

MINOR IN HOSPITALITY AND TOURISM MANAGEMENT



SACRAMENTO STATE
Redefine the Possible

In Workflow

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Approval Path

1. Tue, 12 Oct 2021 19:11:57 GMT
Marty Wilson (mcwilson): Approved for RPTA Committee Chair
2. Tue, 12 Oct 2021 19:12:58 GMT
Marty Wilson (mcwilson): Approved for RPTA Chair
3. Wed, 20 Oct 2021 02:14:46 GMT
Heather Thompson (heather.thompson): Approved for HHS College Committee Chair
4. Wed, 20 Oct 2021 16:09:49 GMT
Robert Pieretti (sac19804): Approved for HHS Dean

New Program Proposal

Date Submitted: Tue, 12 Oct 2021 16:48:33 GMT

Viewing: Minor in Hospitality and Tourism Management

Last edit: Tue, 12 Oct 2021 16:48:31 GMT

Changes proposed by: Abhijeet Shirsat (223000375)

Academic Group: (College)

Health & Human Services

Academic Organization: (Department)

Recreation, Parks, and Tourism Administration

Catalog Year Effective:

2022-2023 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

Individual(s) primarily responsible for drafting the proposed degree major program:

Name (First Last)	Email	Phone 999-999-9999
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Type of Program Proposal:

Minor

Is this a pilot program?

No

Is this a Fast Track program?

No

Title of the Program:

Minor in Hospitality and Tourism Management

Designation: (degree terminology)

Minor

Abstract of the proposal:

We are proposing this minor in order to make it more accessible to students who may not choose to pursue a bachelor's degree but will benefit from exposure to the subject matter.

Briefly describe the program proposal (new or change) and provide a justification:

We are proposing this minor to help non-RPTA students learn about hospitality and tourism management.

RPTA was one of the Departments affected by E01071, with our undergraduate majors separating into three separate programs. It now makes sense, for consistency and program coordination purposes, to follow that lead with respect to the separation of Minors – hence the new Hospitality and Tourism Management minor to match the new Hospitality and Tourism Management major (and distinct from the major and minor in Recreation Management). There's no anticipated cost to this, except perhaps a small increase in advising time if this proves popular – but it's also a very self-explanatory program. The upside potential for students to gain a qualification that better matches their interests and the content of their coursework is the primary goal.

Objectives of the degree program:

To help non-RPTA students learn about hospitality and tourism management.

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Intellectual and practical skills

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Please attach a Comprehensive Program Assessment Plan (required)

Assessment Plan_Hospitality and Tourism Management Minor.docx

Please attach a Curriculum Map Matrix (required)

CurriculumMapMatrix_Hospitality and Tourism Management.docx

Please attach a five-year budget projection (required)

Budget Projections - RPTA Minors.docx

Catalog Description:

Program Description

The Minor in Hospitality and Tourism Management is designed for non-RPTA majors interested in learning about career areas within the hospitality and tourism fields. This broad set of industries can lead to careers in hospitality and event planning, tourism, eco-tourism, activity programming, and destination marketing.

The minor requires 15 units, all of which must be taken in Recreation, Parks, and Tourism Administration. At least 9 units must be upper division, with at least 9 upper division units taken in residence at Sacramento State.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

Minimum Grade Requirement

A grade of "C-" or better is required in all courses applied to the certificate.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Code	Title	Units
Required Courses (3 Units)		
RPTA 80	Introduction to Hospitality and Tourism	3
Electives (12 Units)		
<i>Select 12 units from the following:</i>		12
RPTA 61	Cost Management for Hospitality	
RPTA 82	Introduction to Hospitality and Tourism Law	
RPTA 84	Hotel and Lodging Operations	
RPTA 139	Conference and Meeting Planning	
RPTA 178	Human Resources Management in the Hospitality Industry	
RPTA 179	Profit and Revenue Management for Hospitality	
RPTA 182	Travel And Tourism	
RPTA 184	Hospitality Administration	
RPTA 185	Advanced Seminar in Commercial Recreation Administration	
RPTA 187	Gastronomic Tourism	
RPTA 188	Sacramento Region Craft Beer Industry Tourism	
RPTA 189	California Wine and Agri-Tourism	
Total Units		15

Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:

Survey Response - RPTA Minors.docx

Provide justification for any discrepancies between national/statewide/professional manpower surveys and local findings:

See Attachment

For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:

N/A - not a graduate program

Professional uses of the proposed degree major program:

To work in the hospitality industry, or to apply hospitality principles of customer service, budgeting, promotion, etc. to a related profession.

The expected number of majors in:

1st Year Enrollment:

10

3rd Year Enrollment:

25

5th Year Enrollment:

35

1st Year Graduates:

0

3rd Year Graduates:

10

5th Year Graduates:

25

Please attach any additional files not requested above:

Budget Projections - RPTA Minors.docx

Key: 527