

BS IN HOSPITALITY AND TOURISM MANAGEMENT



SACRAMENTO STATE

In Workflow

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Approval Path

1. Mon, 09 Sep 2024 18:11:29 GMT
Abhijeet Shirsat (shirsat): Approved for RPTA Committee Chair
2. Mon, 09 Sep 2024 18:22:28 GMT
Jamie Hoffman (jamie.hoffman): Approved for RPTA Chair
3. Wed, 18 Sep 2024 02:50:12 GMT
Andrea Becker (andrea.becker): Approved for HHS College Committee Chair
4. Wed, 18 Sep 2024 14:00:43 GMT
Robert Pieretti (sac19804): Approved for HHS Dean
5. Thu, 19 Sep 2024 21:08:22 GMT
Janett Torset (torsetj): Rollback to RPTA Chair for Academic Services
6. Thu, 19 Sep 2024 21:45:39 GMT
Jamie Hoffman (jamie.hoffman): Rollback to RPTA Committee Chair for RPTA Chair
7. Fri, 20 Sep 2024 21:42:07 GMT
Abhijeet Shirsat (shirsat): Approved for RPTA Committee Chair
8. Fri, 20 Sep 2024 22:28:39 GMT
Jamie Hoffman (jamie.hoffman): Approved for RPTA Chair
9. Sat, 21 Sep 2024 03:13:35 GMT
Andrea Becker (andrea.becker): Approved for HHS College Committee Chair
10. Mon, 23 Sep 2024 16:37:47 GMT
Robert Pieretti (sac19804): Approved for HHS Dean

History

1. Jun 1, 2020 by Greg Shaw (sac14077)
2. Apr 20, 2021 by 220267334
3. Apr 29, 2021 by Janett Torset (torsetj)
4. Feb 14, 2023 by Abhijeet Shirsat (shirsat)
5. Mar 8, 2023 by Janett Torset (torsetj)

Date Submitted: Mon, 09 Sep 2024 18:07:46 GMT

Viewing: BS in Hospitality and Tourism Management**Last approved: Wed, 08 Mar 2023 21:52:16 GMT****Last edit: Sat, 21 Sep 2024 03:13:27 GMT**

Changes proposed by: Jamie Hoffman (216222514)

Academic Group: (College)

Health & Human Services

Academic Organization: (Department)

Recreation, Parks, and Tourism Administration

Catalog Year Effective:

2025-2026 Catalog

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:

Major

Program Change Type:

Substantive

Is this a pilot program?

No

Delivery Format:

Fully Face to Face

Title of the Program:

BS in Hospitality and Tourism Management

Designation: (degree terminology)

Bachelor of Science

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

This change includes decreasing the number of units for the degree from 57 to 49 units to align with the proposed changes to the BS in Recreation Management. This justification statement is written to cover changes in both the Recreation Management (RM) and Hospitality and Tourism management (HTM) programs as the background and circumstances are significantly interconnected. Indeed, until recently, the content existed in a single degree which separated into two programs as HTM needed to comply with the Hospitality AD-T and statewide Transfer Model Curriculum (TMC) which caused the programs to diverge under the auspices of EO 1071. Part of this separation process at that time, and continuing into these two proposals, was a conscious decision on the part of the RPTA faculty to maintain the same unit count in both programs to encourage the choice of program based on content not based on the logistics of program completion. However, where Hospitality programs across the State share an AD-T/TMC, Recreation programs do not – and both of these programs share some enrollment vulnerabilities caused or complicated by various legislative or enrollment factors, with these two proposals intended to alleviate those concerns.

For HTM, part of the problem has been the newness of the program and the lack of an established transfer tradition from similar programs, but also the appeal of the program for students in AD-T pathways in other disciplinary areas who find themselves discouraged from changing discipline. For RM, the lack of an AD-T/TMC causes similar problems as students can't be placed into AD-T transfer pathways in Recreation, even where other Associate's Degrees in Recreation exist, and switching pathways is less encouraged than in the past. For both programs (and other Majors in similar positions) the positive switch towards AD-T/TMC pathways and the guarantees and promises that accompany them, have made switching pathways/Majors harder or, at least, accompanied by a perception of the loss of the time/unit to graduation certainty associated with the AD-T. We believe this can be alleviated by offering our programs with a Major unit count no higher than 51, so that each Major + 9 units of UDGE is no higher in total than 60 units. In this way, transferring into either program carries little or no perceived risk, as compared to entering any program with an AD-T in hand and the concomitant promises and guarantees. Both community college students and counselors will see that the pathway to success doesn't exceed the 60-units normally associated with completion of an AD-T/TMC approved program (where they exist), regardless of whether or not the student is entering from a matching discipline. And even though we can often accommodate sufficient transfer coursework to make the mathematics of completion the same, this isn't something that can be seen with any certainty ahead of transfer. The timing of this is also important, as while AB928 is mostly associated with the new

IGETC transfer GE pattern, it also has embedded language that requires community college advisors/counselors to place students into established AD-T pathways where they exist. And while this ought not to affect programs where such pathways don't exist at all, if a student mentions more than one interest, it is expected that they will be placed (or enthusiastically directed towards) the one with the AD-T. For our Majors, which once flourished by attracting undeclared students and others who were looking for new directions discovered through GE courses, club or Greek involvement, special events, volunteer experiences, etc., structured pathways that discourage exploration or changes in direction adversely impact our enrollment – and we need to counter those affects to ensure sufficient students remain prepared to participate and succeed in vital areas such as community recreation programming, state and national park leadership, and the ever vital hospitality and tourism sectors in California's economy. These can't be opportunities that are allowed to diminish because of the unintended consequences of well-intentioned programs that corral enrollment into accelerated academic pathways with no exit ramps or intersections – not everybody starts out knowing how they want to finish. Fortunately, from a curricular perspective, the changes are relatively insignificant. Dropping from 57 units to 49 in both RM and HTM requires only a reduction in the number of units associated with the internship requirement, which is maintained in both programs, and the elimination of one Major elective requirement. In increasingly difficult budgetary times, some of our lower enrolled Major elective courses tend to be vulnerable anyway and aren't offered as frequently as in the past. But the core of the programs remain solid and rigorous, with HTM aligning with the AD-T/TMC expectations and RM remaining consistent with national accreditation standards. Other changes to Major elective lists across/between the programs are largely a matter of cleanup and reflect such things as new courses or course numbering since the programs were last updated.

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Intellectual and practical skills
Integrative learning

Program Learning Outcomes

Program Learning Outcomes

Learning Outcome

PL01: Identify the knowledge and skills necessary for hospitality and tourism or related business operations.

PL02: Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism or related organization.

PL0 3: Demonstrate competence in written, oral, interpersonal, and digital for hospitality and tourism management.

PL0 4: Formulate business decisions in hospitality and tourism management.

PL0 5: Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry.

PL0 6: Use diverse, structured ways of thinking to solve problems related to different facets of professional practice, engage in advocacy, and simulate innovation.

Learning Outcomes Display

Course Code	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
Warning! Unable to parse program body. Data Invalid: Area header row cannot be followed by indented row.						

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)

HTM PLOs and Assessment Plan.docx

Please attach a Curriculum Map Matrix (required)

Bachelor of Science in Hospitality and Tourism Management Curriculum Matrix.docx

Please attach a five-year budget projection (required)

Department of Recreation.docx

Do these changes impact the Smart Planner roadmap?

No

Catalog Description:

Units required for Major: 49

Total units required for BS: 120

Program Description

Hospitality and tourism are two of California's fastest growing and most important industries. The **BS in Hospitality and Tourism Management** allows students flexibility in the selection of courses related to hospitality and tourism management, commercial recreation, and event planning. Curriculum focuses on hotel management, tourism destination marketing, and convention and meeting planning, as well as the basics of entrepreneurial businesses, and the skills needed for working with for-profit, and experience industry agencies (e.g., resorts, ski lodges, conference and meeting facilities, cruise lines, theme parks, destination marketing agencies, spas, clubs, and travel agencies). Local industry professionals from the Sacramento Hotel Association and Visit Sacramento (Sacramento Convention and Visitors Bureau) work closely with department faculty to give students practical skills associated with internships and jobs in the industry.

Note:

- Students graduating with a Bachelor of Science Degree in Hospitality and Tourism Management are not be subject to the University's Foreign Language Graduation Requirement. Students who change major may be subject to the University's Foreign Language Graduation Requirement.
- No more than 6 units of RPTA 198 and RPTA 199 in combination may be used to meet program requirements. No more than 3 units of RPTA 198 may be used to meet major requirements.
- RPTA 21, RPTA 22, RPTA 100 and RPTA 122 may **not** be used to meet program requirements.

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

Grade of "C-" or better is required in all courses applied to the major.

As defined by policy <http://www.csus.edu/umannual/acadaff/fsm00010.htm>, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

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 Lower Division Courses (13 Units)		
RPTA 1	Orientation to Recreation, Parks and Tourism Administration	1
RPTA 61	Cost Management for Hospitality	3
RPTA 80	Introduction to Hospitality and Tourism	3
RPTA 82	Introduction to Hospitality and Tourism Law	3
RPTA 84	Hotel and Lodging Operations	3
Required Upper Division Courses (19 Units)		
RPTA 101	Senior Seminar	1
RPTA 105	Management in Recreation, Parks and Tourism	3
RPTA 110	Research and Evaluation in Recreation, Parks and Tourism	3
RPTA 139	Conference and Meeting Planning	3
RPTA 178	Human Resources Management in the Hospitality Industry	3
RPTA 182	Travel And Tourism	3
RPTA 183	Marketing Recreation Services	3
Elective Requirement ^{1,2}		12
Selective 12 units from the following with approval from major advisor:		
NUFD 9	Food Safety and Sanitation	
RPTA 54	Critical Thinking in Tourism	
RPTA 179	Profit and Revenue Management for Hospitality	
RPTA 184	Hospitality Administration	
RPTA 185	Advanced Seminar in Commercial Recreation Administration	
RPTA 187	Food Tourism	
RPTA 188	Sacramento Region Craft Beer Industry Tourism	
RPTA 189	California Wine and Agri-Tourism	
Internship Requirement		5
RPTA 195G	Partial Internship: Hospitality and Tourism Management	

Total Units

49

¹ RPTA 21, RPTA 22, or RPTA 100 may **not** be used to meet major requirements. At least nine units must be upper division.

² May include credit from associated transfer degree.

General Education Requirements ¹

Code	Title	Units
Area A: Basic Subjects (9 Units)		
A1	Oral Communication	3
A2	Written Communication	3
A3	Critical Thinking	3
Area B: Physical Universe and Its Life Forms (13 Units)		
B1	Physical Science	3
B2	Life Forms	3
B3	Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)	1
B4	Math Concepts	3
B5	Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.	3
Area C: Arts and Humanities (12 Units)		
C1	Arts	3
C2	Humanities	3
C1/C2	Area C Course	3
C1/C2	Area C Course - Take upper-division course to complete Area & upper division requirements.	3
Area D: The Individual and Society (6-9 Units)		
	Area D Course	3
	Area D Course	0 - 3
	Area D Course - Take upper-division course to complete Area & upper division requirements.	3
Area E: Understanding Personal Development		
	Area E Course ²	0
Area F: Ethnic Studies (3 Units)		
	Area F Course	3
Total Units		43-46

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² Required in Major; also satisfies GE.

Graduation Requirements ¹

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
	American Institutions: U.S. History	3
	American Institutions: U.S. Constitution & CA Government	3
	Writing Intensive (WI)	3
Graduation Requirements (required by Sacramento State) (6 Units)		
	English Composition II	3
	Race and Ethnicity in American Society (RE)	3
	Foreign Language Proficiency Requirement ²	0

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>

Note: Students with a declared major of BS in Recreation Therapy, BS in Recreation Administration (Recreation and Park Management), or BS in Hospitality and Tourism Management are exempt from the Foreign Language Graduation Requirement.

Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

N/A

Provide a fiscal analysis of the proposed changes:

N/A

How will the above changes be accommodated within the department/College existing fiscal resources?

This will have no additional changes or impact to the existing fiscal resources.

Will the proposed changes require additional resources?

No

What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?

N/A

Estimate the cost and indicate how these resource needs will be accommodated:

N/A

Please attach any additional files not requested above:

HTM Advising Sheet 9-20-24 (2).pdf

Reviewer Comments:

Janett Torset (torsetj) (Thu, 19 Sep 2024 21:08:22 GMT): Rollback: Rolled back at department request

Jamie Hoffman (jamie.hoffman) (Thu, 19 Sep 2024 21:45:39 GMT): Rollback: for editing errors

Key: 461