BACKGROUND AND REQUEST

KENT STATE UNIVERSITY
Master of Science in Hospitality and Tourism Management

EXECUTIVE SUMMARY/RECOMMENDATION

This program clearly meets the Chancellor's standards for new graduate degree programs. The Regents' Advisory Committee on Graduate Study recently voted unanimous approval for the new program. There were no serious concerns raised in the review.

Request: Kent State University requests approval for a joint Master of Science in Hospitality and Tourism Management degree program. The proposed master's program is the joint effort of the Hospitality Management program faculty in the School of Family and Consumer Studies and the Tourism faculty within the Park, Recreation, and Tourism Management program in the School of Exercise, Leisure, and Sport.

Program Purpose/Mission: The purpose of the proposed Master of Science in Hospitality and Tourism Management program is to provide graduate level education in Northeast Ohio in Hospitality and Tourism Management. The program will prepare graduates for leadership or industry-related research/consulting positions, or the pursuit of a terminal degree in Hospitality or Tourism Management. The proposed program is unique in the state of Ohio by providing hospitality *and* tourism management graduate education. The offering of Hospitality and Tourism Management as opposed to separate programs offers two key advantages. One, the faculty base of these two programs includes five graduate level faculty members. Student will be exposed to rich and varied ideas and research specializations. Secondly, the cross fertilization of ideas between faculty and students in the proposed Kent State University program is anticipated to have a synergistic effect strengthening graduates' career potential. The interrelatedness of hospitality and tourism is evident. Hotel and restaurant managers in a number of locations have a customer base dominated by tourists. Likewise, professionals promoting tourism in a given area may be supported or limited by the quality and number of local lodging and restaurant businesses. Thus, graduates who appreciate these connections will have a competitive advantage.

As the world's largest industry, hospitality and tourism encompass a broad spectrum of businesses including attractions (e.g., historical, educational, and natural), amusements, conventions, events, sports, shopping, restaurants, lodging and transportation. Together they are a vital force for economic development, generating income, employment and taxes. These businesses are instrumental to regional development such as urban renewal and rural sustainability. The social aspect of hospitality and tourism development is as

significant as the economic side. Hospitality and tourism increases the quality of living (e.g., entertainment, improved infrastructure and public services such as funding for schools).

Key program features that are central to KSU's mission include: 1) collaboration among academic disciplines; 2) recruitment and retention of minority students; 3) provision of advanced training and knowledge that will have a positive economic and social impact in Ohio and regions beyond; 4) excellence in instruction that is grounded in current knowledge and on-going scholarship; and 5) high-quality advising that fosters students' involvement in basic and applied research and community outreach.

Enrollments: Four major groups of students are anticipated to be recruited to the proposed graduate program. These include: graduates from KSU or area universities with degrees in Hospitality Management, Park, Recreation, and Tourism and Business or other related areas; Hospitality and Tourism Management professionals working in Northeast Ohio; International students and; Distance education students. Twenty-five percent of KSU's Hospitality and tourism students are interested in the proposed M.S. program. Enrollment for Year One is estimated at 4 students, in Year Two at 5 students, in Year Three at 6 students, in Year Four at 7 students, and in Year Five at 8 students.

Curriculum: The proposed curriculum will be composed of core course requirements (16-17 credit hours), a master's thesis (6 credit hours) or a master's project (3 credit hours), focus area courses (6-7 credit hours) and Business Management supporting courses (3-6 credit hours) to be chosen in consultation with a faculty advisor for a total of 32 credit hours. Students who select the thesis option will conduct research and will have greater basic research focus to their program of study. The thesis will follow guidelines established for Master's thesis at Kent State University. The integration of Hospitality and Tourism concepts in the curriculum will occur through class discussion aimed at exploring the relationship between the fields within the core course requirements. The positive and negative impacts of tourism and hospitality businesses from an economic and social perspective will be discussed and debated in both the current issues and explorations of research courses in the core requirements. Focus area requirements will further expand on these issues with regional, national and global perspectives.

The proposed master's program includes a number of courses already offered in Hospitality Management or Tourism. Thus, the offering of existing courses does not represent an additional cost. Faculty teaching leads will need to be allocated for five new courses: HM 63022 Current Issues in Hospitality and Tourism Management; HM 63026 Research Seminar; ELS 6XXX Exploration of Tourism and Hospitality Research; ELS 6XXX Global Issues of Tourism Trade; HM 61199 Research or ELS 63098 Research. These courses will be for the credit hours associated with student thesis or master's projects and will not impact teaching loads unless the number of graduate students is very high.

Faculty, Facilities and Resources: All of the courses for the master's program may be able to be absorbed into the teaching loads of the current faculty by altering the frequency of course scheduling for elective classes at the undergraduate level. The inclusion of graduate students in the slash courses is not anticipated to necessitate additional faculty. The Hospitality Management and Tourism programs use office space and classroom space in Nixon Hall and the Annex on the Kent campus. No additional needs or space are anticipated as a result of the proposed master's program. The projected revenue from tuition and subsidy with an estimated enrollment of four students in the first year is $47,978. In year five, with an estimated enrollment of eight students, the total projected revenue is $95,956. These enrollments are considered to be conservative.

Evidence of Need: The proposed Master's of Science in Hospitality and Tourism Management degree program will be the only graduate program available for students seeking this area of study in Northeast Ohio. Currently in Ohio, only two institutions provide graduate education in hospitality management, and one institution provides graduate education in leisure and tourism studies. None of these programs offer combined hospitality *and* tourism masters programs. Out of the nearby states, only Purdue University and Temple University offer graduate programs incorporating *both* hospitality and tourism.

Students in Northeast Ohio currently do not have access to a graduate program in hospitality or tourism management. Furthermore, students seeking a master's program that integrates hospitality and tourism management will need to pursue their graduate education out of state.

This integrated program with the inclusion of regional, national, and global perspectives of hospitality and tourism will provide a unique approach to graduate education in Ohio. The program will develop students' critical thinking skills, research ability, and understanding of advanced hospitality and tourism issues to prepare graduates for leadership or industry-related research/consulting positions, or the pursuit of a terminal degree in Hospitality or Tourism Management.

End of Comment Period: April 2, 2009
No Comments Received, Recommend Approval

Approved	
	4/13/09
Eric D. Fingerhut, Chancellor	Date