu

Program website address: scrd.asu.edu

3. Additional Program Description Information

A. Additional program fee required for this program? Yes No

B. Does this program have a second language requirement? Yes No

4. 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.

The area of sustainable tourism is becoming increasingly important. Many tourism businesses are hiring sustainability coordinators, included hotels, airlines, convention and visitor bureaus, and large attractions. Tour companies such as those who implement eco-tourism and volunteer tourism experiences are especially interested in employees with a strong sustainable tourism background. Numerous sustainable tourism nonprofit organizations have emerged in recent years, and many government related tourism organizations also hire those with a strong sustainability focus. As well, consulting

opportunities are available to assist tourism businesses with development of sustainable practices.

5. Additional Admission Requirements If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)
none

6. Keywords List all keywords used to search for this program. Keywords should be specific to the proposed program.
Tourism, sustainable, sustainability, development, management

7. Advising Committee Code List the existing advising committee code associated with this degree.
PPTDMBSST

8. Minimum Math Requirement List the minimum math course required to satisfy this degree.
MAT 142

9. Area(s) of Interest

A. Select one (1) primary Area of Interest from the list below that applies to this program.

- | | |
|---|---|
| <input type="checkbox"/> Architecture, Construction & Design | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> Languages & Cultures |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input checked="" type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |

B. Select any additional Areas of Interest that apply to this program from the list below.

- | | |
|--|--|
| <input type="checkbox"/> Architecture, Construction & Design | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input checked="" type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> Languages & Cultures |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |