



## 1. Purpose and Nature of Program

Provide a brief program description. Include the distinctive features of the program that make it unique.

The BS in tourism and recreation management is an integrated degree that includes a core providing the foundation for management of leisure enterprises. The core is enhanced by emphasis areas that direct students toward one of four specializations: tourism, recreation, events or sports. The program draws upon our existing on-ground programs and course work in the four emphasis areas, and structures it to be appropriate for the online environment. There are currently a small number of online degrees offered by other institutions with one or two of the emphasis areas we will offer, but no programs include all four.

## 2. Student Learning Outcomes and Assessment Methods

### A. Knowledge, Competencies, and Skills

List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. (You can find examples of program Learning Outcomes at (<https://uoeee.asu.edu/assessment>)).

See below

### B. Assessment

Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at (<https://uoeee.asu.edu/assessment>)).

Outcome 1. Students will be able to explain the global impacts of leisure and travel in society.

Measure 1.1. Students in PRM 120 Leisure and Quality of Life will be required to take a written exam that assesses their knowledge of the varying roles of leisure and impacts on quality of life.

Performance criterion 1.1. 80 percent of students will achieve a score of 75 percent or better on the written exam.

Measure 1.2. Students in TDM 205 Introduction to Travel and Tourism will write a paper on the impacts of tourism globally thereby demonstrating knowledge of global issues.

Performance criterion 1.2. 80% of students will achieve a 75% or better on the paper.

Outcome 2. Students will be able to apply inclusive programmatic principles to tourism and recreation practice.

Measure 2.1. Students in PRM 303 Program Planning will be required to demonstrate an understanding of basic programming concepts by writing a program plan inclusive of diverse populations.

Performance criterion 2.1. 75 percent of PRM students will achieve a 75 percent or better on a program management plan.

Measure 2.2. Students will work as a volunteer for a tourism, recreation, sports or special event program for a diverse community group.

Performance criterion 2.2. 90 percent of students will be evaluated as demonstrating satisfactory performance by a program staff member.

Outcome 3. Students will be able to apply basic marketing and management concepts in leisure enterprises using effective written and oral communication.

Measure 3.1. Students in TDM/PRM 350 will demonstrate their knowledge of leisure enterprise marketing via the writing of a marketing plan.

Performance criterion 3.1. 80 percent of students will score at least a 75 on their final marketing plan project.

Measure 3.2. Students in PRM 401 Leisure Enterprise Management will be required to complete the 13 modules in the "On Management" personal management project.

Performance criterion 3.2. 80 percent of students will achieve an average score of 75 percent or better on the project.

Outcome 4. Students will develop the core competencies identified by the School including, but not limited to: public speaking, effective writing, and use of common computer software and social media.

Measure 4.1. Students in PRM 210 will complete the School's Core Competency Evaluation at the beginning of the semester.

Performance criterion 4.1. 80 percent of students will demonstrate fairly low scores on their competency assessment categories related to public speaking, effective writing and use of computers (1.0 or below).

Measure 4.2. Students in CRD 403 Leadership and professional Development will complete the School's Core Competency Evaluation at the end of the semester.

Performance criterion 4.2. 85 percent of students will achieve a score higher than on the prior core competency assessment.

Measure 4.3. Students in in CSM/PRM/TDM 484 Internship OR CRD 435 Service Learning will complete the School’s Core Competency Evaluation at the end of the semester.  
 Performance criterion 4.3. 85 percent of students will achieve a score higher than on the prior assessment.

**3. Academic Curriculum and Requirements**

**A. Major Map**

Attach a copy of the “proposed” major map for this degree program. Instructions on how to create a “proposed major map” in BAMB can be found in the Build a Major Map Training Guide.

**B. Summary of Credit Hours Required for this Program**

Total credit hours must be 120 and include first year composition, general studies, core/required courses, program specific electives, and any additional requirements (e.g., concentration credits).

Requirements	Credit Hours
<b>First Year Composition</b>	6
<b>ASU 101 (or Equivalent)</b>	1
<b>General Studies</b>	26
<b>Core/required courses</b>	39
<b>Program specific electives</b>	18
<b>Additional requirements</b>	6
<b>Other; please explain</b>	24
<b>Total</b>	<b>120</b>

**C. Core/Required Courses**

**i. Total required and/or core course credit hours**

39

**ii. List the prefix, number, name and credit hours for each required/core course for this program**

CRD 302 Inclusive Community Development, C – 3 credits

CRD 350 Tourism, Recreation and Sports Marketing – 3 credits

CRD 401 Managing Leisure Enterprises – 3 credits

CRD 402 Assessment and Evaluation of Community Services – 3 credits

CRD 403 Leadership and Professional Development – 3 credits

CSM/PRM/TDM 484 Internship -- 6 credits OR CRD 435 Service Learning for Community Development and an emphasis elective -- 6 credits

PRM 120 Leisure and the Quality of Life, SB – 3 credits

PRM 203 Program Planning -- 3 credits

PRM 210 Leisure Delivery Systems – 3 credits

PRM 310 Volunteer Management – 3 credits

PRM 380 Wilderness and Parks in America, H, SB -- 3 credits

TDM 205 Introduction to Travel and Tourism, G – 3 credits

**D. Program Specific Electives****i. Total required program elective credit hours**

18

**ii. List the prefix, number, name and credit hours for any program specific electives for this program**

Tourism Emphasis:

Required:

TDM 225 Introduction to Resort and Hotel Management -- 3 credits

TDM 458 International Tourism – 3 credits

TDM 480 Sustainable Tourism – 3 credits

Select three:

PRM 486 Special Events Management – 3 credits

TDM 345 Meeting and Convention Planning -- 3 credits

TDM 386 Convention Sales and Management – 3 credits

TDM 448 Heritage and Cultural Tourism – 3 credits

TDM 475 Entrepreneurial Recreation and Tourism – 3 credits

TDM 483 Sports Tourism – 3 credits

Recreation Emphasis:

Required:

PRM 201 Introduction to Community Sports -- 3 credits

PRM 364 Foundations of Recreation Therapy – 3 credits

PRM 475 Entrepreneurial Recreation and Tourism – 3 credits

Select three:

PRM 485 Sports Events -- 3 credits

PRM 486 Special Events Management – 3 credits

PRM 487 Advanced Special Events Management -- 3 credits

PRM 488 Event Marketing and Promotion – 3 credits

TDM 448 Heritage and Cultural Tourism – 3 credits

TDM 480 Sustainable Tourism – 3 credits

Events Emphasis:

Required:

PRM 486 Special Events Management – 3 credits

PRM 487 Advanced Special Events Management – 3 credits

PRM 488 Event Marketing and Promotion -- 3 credits

Select three:

CSM 483 Sports Tourism -- 3 credits

CSM 485 Sports Events – 3 credits

PRM 475 Entrepreneurial Recreation and Tourism – 3 credits

TDM 345 Meeting and Convention Planning – 3 credits

TDM 386 Convention Sales and Management – 3 credits

Sports Emphasis:

Required:

CSM 201 Introduction to Community Sports – 3 credits

CSM 483 Sports Tourism – 3 credits

CSM 485 Sports Events – 3 credits

Select three:

PRM 364 Foundations of Recreation Therapy -- 3 credits

PRM 487 Advanced Special Events Management

PRM 488 Event Marketing and Promotion – 3 credits

TDM 458 International Tourism – 3 credits

TDM 475 Entrepreneurial Recreation and Tourism – 3 credits

**E. Additional Program Requirements, if any:**

*List and describe any capstone experiences, milestone, and/or additional requirements.*

College of Public Service and Community Solutions Solutions-Based Learning Requirement:

Students must complete one Solutions-Based Learning course

Completion of TDM/PRM/CSM 484 or CRD 435 will satisfy the Solutions-Based Learning requirement.

College of Public Service and Community Solutions Interdisciplinary Requirement:

Select two courses from two different areas (all courses are 3 credits)

Area 1:

CRJ 100 Introduction to Criminal Justice

CRJ 204 Juvenile Justice

CRJ 225 Introduction to Criminology

CRJ 270 Community Justice

CRJ 461 Domestic Violence

CRJ 462 Gangs

Area 2:

SWU 171 Introduction to Social Work

SWU 180 Introduction to Lesbian, Gay, Bisexual and Transgender (LGBT) Studies

SWU 250 Stress Management Tools I

Area 3:

PAF 200 Public Service and Policy in the 21st Century

PAF 201 Economics and Public Policy

PAF 311 Leadership and Change

**F. Concentrations**

- i. Are any concentrations to be established under this degree program? No, concentrations will not be established.
- ii. If yes, are concentrations required? (Select One)
- iii. List courses & additional requirements for the proposed concentration(s):

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)

**4. New Course Development**

**A. Will a new course prefix (es) be required for this degree program? No**

If yes, list prefix name(s) (i.e. ENG- English):

*Note: A request for a New Prefix form must be completed for each new prefix required and submitted with this proposal: New prefix request form.*

**B. New Courses Required for Proposed Degree Program**

List all new courses required for this program, including course prefix, number and course description.

None

*Note: New course requests must be submitted electronically via Curriculum ChangeMaker and undergo all internal university review and approval steps including those at the unit, college, and university levels.*

**5. Program Need**

Explain why the university needs to offer this program (include target audience and market).

According to both the World Tourism Organization (WTO), and the World Travel Tourism Council (WTTC), the travel and tourism industry is the largest industry and employer in the world. It is also the second largest industry in Arizona and one of the top three industries in most U.S. states as well as many other countries. Along with recreation and other leisure-oriented enterprises, there is significant employment potential for graduates. Worldwide there has been tremendous growth in the air transportation sector, resorts and hotels, meetings and conventions, special events, sports tourism, state and national park visitation, commercial attractions, business and corporate travel, and the gaming and casino sectors. The tourism and recreation industries are wide-spread with employment opportunities in most communities or regions whether urban or rural. Many communities world-wide utilize tourism and recreation as economic and community development strategies. The academic program in Recreation and Tourism Management will prepare students for professional positions in a variety of settings in Arizona, nationally, and abroad. Depending on a student's interest, work can be sought in the public, nonprofit, or

private/commercial sectors. Our graduates find employment in such diverse settings as resorts, meeting planning, convention and visitor bureaus, tour operators, events, sports enterprises, and commercial recreation businesses. The audience for this online program will focus on people who are unable to relocate to either start or complete a university degree for job or family reasons. This will include: 1) traditional aged college students who desire this online degree but experience constraints to re-locating to attend a university in-person; 2) non-traditional students who are unable to re-locate for job or family reasons; 3) those who have started a degree at another institution but were unable to complete it and are unable to re-locate; 4) students with two years at a community college who desire to transfer into an online program. In addition to this undergraduate degree, we will develop an accelerated program in conjunction with our Master's degree in Sustainable Tourism allowing students to gain both a bachelor and master degree in five years or less.

**6. Impact on Other Programs**

List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

The degree should have no impact on other programs.

**7. Projected Enrollment**

How many new students do you anticipate enrolling in this program each year for the next five years?

<b>5-YEAR PROJECTED ANNUAL ENROLLMENT</b>					
	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr 1 & 2 continuing + new entering)	<b>4<sup>th</sup> Year</b> (Yrs 1, 2, 3 continuing + new entering)	<b>5<sup>th</sup> Year</b> (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	50	130	210	290	310

**8. Accreditation or Licensing Requirements**

If applicable, provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

N/A

**9. Faculty & Staff**

**A. Current Faculty**

List the name, rank, highest degree obtained, and area of specialization or expertise of all current faculty who will teach in the program, and estimate their level of involvement.

Kathleen Andereck, Professor, School Director, PhD; Tourism management; Oversight of curriculum development, minimal teaching involvement

Rebecca Barry, Lecturer Sr., PhD; Recreation management; Moderate course development and teaching involvement

Megha Budruk, Associate Professor, PhD; Recreation management; Some course development, light teaching involvement

Christine Buzinde, Associate Professor, PhD; Tourism management; Some course development, light teaching involvement

Deepak Chhabra, Associate Professor, PhD; Tourism management; Moderate course development and teaching involvement

Rebekka Goodman, Lecturer, PhD; Tourism management; Moderate course development and teaching involvement

Wendy Hultsman, Associate Professor, Undergrad Program Director, PhD; Recreation management, Event management; Moderate course development and light teaching involvement

Evan Jordan, Assistant Professor, PhD; Some course development, minima teaching involvement

Dale Larsen, Professor of Practice, Dean's Office Community Relations, MS; Recreation management; Minimal course development, light teaching involvement

Woojin Lee, Associate Professor, PhD; Tourism management, Meeting planning; Moderate course development and teaching involvement

Eric Legg, Assistant Professor, PhD; Sports management, recreation management; Moderate course development and teaching involvement

Claire McWilliams, Instructor, MS; Tourism management; Moderate course development and teaching involvement

Gyan Nyaupane, Associate Professor, Grad Program Director, PhD; Tourism management; Some course development, light teaching involvement

Sandra Price, Lecturer, PhD; Volunteer management; Some course development, light teaching involvement

Kelly Ramella, Associate Instructional Professional, MS; Recreation management, Therapeutic recreation; Moderate course development and teaching involvement

Dallen Timothy, Professor, PhD; Tourism management; Some course development, light teaching involvement

Christine Vogt, Professor, Director Center for Sustainable Tourism, PhD; Tourism management; Some course development, light teaching involvement

Dave White, Associate Professor, PhD; Recreation management; Minimal involvement

#### **B. New Faculty**

Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

We anticipate hiring 3 instructors or lecturers in the first 4 years of the program with the revenue we receive from ASU Online: one in sports, one in events, and one in recreation/tourism. One instructor will be hired following the first year of the program, another two in the third year. New hires will also teach in our face-to-face programs to ensure the Online students are also taught by tenure-track faculty. More may be hired if enrollment exceeds expectations.

#### **C. Administration of the Program**

Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The program will be offered via ASU Online and will have the support normally provided for Online programs. Students who meet the admissions requirements for the School's on-ground programs, which are the same as the university's general admissions requirements, will meet the admissions requirements of the Online program. As well, we anticipate hiring one additional advisor in the third year of the program specifically for online students with back-up provided by our existing advisors. Course scheduling is currently handled by the School Director and the Undergraduate Programs Director with administrative support provided by our two student services staff members. This will be the same for the Online degree.

### **10. Resources (necessary to launch and sustain the program)**

#### **A. Required Resources**

Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

No new resources will be required for the first year or two especially given that student will primarily be in general studies courses. In following years, additional faculty and advising staff may be needed.

#### **B. Resource Acquisition**

Explain how the resources to support this program will be obtained.

Through the revenue from the Online program.



**APPENDIX**

**OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS**

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

**1. Program Name (Major):** Tourism and Recreation Management

**2. Marketing Description** (*Optional. 50 words maximum. The marketing description should not repeat content found in the program description*)

The travel and tourism industry is the largest industry and employer in the world. Along with recreation, sports and other leisure-oriented enterprises, there is significant employment potential for graduates with opportunities in most communities or regions. This program is appropriate for students starting as freshmen as well as for transfer students.

**3. Program Description** (*150 words maximum*)

Through the BS program in tourism and recreation management, students acquire the planning and management skills needed to work in the growing tourism and recreation industries throughout the world. Selecting one of four emphasis areas: tourism, recreation, events or sports, the curriculum prepares students for employment across a wide variety of occupations. These areas of emphasis allow graduates to contribute to community economic and social development and positively influence quality of life both domestically and abroad. Students are able to gain professional positions in various travel, tourism, recreation, sports and related fields.

**4. Contact and Support Information**

Building code and room number: ( <i>Search ASU map</i> )	UCENT 550
Program office telephone number: ( <i>i.e. 480/965-2100</i> )	602/496-0550
Program Email Address:	SCRDAdvising@asu.edu
Program Website Address:	https://scrd.asu.edu

**5. Delivery/Campus Information Options:** ASU Online only

*Note: Once students elect a campus or online 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 University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request*

**6. Campus/Locations** *indicate all locations where this program will be offered.*

<input type="checkbox"/> Downtown Phoenix	<input type="checkbox"/> Polytechnic	<input type="checkbox"/> Tempe	<input type="checkbox"/> Thunderbird	<input type="checkbox"/> West	<input checked="" type="checkbox"/> Other:	Online
						Lake Havasu

**7. Additional Program Description Information**

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

**8. Career Opportunities**

*Provide a brief description of career opportunities available for this degree program. (150 words maximum)*  
 Based upon interests, graduates can seek work in the public, nonprofit, or private and commercial sectors. Graduates find employment in such diverse organizations as resorts and hotels, convention and visitor bureaus, and in areas such as business and corporate travel, transportation, tour operations, event and meeting planning and management, and attractions management. Opportunities are also found with city and state parks and recreation departments; youth, recreation and sports-oriented nonprofits; sports and recreation program planning and management; sports events and tourism; and many others. In such settings, graduates plan, design, develop and manage services that address the needs of a particular clientele.

**9. Additional Freshman Admission Requirements**

If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

none

**10. Additional Transfer Admission Requirements**

If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

none

**11. Change of Major Requirements**

Standard change of major text is as follows: A current ASU student has no additional requirements for changing majors. Students should refer to <https://students.asu.edu/changingmajors> for information about how to change a major to this program.

If applicable, list any additional requirements for students who may change their major into this program.

none

**12. Keywords**

List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

tourism, recreation, events, sports, leisure, hotel, hospitality, management, meetings

**13. Advising Committee Code**

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

SCRD Advising staff

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

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

**14. First Required Math Course**

List the first math course required in the major map.

MAT 142

**15. WUE Eligible**

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE?

No

*Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.*

**16. Math Intensity**

a. List the highest math course required on the major map. (This will not appear on Degree Search.)

MAT 142

b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: <https://catalog.asu.edu/mathintensity>

General

**17. ONET Codes**

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: <http://www.onetonline.org/crosswalk/SOC/>. Alternate titles displayed on Degree Search may vary and can be found at: <https://catalog.asu.edu/alternate-career-titles>.

11-9199.00	.....	13-1121.00	.....
41-3041.00	.....	11-2011.00	.....
11-1021.00	.....	11-2021.00	.....
11-9081.00	.....	11-2022.00	.....
39-9032.00	.....	27-2012.03	.....

**18. 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 | <input type="checkbox"/> Health & Wellness                         |
| <input type="checkbox"/> Arts                        | <input type="checkbox"/> Humanities                                |
| <input type="checkbox"/> Business                    | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a> |
| <input type="checkbox"/> Communications & Media      | <input type="checkbox"/> Law, Justice, & Public Service            |
| <input type="checkbox"/> Computing & Mathematics     | <input type="checkbox"/> <a href="#">STEM</a>                      |
| <input type="checkbox"/> Education & Teaching        | <input type="checkbox"/> <a href="#">Science</a>                   |
| <input type="checkbox"/> Engineering & Technology    | <input checked="" type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Entrepreneurship            | <input type="checkbox"/> Sustainability                            |
| <input type="checkbox"/> <a href="#">Exploratory</a> |  |

**B.** Select **one (1)** secondary area of interest from the list below that applies to this program.



- |  |  |
|--|--|
| <input type="checkbox"/> Architecture & Construction | <input type="checkbox"/> Health & Wellness                         |
| <input type="checkbox"/> Arts                        | <input type="checkbox"/> Humanities                                |
| <input checked="" type="checkbox"/> Business         | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a> |
| <input type="checkbox"/> Communications & Media      | <input type="checkbox"/> Law, Justice, & Public Service            |
| <input type="checkbox"/> Computing & Mathematics     | <input type="checkbox"/> <a href="#">STEM</a>                      |
| <input type="checkbox"/> Education & Teaching        | <input type="checkbox"/> <a href="#">Science</a>                   |
| <input type="checkbox"/> Engineering & Technology    | <input type="checkbox"/> Social and Behavioral Sciences            |
| <input type="checkbox"/> Entrepreneurship            | <input type="checkbox"/> Sustainability                            |
| <input type="checkbox"/> <a href="#">Exploratory</a> |  |

# 2018 - 2019 Major Map



## Tourism and Recreation Online, (Proposed)



School/College:



ZIVEVHI



Term 1 - A 0 - 7 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
 PRM 120: Leisure and the Quality of Life (SB)	3	C	<ul style="list-style-type: none"> <li>• An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses</li> <li>• Mathematics Placement Assessment score determines placement in mathematics course</li> <li>• ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students</li> </ul>
ASU 101-CPP: The ASU Experience	1		
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
Term hours subtotal:	7		

Term 1 - B 7 - 14 Credit Hours	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR	3	C	<ul style="list-style-type: none"> <li>• View ASU Online first-time freshmen registration information <a href="#">here</a>.</li> </ul>
ENG 105: Advanced First-Year Composition OR			
ENG 107 or ENG 108: First-Year Composition			
Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
Term hours subtotal:	7		

Term 2 - A 14 - 20 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
 PRM 210: Leisure Delivery Systems	3	C	
MAT 142: College Mathematics (MA)	3	C	
Term hours subtotal:	6		

Term 2 - B 20 - 27 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
Humanities, Arts and Design (HU)	3		
Natural Science - Quantitative (SQ)	4		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	7		

Term 3 - A 27 - 33 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
 TDM 205: Introduction to Travel and Tourism (G)	3	C	
Computer/Statistics/Quantitative Applications (CS)	3		
Term hours subtotal:	6		

Term 3 - B 33 - 39 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
Humanities, Arts and Design (HU)	3		Consider combining your electives into one of the online minors. Suggestions include:
Elective	3		
 Complete Mathematics (MA) requirement.			<ul style="list-style-type: none"> <li>• Anthropology</li> <li>• Business</li> <li>• Organizational Leadership</li> <li>• Sociology</li> </ul>
Term hours subtotal:	6		

Term 4 - A 39 - 45 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ COM 225: Public Speaking (L)	3	C	
Interdisciplinary Requirement	3		
Term hours subtotal:	6		

Term 4 - B 45 - 51 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ PRM 203: Program Planning	3	C	
Interdisciplinary Requirement	3		
Term hours subtotal:	6		

Term 5 - A 51 - 57 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ CRD 302: Inclusive Community Development (C)	3	C	
★ PRM 380: Wilderness and Parks in America (SB & H)	3	C	
Term hours subtotal:	6		

Term 5 - B 57 - 63 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Emphasis Core Course	3	C	All students must select one of the following four emphases:
Upper Division Elective	3		
Term hours subtotal:	6		

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 6 - A 63 - 69 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Emphasis Core Course	3	C	All students must select one of the following four emphases:
CRD 350: Tourism, Recreation and Sports Marketing	3	C	
Term hours subtotal:	6		

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 6 - B 69 - 75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ PRM 310: Volunteer Management	3	C	All students must select one of the following four emphases:
Upper Division Elective OR Upper Division Emphasis Elective	3	C	
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	6		

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 7 - A 75 - 81 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Upper Division Literacy and Critical Inquiry (L)	3	C	All students must select one of the following four emphases:
Upper Division Elective	3		
Term hours subtotal:	6		

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 7 - B 81 - 87 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Upper Division Emphasis Elective Course	3	C	All students must select one of the following four emphases:
Upper Division Elective	3		
Term hours subtotal:	6		

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 8 - A 87 - 93 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Emphasis Core Course	3	C	All students must select one of the following four emphases:
★ Upper Division Emphasis Elective Course	3	C	
Term hours subtotal:	6		

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 8 - B 93 - 99 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ CRD 401: Managing Leisure Enterprises	3	C	All students must select one of the following four emphases:
Upper Division Elective OR Upper Division Emphasis Elective	3	C	
Term hours subtotal:	6		

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 9 - A 99 - 105 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Upper Division Emphasis Elective Course	3	C	All students must select one of the following four emphases:
Upper Division Elective	3		

Term hours subtotal: 6

- Events
- Tourism
- Recreation
- Sport

Core and elective courses for each emphasis are shown at the bottom of the major map.

Term 9 - B 105 - 108 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Elective OR Upper Division Emphasis Elective	3	C	
Term hours subtotal:		3	

Term 10 - A 108 - 114 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ CRD 403: Leadership and Professional Development	3	C	
CRD 402: Assessment and Evaluation of Community Services	3	C	
Term hours subtotal:		6	

Term 10 - B 114 - 120 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
PRM 484: Internship or TDM 484: Internship or CSM 484: Internship ★ OR CRD 435: Service Learning for Community Development AND Emphasis Elective	6	C	
Term hours subtotal:		6	

- For the Interdisciplinary Requirement:
  - Students can choose courses from any of the three Interdisciplinary areas/track groups.
  - To meet the requirement, students must take two courses from at least two different groups.
- For the Solution-Based Learning (SBL) College Requirement:
  - Students must complete one SBL course by degree completion.
  - Successful completion of TDM/PRM/CSM 484 or CRD 435 will satisfy the SBL requirement.

Hide Course List(s)/Track Group(s)

Interdisciplinary Requirement-Area 1	Interdisciplinary Requirement-Area 2	Interdisciplinary Requirement-Area 3
CRJ 100: Introduction to Criminal Justice (SB)	PAF 200: Public Service and Policy in the 21st Century	SWU 171: Introduction to Social Work (SB & H)
CRJ 204: Juvenile Justice	PAF 201: Economics and Public Policy (SB)	SWU 180: Introduction to Lesbian, Gay, Bisexual and Transgender (LGBT) Studies (SB & C)
CRJ 225: Introduction to Criminology (SB)	PAF 311: Leadership and Change (SB)	SWU 250: Stress Management Tools I (SB)
CRJ 270: Community Justice (SB)		
CRJ 461: Domestic Violence		
CRJ 462: Gangs		
Events Emphasis Core Courses (grade of "C" required)	Recreation Emphasis Core Courses (grade of "C" required)	Sport Emphasis Core Courses (grade of "C" required)
PRM 486: Special Events Management	PRM 201: Introduction to Community Sports	CSM 201: Introduction to Community Sports CSM 483: Sports Tourism

PRM 487: Advanced Special Events Management	PRM 364: Foundations of Recreation Therapy (SB)	CSM 485: Sports Events
PRM 488: Event Marketing and Promotion	PRM 475: Entrepreneurial Recreation and Tourism	
Events Emphasis Elective Courses (choose 3 courses; grade of "C" required)	Recreation Emphasis Elective Courses (choose 3 courses; grade of "C" required)	Sport Emphasis Elective Courses (choose 3 courses; grade of "C" required)
CSM 483: Sports Tourism	PRM 486: Special Events Management	PRM 364: Foundations of Recreation Therapy (SB)
CSM 485: Sports Events	PRM 487: Advanced Special Events Management	PRM 487: Advanced Special Events Management
PRM 475: Entrepreneurial Recreation and Tourism	PRM 488: Event Marketing and Promotion	PRM 488: Event Marketing and Promotion
TDM 345: Meeting and Convention Planning	TDM 448: Heritage and Cultural Tourism	TDM 458: International Tourism (G)
TDM 386: Convention Sales and Management	TDM 480: Sustainable Tourism	TDM 475: Entrepreneurial Recreation and Tourism
PRM 485: Sports Events		
Tourism Emphasis Core Course (grade of "C" required)	Tourism Emphasis Elective Courses (choose 3 courses; grade of "C" required)	
TDM 225: Introduction to Resort and Hotel Management	PRM 486: Special Events Management	
TDM 458: International Tourism (G)	TDM 345: Meeting and Convention Planning	
TDM 480: Sustainable Tourism	TDM 386: Convention Sales and Management	
	TDM 448: Heritage and Cultural Tourism	
	TDM 475: Introduction to Resort and Hotel Management	
	TDM 483: Sports Tourism	

**Total Hours:** 120.0

**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, Arts and Design (HU)
- Social-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 2018 - 2019 academic year.










## 2018 - 2019 Major Map



### Tourism and Recreation (Lake Havasu), (Proposed)

School/College:  
NWTGNGH

Term 1 0 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 PRM 120: Leisure and the Quality of Life (SB)	3	C	<ul style="list-style-type: none"> <li>An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses</li> <li>Mathematics Placement Assessment score determines placement in mathematics course</li> <li>ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students</li> </ul>
ASU 101-CPP: The ASU Experience	1		
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
MAT 142: College Mathematics (MA)	3	C	
Interdisciplinary Requirement	3		
Humanities, Arts and Design (HU)	3		
Term hours subtotal:	16		

Term 2 16 - 32 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 TDM 205: Introduction to Travel and Tourism (G)	3	C	<ul style="list-style-type: none"> <li>Network in your career interest area</li> </ul>
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
Computer/Statistics/Quantitative Applications (CS)	3		
Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
Elective	3		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	16		

Term 3 32 - 48 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 COM 225: Public Speaking (L)	3	C	<ul style="list-style-type: none"> <li>Secure volunteer experience to start your 200 career field exploration hours</li> </ul>
 PRM 210: Leisure Delivery Systems	3	C	
Interdisciplinary Requirement	3		
Humanities, Arts and Design (HU)	3		
Natural Science - Quantitative (SQ)	4		
 Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		

Term 4 48 - 63 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 PRM 203: Program Planning	3	C	
CRD 350: Tourism, Recreation and Sports Marketing	3	C	
PRM 310: Volunteer Management	3	C	
Complete 2 courses:	6	C	
Emphasis Core Course			
Term hours subtotal:	15		

Term 5 63 - 78 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ CRD 302: Inclusive Community Development (C)	3	C	• Develop your skills
★ PRM 380: Wilderness and Parks in America (SB & H)	3	C	
★ Upper Division Literacy and Critical Inquiry (L)	3	C	
Upper Division Elective OR Upper Division Emphasis Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	15		

Term 6 78 - 93 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ CRD 401: Managing Leisure Enterprises	3	C	• Develop your professional online presence
★ Complete 2 courses: Upper Division Emphasis Elective Course	6	C	
Complete 2 courses: Upper Division Elective	6		
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	15		

Term 7 93 - 108 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ CRD 403: Leadership and Professional Development	3	C	• Research employment/internship opportunities
★ Emphasis Core Course	3	C	
★ Upper Division Emphasis Elective Course	3	C	
CRD 402: Assessment and Evaluation of Community Services	3	C	
Upper Division Elective OR Upper Division Emphasis Elective	3	C	
Term hours subtotal:	15		

Term 8 108 - 120 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
PRM 484: Internship or TDM 484: Internship or CSM 484: Internship			
★ OR CRD 435: Service Learning for Community Development AND Emphasis Elective	6	C	
Upper Division Elective OR Upper Division Emphasis Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	12		

- For the Interdisciplinary Requirement:
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Hide Course List(s)/Track Group(s)

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CRJ 225: Introduction to Criminology (SB)	PAF 311: Leadership and Change (SB)	
CRJ 270: Community Justice (SB)		SWU 181: Economics: A Social Issues Perspective
CRJ 461: Domestic Violence		
CRJ 462: Gangs		SWU 182: Social Services Perspective of Government (SB)
		SWU 183: Introductory Ethics: A Social Issues Perspectives (HU)
		SWU 250: Stress Management Tools I (SB)
Events Emphasis Core Courses (grade of "C" required)	Recreation Emphasis Core Courses (grade of "C" required)	Sport Emphasis Core Courses (grade of "C" required)
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PRM 475: Entrepreneurial Recreation and Tourism	PRM 487: Advanced Special Events Management	PRM 488: Event Marketing and Promotion
TDM 345: Meeting and Convention Planning	PRM 488: Event Marketing and Promotion	TDM 458: International Tourism (G)
TDM 386: Convention Sales and Management	TDM 448: Heritage and Cultural Tourism	TDM 475: Entrepreneurial Recreation and Tourism
	TDM 480: Sustainable Tourism	
Tourism Emphasis Core Course (grade of "C" required)	Tourism Emphasis Elective Courses (choose 3 courses; grade of "C" required)	
TDM 225: Introduction to Resort and Hotel Management	PRM 486: Special Events Management	
TDM 458: International Tourism (G)	TDM 345: Meeting and Convention Planning	
TDM 480: Sustainable Tourism	TDM 386: Convention Sales and Management	
	TDM 448: Heritage and Cultural Tourism	
	TDM 475: Introduction to Resort and Hotel Management	
	TDM 483: Sports Tourism	

**Total Hours:** 120.0  
**Upper Division Hours:** 45 minimum

**General University Requirements Legend**  
General Studies Core Requirements:

**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

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- Social-Behavioral Sciences (SB)
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- 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 2018 - 2019 academic year.

**School of Community Resources and Development** | College of Public Service & Community Solutions  
411 N. Central Avenue, Suite 550 | Phoenix, AZ 85004-0685 | p 602.496.0550 | f 602.496.0953 | [scrd.asu.edu](http://scrd.asu.edu)

August 29, 2017

Curriculum Review Committee:

This is to confirm that the faculty of the School of Community Resources and Development support the new major in Tourism and Recreation Management. The curriculum was developed by a sub-committee of faculty members headed by the chair of the undergraduate curriculum committee. The School has the resources to support the program.

Sincerely,

A handwritten signature in black ink, appearing to read "Kath Andereck", with a long horizontal flourish extending to the right.

Kathleen Andereck  
Director and Professor

## Jennifer Shea

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**From:** Kay Faris  
**Sent:** Friday, August 25, 2017 12:46 PM  
**To:** Lynne Cody  
**Cc:** Kathleen Andereck; Kay Faris  
**Subject:** RE: New Tourism and Recreation Online degree

Hi Lynne,

The W. P. Carey School supports the request for an online degree in tourism and recreation. We wish you success in this program and if we can assist in anyway, please let me know.

Best wishes,

Kay

Kay A. Faris  
Senior Associate Dean, Academic Programs  
W. P. Carey School of Business  
Arizona State University  
Tempe, AZ 85287-3406  
Phone: 480-965-7587  
Fax: 480-965-3846  
[Kay.Faris@asu.edu](mailto:Kay.Faris@asu.edu)



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