

Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

Institution Submitting Request: University of Utah

Proposed Title: NA

Currently Approved Title: NA

School or Division or Location: College of Health

Department(s) or Area(s) Location: Department of Parks, Recreation, and Tourism

Recommended Classification of Instructional Programs (CIP) Code¹ (for new programs): NA

Current Classification of Instructional Programs (CIP) Code (for existing programs): NA

Proposed Beginning Date (for new programs): 08/15/2016

Institutional Board of Trustees' Approval Date:

Proposal Type (check all that apply):

Regents' General Consent Calendar Items		
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>		
SECTION NO.		ITEM
5.1.1	<input type="checkbox"/>	Minor*
5.1.2	<input type="checkbox"/>	Emphasis*
5.2.1	<input type="checkbox"/>	(CER P) Certificate of Proficiency*
5.2.3	<input type="checkbox"/>	(GCR) Graduate Certificate*
5.4.1	<input type="checkbox"/>	New Administrative Unit
	<input type="checkbox"/>	Administrative Unit Transfer
	<input type="checkbox"/>	Administrative Unit Restructure
	<input type="checkbox"/>	Administrative Unit Consolidation
5.4.2	<input type="checkbox"/>	Conditional Three-Year Approval for New Centers, Institutes, or Bureaus
5.4.3	<input type="checkbox"/>	New Center
	<input type="checkbox"/>	New Institute
	<input type="checkbox"/>	New Bureau
5.5.1	<input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2	<input type="checkbox"/>	Program Transfer
	X	Program Restructure
	<input type="checkbox"/>	Program Consolidation
5.5.3	X	Name Change of Existing Programs
5.5.4	<input type="checkbox"/>	Program Discontinuation
	<input type="checkbox"/>	Program Suspension
5.5.5	<input type="checkbox"/>	Reinstatement of Previously Suspended Program
	<input type="checkbox"/>	Reinstatement of Previously Suspended Administrative Unit

**Requires "Section V: Program Curriculum" of Abbreviated Template*

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date: 09/24/2015

Printed Name:

¹ CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

Program Request - Abbreviated Template
University of Utah
Undergraduate degree in Parks, Recreation and Tourism
Emphasis Area Consolidation
09/24/2015

Section I: Request

The Department of Parks, Recreation, and Tourism seeks to revise the undergraduate curriculum, reducing seven emphasis areas (Natural Resource Recreation Mgt., Sustainable Tourism Mgt., Hospitality Management, Commercial Recreation, Adventure and Outdoor Programs, Community Recreation and Sport Mgt., and Therapeutic Recreation (which is moving to form a new department with Occupational Therapy) areas to three emphasis areas (Outdoor Recreation Studies, Sustainable Tourism and Hospitality Mgt., and Commercial, Community & Sport Mgt.), to better serve students, meet the demands of an evolving profession, and create greater synergies within the department. The impact to the undergraduate curriculum will be positive, especially in relation to reducing redundancy, improving content, and creating new opportunities for creative delivery such as integrating professional development areas in natural resources, outdoor education, and tourism. In addition, through the realignment within the College of Health, the Therapeutic Recreation emphasis area will move to Occupational Therapy as its own program, meeting the growing and changing needs of the profession.

Faculty Consultation: Each faculty group under the new emphases consulted on content, structure, and emphasis names before moving it forward to the curriculum committee. Subsequently, the proposal was submitted to the COH Curriculum Committee on September 25, 2015 for their review and approval.

Student Consultation: Before embarking on efforts to change the emphasis areas and deliver a revised curriculum to students, we carried out a review of the program and also consulted with students and their varied interests in Parks, Recreation, and Tourism. What we learned was that students' interests are evolving and becoming more creative and innovative. This meant the department needed to find ways to meet innovation in our profession and diverse interests of students as well.

Vision 2020: In addition to student and faculty consultations, within each emphasis area, faculty reviewed employment opportunities in various sectors of the profession and held an Advisory Council meeting with industry professionals from all areas including but not limited to, public land administrators, hospitality and tourism professionals, and community parks, recreation, and sport—the consensus arising from this Advisory meeting was full support for the changes proposed in our program.

In addition to emphasis area revisions, we are working with the University to support online education in the area of tourism and hospitality. Sustainable Tourism and Hospitality offer entry level certificates as well as excellent opportunities for advancement. We believe these new developments coupled with name changes and tracks will expand our potential student pool.

Section II: Need

The department is eliminating and renaming emphasis areas to meet the growing demands of the parks, recreation, and tourism profession and offer greater flexibility for students, and reducing redundancies within the curriculum. Through this effort, we will increase our focus on the needs of students and demands within the profession and strengthen current offerings. In addition to a changing and growing industry, these changes have also been recommended through two separate review and accreditation processes over the course of the past three years. Specifically, the 2013 Graduate Council Review in their summary of recommendations, identified the following need:

The Department needs to increase the streamlining and rigor of the undergraduate curriculum, while revisiting the intensity of requirements for doctoral students. The number and expertise of current faculty cannot support seven undergraduate emphasis areas, and doctoral students would be better served by greater flexibility in their curriculum. (Graduate Council Review, August, 2013).

The second recommendation came through our national accreditation process in 2014. As part of the process (Council on Accreditation of Parks, Recreation, Tourism and Related Professions), one of the recommendations was to consider reducing the number of emphasis areas, which is consistent with programs across the country. Specifically, the question/ recommendation was:

Are seven emphasis areas warranted given the resources of the department? We understand this question is being discussed. The resources seem to be fairly equally distributed across these seven areas, but given that PRT also has a graduate program [recommended to reduce] (2014 COAPRT Accreditation Review).

Section III: Institutional Impact

There are no new facilities or equipment required in order to implement these proposed changes. The proposed emphasis area changes will likely provide opportunities for increased enrollment within the department and within classes. The current administrative structure will vary in the following ways: First, due to the nature of the industry, we are combining Sustainable Tourism & Hospitality Management, two faculty members will co-chair the curriculum and direction, Dr.'s Ralston and Bricker. Of note, the core classes required by all option areas within this emphasis support sustainable tourism and hospitality orientation and name of this emphasis. Dr. Brownlee will lead the Outdoor Recreation Studies emphasis, which combines Adventure and Outdoor Programs and Natural Resources Recreation Planning & Management; and Dr. Mary Wells will lead the Commercial, Community, & Sport Management emphasis area, which combines Commercial Recreation Management and Community Recreation & Sport Management. We do anticipate as the programs grow in numbers, additional faculty would be necessary to support students, yet this need is not specific to this change.

Additionally, by dropping and renaming emphasis areas within the department, we have implemented option areas, which guide the students with recommended courses, opportunities for innovative professional development, and flexibility in the ever-changing professional world of parks, recreation, and tourism.

A note of clarification on the emphasis area – Sustainable Tourism & Hospitality Management. Students in this emphasis area have many career options. For example if they are pursuing hotels / resorts, it would behoove them to secure courses in hospitality that carry a American Hotel and Lodging Association Certificate option-hence an different option under the current emphasis. However, despite the different options, they will all be exposed to sustainable tourism and hospitality within the foundations course, electronic management and other electives, with sustainable tourism and hospitality topics addressed by all options.

Section IV: Finances

There is no anticipated impact to the Department or institution due to these changes. From the changes of emphasis areas, the major may attract new types of students with interests associated with the commercial enterprise aspects of two emphasis areas, or perhaps the blending of outdoor recreation and tourism, which are strong economic drivers in the state. Other than potential growth, we do not anticipate any other budgetary impacts at this time.

Students in the program will continue to be advised based on their interests in the profession and what they hope to achieve with the degree. We have a centralized advising system and a staff member assigned to our

department, we will continue to work closely with our advisor Eric Gardner, as we do currently, spending time with Eric to explain the nuances associated with these changes. We have back-up support as well in our faculty, and with Dr. Betsy Cook, as Director of Undergraduate Programs within our department.

Section V: Program Curriculum

*****THIS SECTION OF THE TEMPLATE REQUIRED FOR EMPHASES, MINORS, AND CERTIFICATES ONLY*****

All Program Courses (with New Courses in Bold)

Please see attached emphasis information.

Program Schedule

Please see the attached emphasis information, which includes the program schedules for each of the three emphasis areas.

Section V: Program Curriculum

Parks, Recreation, and Tourism

Emphasis: Outdoor Recreation Studies (TOTAL CREDIT HOURS: 66)

All Program Courses

Prerequisite Courses:	Credit Hours
WRTG 2010 Intermediate Writing (WR2)	3
MATH 1030 Intro to Quantitative Reasoning (QA) or MATH 1050 College Algebra (QA)	3 or 4

Required PRT Core Courses:	Credit Hours
PRT 3100 Foundations of PRT	3
PRT 3101 Professional Preparation in PRT	1
PRT 3207 PRT Management	3
PRT 3211 PRT Experience & Service Marketing	3
PRT 3310 Leisure Behavior & Human Diversity (DV)	3
PRT 3320 Recreation Programming & Leadership	4
PRT 3520 Liability and Risk Management in PRT	3
PRT 3700 Computer Applications in PRT	2
PRT 3780 Evaluation in PRT (QB, QI)	3
PRT 5395 Financial Management in PRT (QI)	3
PRT L, W, or S U-EXPLORE Outdoor Class	2
PRT 4828 Cooperative Education II	12
Sub-Total	42

Required Outdoor Recreation Studies Emphasis Courses:	Credit Hours
PRT 3500 Foundations of Outdoor Recreation Studies	3
PRT 4430 Environmental Interpretation & Communication	3
PRT 5420 Ecology & Management of Wildland Recreation Settings	3
PRT 5710 Adventure & Outdoor Programming I	3
PRT 5965 On-Site Policy Analysis	3
Sub-Total	15

Elective Courses: Must take 9 credits	Credit Hours
PRT 5410 Land & Resource Recreation Planning	2
PRT 5620 Field Study in International Sustainable Tourism Mgt	6
PRT 5720 Adventure & Outdoor Programming II	3
PRT 5855 Seminar in Sustainable Tourism & Ecotourism	3
PRT 5960 Special Topic (to be taken in conjunction with PRT 5410)	1
ORS Elective Course (from approved list)	3
Sub-Total	9

Standard Course Planner for Outdoor Recreation Studies Emphasis

Fall 1	Cr Hrs	Spring 1	Cr Hrs
QA Math 1030 or 1050	3 or 4	SF	3
WR2 Writing 2010	3	AI	3
HF	3	HF	3
FF	3	FF	3
3 credits of electives	3	3 credits of electives	3
Total Credits	15	Total Credits	15

Fall 2	Cr Hrs	Spring 2	Cr Hrs
SF	3	CW	3
12 credits of electives	12	IR	3
		PRT 3700- Computer Applications in PRT	2
		U-EXPLORE Outdoor Class	2
		ORS elective	3
		3 credits of electives	3
Total Credits	15	Total Credits	16

Fall 3	Cr Hrs	Spring 3	Cr Hrs
PRT 3100- Foundations of PRT	3	PRT 3211- PRT Experience & Service Marketing	3
PRT 3101- Professional Preparation in PRT	1	PRT 3500- Foundations of Outdoor Recreation	3
PRT 3310- Leisure Behavior & Human Diversity (DV)	3	Studies	
PRT 3320- Recreation Programming & Leadership	4	PRT 4430- Environmental Interpretation & Communication	3
PRT 3780- Evaluation in PRT (QB, QI)	3	PRT 5420- Ecology & Management of Wildland Recreation Settings	3
2 credits of electives	2	PRT 5710- Adventure & Outdoor Programming I	3
Total Credits	16	Total Credits	15

Fall 4	Cr Hrs	Spring 4	Cr Hrs
PRT 3207- PRT Management	3	PRT 4828- Cooperative Education II	12
PRT 3520- Liability and Risk Management in PRT	3	ORS elective	3
PRT 5395 Financial Management in PRT (QI)	3		
PRT 5965- On-Site Policy Analysis	3		
PRT 5410 +PRT 5960- Land & Resource Recreation Planning + Field Experience	3		
Or PRT 5720- Adventure & Outdoor Programming II	Or 3		
Or PRT 5855- Seminar in Sustainable Tourism & Ecotourism	Or 3		
Total Credits	15	Total Credits	15

HF: Humanities Exploration

FF: Fine Arts Exploration

AI: American Institutions

SF: Physical/Life Science Exploration

CW: Upper Division Communications/Writing

IR: International Requirement

DV: Diversity

QI: Quantitative Intensive BS

Parks, Recreation, and Tourism

Emphasis: Commercial, Community, and Sport Management (TOTAL CREDIT HOURS: 66)

All Program Courses

Prerequisite Courses:	Credit Hours
WRTG 2010 Intermediate Writing (WR2)	3
MATH 1030 Intro to Quantitative Reasoning (QA) or MATH 1050 College Algebra (QA)	3 or 4

Required PRT Core Courses:	Credit Hours
PRT 3100 Foundations of PRT	3
PRT 3101 Professional Preparation in PRT	1
PRT 3207 PRT Management	3
PRT 3211 PRT Experience & Service Marketing	3
PRT 3310 Leisure Behavior & Human Diversity (DV)	3
PRT 3320 Recreation Programming & Leadership	4
PRT 3520 Liability and Risk Management in PRT	3
PRT 3700 Computer Applications in PRT	2
PRT 3780 Evaluation in PRT (QB, QI)	3
PRT 5395 Financial Management in PRT (QI)	3
PRT L, W, or S U-EXPLORE Outdoor Class	2
PRT 4828 Cooperative Education II	12
Sub-Total	42

Required Commercial, Community, Sport Management Courses:	Credit Hours
PRT 3510 Trends and Issues in Commercial, Community, and Sport Management	3
PRT 5460 Electronic Marketing for PRT Services	3
PRT 5480 The Business of Parks, Recreation, and Tourism	3
PRT 5490 The Business of Sport in Parks, Recreation, and Tourism	3
PRT 5495 The Business of Government and Nonprofits in Parks, Recreation, and Tourism	3
Sub-Total	15

Elective Courses: Must take at least 9 credits	Credit Hours
ENTP 1010 Entrepreneurship and Society	3
ENTP 1020 Entrepreneurship and the Startup Methods	3
ENTP 2010 Entrepreneurial Marketing	3
ENTP 2020 Entrepreneurial Finance	3
CCSM Elective Courses (from approved list)	3-9
Sub-Total	9

Standard Course Planner for Commercial, Community, & Sport Management Emphasis

Fall 1	Cr Hrs	Spring 1	Cr Hrs
QA Math 1030 or 1050	3 or 4	SF	3
WR2 Writing 2010	3	AI	3
HF	3	HF	3
FF	3	FF	3
3 credits of electives	3	3 credits of electives	3
Total Credits	15	Total Credits	15

Fall 2	Cr Hrs	Spring 2	Cr Hrs
SF	3	CW	3
ENTP 1010 or other elective	3	IR	3
ENTP 1020 or other elective	3	PRT 3700	2
6 credits of electives	6	ENTP 2010 or other elective	3
		U-EXPLORE	2
		3 credits of electives	3
Total Credits	15	Total Credits	16

Fall 3	Cr Hrs	Spring 3	Cr Hrs
PRT 3100	3	PRT 3211	3
PRT 3101	1	PRT 3510	3
PRT 3310 DV	3	PRT 5480	3
PRT 3320	4	PRT 5490	3
PRT 3780 QI, QB	3	PRT 5495	3
2 credits of electives	2		
Total Credits	16	Total Credits	15

Fall 4	Cr Hrs	Spring 4	Cr Hrs
PRT 3207	3	PRT 4828	12
PRT 3520	3	3 credits of electives	3
PRT 5395 QI	3		
PRT 5460	3		
ENTP 2020 or other elective	3		
Total Credits	15	Total Credits	15

HF: Humanities Exploration

FF: Fine Arts Exploration

AI: American Institutions

SF: Physical/Life Science Exploration

CW: Upper Division Communications/Writing

IR: International Requirement

DV: Diversity

QI: Quantitative Intensive BS

Parks, Recreation, and Tourism

Emphasis: Sustainable Tourism & Hospitality Management (TOTAL CREDIT HOURS: 66)

All Program Courses

Prerequisite Courses:	Credit Hours
WRTG 2010 Intermediate Writing (WR2)	3
MATH 1030 Intro to Quantitative Reasoning (QA) or MATH 1050 College Algebra (QA)	3 or 4

Required PRT Core Courses:	Credit Hours
PRT 3100 Foundations of PRT	3
PRT 3101 Professional Preparation in PRT	1
PRT 3207 PRT Management	3
PRT 3211 PRT Experience & Service Marketing	3
PRT 3310 Leisure Behavior & Human Diversity (DV)	3
PRT 3320 Recreation Programming & Leadership	4
PRT 3520 Liability and Risk Management OR PRT 3206 Hospitality Law	3
PRT 3700 Computer Applications in PRT	2
PRT 3780 Evaluation in PRT (QB, QI)	3
PRT 5395 Financial Management in PRT (QI)	3
PRT L, W, or S U-EXPLORE Outdoor Class	2
PRT 4828 Cooperative Education II	12
Sub-Total	42

Required Sustainable Tourism & Hospitality Mgt. Emphasis Core Courses:	Credit Hours
PRT 3201 Introduction to the Hospitality Industry	3
PRT 5460 Electronic Marketing in PRT	3
PRT 5855 Seminar in Sustainable Tourism and Ecotourism	3
Sub-Total	9

Emphasis requirements continued on next page.

Must Complete One Area

Sustainable Tourism Management Area (STM) Courses	Credit Hours
Select 6 credits:	
PRT 5480 The Business of Commercial Recreation	3
PRT 5610 Social Media and International Tourism (CW/IR)	3
PRT 5650/6650 Eating for Health, Justice, and Sustainability	3
Select 9 credits:	
PRT 5620/6620 Field Study in International Sustainable Tourism (IR)	6
PRT 5690/6960 Special Topic	3
PRT 5420 Ecology & Management of Wildland Recreation Settings	3
PRT 5965 On-Site Policy Analysis	3
STM Elective Course (from approved list)	3
Sub-Total	15

Hospitality Management Area (HOSP) Courses	Credit Hours
Complete 15 credits:	
PRT 3202 Food and Beverage Service	3
PRT 3203 Hospitality Accounting	3
PRT 3204 Front Office Procedures	3
PRT 3205 Hospitality Supervision	3
PRT 3208 Food and Beverage Management	3
Sub-Total	15

Tourism Enterprise & Marketing Area (TEM) Courses	Credit Hours
Select 3 Credits:	
PRT 5610 Social Media and International Tourism (CW/IR)	3
PRT 5690/6960 Special Topic	3
PRT 5965 On-Site Policy Analysis	3
Select 6 Credits:	
PRT 5480 The Business of Parks, Recreation, and Tourism	3
PRT 5490 The Business of Sport in Parks, Recreation, and Tourism	3
PRT 5495 The Business of Government and Nonprofits in Parks, Recreation, and Tourism	3
Complete at least 6 credits	
PRT 5620/6620 Field Study in International Sustainable Tourism (IR)	6
ENTP 1010 Entrepreneurship and Society	3
ENTP 1020 Entrepreneurship and the Startup Methods	3
ENTP 2010 Entrepreneurial Marketing	3
ENTP 2020 Entrepreneurial Finance	3
TEM Elective Courses (from approved list)	3-6
Sub-Total	15

Adventure and Nature-based Tourism Area (ANT) Courses	Credit Hours
Complete at least 15 credits:	
PRT 3500 Foundations of Outdoor Recreation Studies	3
PRT 4430 Environmental Interpretation & Communication	3
PRT 5420 Ecology & Management of Wildland Recreation Settings	3
PRT 5710 Adventure & Outdoor Programming I	3
PRT 5720 Adventure & Outdoor Programming II	3
PRT 5620/6620 Field Study in International Sustainable Tourism (IR)	6
PRT 5960/6960 Special Topic	3
Sub-Total	15

Standard Course Planner for Sustainable Tourism and Hospitality Management Emphasis

Fall 1	Cr Hrs	Spring 1	Cr Hrs
QA Math 1030 or 1050	3 or 4	SF	3
WR2 Writing 2010	3	AI	3
HF	3	HF	3
FF	3	FF	3
3 credits of electives	3	3 credits of electives	3
Total Credits	15	Total Credits	15
Fall 2	Cr Hrs	Spring 2	Cr Hrs
SF	3	CW	3
ENTP 1010 or other elective	3	IR	3
ENTP 1020 or other elective	3	PRT 3700	2
6 credits of electives	6	ENTP 2010 or other elective	3
		ENTP 2020 or other elective	3
		U-EXPLORE	2
Total Credits	15	Total Credits	16

Fall 3	Cr Hrs	Spring 3	Cr Hrs
PRT 3100	3	PRT 3211	3
PRT 3101	1	PRT 3201	3
PRT 3310 DV	3	PRT 5460	3
PRT 3320	4	Select two courses from your chosen area	3
PRT 3780 QI, QB	3		3
2 credits of electives	2		
Total Credits	16	Total Credits	15

Fall 4	Cr Hrs	Spring 4	Cr Hrs
PRT 3207	3	PRT 4828	12
PRT 5395 QI	3	Select one course from your chosen area	3
PRT 3520 or 3206	3		
PRT 5855	3		
Select one course from your chosen area	3		
Total Credits	15	Total Credits	15

HF: Humanities Exploration

FF: Fine Arts Exploration

AI: American Institutions

SF: Physical/Life Science Exploration

CW: Upper Division Communications/Writing

IR: International Requirement

DV: Diversity

QI: Quantitative Intensive BS



MEMORANDUM

To: Curriculum Committee and Administration
From: David Perrin, PhD, Dean, College of Health *DHP*
Date: September 24, 2015
Re: Support for Parks, Recreation, and Tourism Emphases Changes

The College of Health supports the Emphasis area changes proposed by the Department of Parks, Recreation, and Tourism, as reflected in student, faculty, and accreditation consultations, from seven emphasis areas to Outdoor Recreation Studies, Sustainable Tourism & Hospitality Management, and Commercial, Community, & Sport. These changes accurately reflect the status of the field, student developmental needs, and accreditation recommendations, as demonstrated in the description included.

The Committee's support of these changes would be appreciated. If you should need additional information, please contact me.