

## **Request for Authorization to Establish a Master of Science in Sustainable Tourism at East Carolina University**

East Carolina University requests authorization to establish an M.S. in Sustainable Tourism degree program (CIP 30.9999) subject to availability of funding to implement.

### **Program Description**

The M.S. in Sustainable Tourism is an interdisciplinary program focusing on the critical issues of sustainability within the world's largest industry, tourism. It is designed to provide educated leadership to assist with the stabilization, expansion, and effective management of tourism businesses and the furthering of effective public policy at all levels of government to ensure that tourism contributes to economic vitality in balance with environmental and community attributes.

### **UNC Tomorrow Relevance**

The UNC-T report notes that UNC should embrace sustainability as a core value, leverage its faculty research expertise to address critical environmental and energy issues, and increase community awareness of environmental and sustainability issues. Tourism is a major economic driver in North Carolina accounting for over \$17 billion in travel expenditures, \$4.2 billion in payroll, \$2.5 billion in tax receipts, and employing 198,000 residents. Every sector of the tourism industry is embracing sustainable practices in order to save money, increase profits, or simply because it is in the best interests of the local and national environments.

### **Highlights from UNC-GA Data Template**

The N.C. Department of Commerce reports, "The long-term success of a tourism destination, attraction, or accommodation now depends heavily on implementing sustainable practices to protect cultural and natural resources so these wonderful resources can be enjoyed today and in the future." ECU's other multi/interdisciplinary studies master's program, Maritime Studies, had 36 students enrolled in 2008-09 and awarded 10 degrees. In the past three years, ECU has added one baccalaureate and two doctoral degree programs and discontinued three baccalaureate and four master's degrees.

### **Outcome of Consultation with Disciplinary Panels**

The panel included faculty members from ASU, UNCA, and UNCC in addition to the ECU faculty presenters. Overall comments were very positive, and the participants were interested in collaboration with the ECU program to support the tourism industry in the western part of the state. ECU noted that an online certificate will be developed at a later date that would be available to the entire state. In response to a question about why the degree is a Master of Science, ECU replied that the degree is research and science based with a thesis orientation.

### **Student Demand**

Strong student interest in the program has been shown by students at ECU and at other campuses. This interest is primarily due to the extensive need for managers, entrepreneurs, and public policy personnel with a strong science and business background within the tourism industry and the dramatic shift of the industry to sustainable practices. Programs of tourism and recreation have been experiencing increased enrollment nationally.

### **Opportunities for Graduates of the Program**

The North American Industrial Classification System identifies a total of 6,300 businesses in the arts, entertainment, and recreation sector and 20,896 businesses in the accommodation and food service sector of the N.C. tourism industry. The program will produce leaders for the business, nonprofit, and government sectors that include tourism and travel activities.

### **Resource Implications**

**Resource needs:** An associate director for the Center for Sustainable Tourism will be needed to recruit and advise students and manage academic administrative activities. Over the first four years of the program, it is anticipated that three additional faculty will be needed if the program grows as expected.

**Resources allocated:** There is adequate faculty to construct and deliver various aspects of the proposed program. Two of the colleges involved in development of this interdisciplinary program have conducted searches for new faculty who will be Center affiliates. Joyner Library is prepared to support development of the tourism curriculum as proposed.

**Estimated cost to the State:** It is anticipated that by its fourth year, the program will enroll 40 full-time and 7 part-time students (upper division). This would generate approximately 762 student credit hours (SCH's), which would require approximately \$279,000 in state appropriation.

### **Recommendation**

It is recommended that the Board of Governors approve East Carolina University's request to establish an M.S. in Sustainable Tourism degree program (CIP 30.9999) subject to availability of funding to implement.

## **General Information Template for Academic Program Review**

### ***Degree Area and Level:***

M.S. in Sustainable Tourism (CIP 30.9999) at East Carolina University

### ***Addressing UNC Tomorrow:***

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Communities and Their Economic Transformation (Recommendation 4.4), Our Environment (Recommendation 4.6), and Our University's Outreach and Engagement (Recommendation 4.7).

### ***Role of Program in Relation to State and Regional Needs:***

The following statistics from December 2008 are provided by North Carolina Department of Commerce, Division of Tourism, Film and Sports Development:

- Tourism is one of North Carolina's largest industries. In 2007, domestic travelers spent \$16.5 billion across the state, a 7.2 percent increase over 2006.
- Domestic tourism expenditures directly supported 190,900 jobs for North Carolina residents.
- Payroll income accounted for over \$4.0 billion in wages paid to North Carolina citizens.
- Traveler spending generated \$1.3 billion in state and local taxes.

The North Carolina Department of Commerce reports, "The long-term success of a tourism destination, attraction, or accommodation now depends heavily on implementing sustainable practices to protect cultural and natural resources, so these wonderful resources can be enjoyed today and in the future." According to the proposal submitted by ECU, "the proposed MS-ST degree program will be the focal point for preparing a cadre of qualified ECU graduate students with the skills, knowledge, and experience to become professionals and leaders in the tourism industry locally, regionally, statewide, nationally, and internationally."

### ***US Labor Department Analysis:***

- *Summary* – No summary is provided for this CIP cluster.

### ***Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):***

- *Public universities* – Not available
- *Private universities* – Not available

### ***Available in Online or Distance Format from UNC institutions:***

Not available.

### ***Available or not from Academic Common Market:***

Not available.

### ***ECU Campus enrollment and degrees awarded by similar programs at the Masters level:***

(Based on two CIP digits – 30 CIP is the summary group for Multi/interdisciplinary Studies under which Sustainable Tourism is a program.)

# APPENDIX F

Enrollment			Academic Year						
			Fall 05	Spr 06	Fall 06	Spr 07	Fall 07	Spr 08	Fall 08
ECU	Maritime Studies	MA	31	27	26	28	28	31	36

Number of Degrees Awarded			Academic Year		
			2005-2006	2006-2007	2007-2008
ECU	Maritime Studies	MA	9	9	10

***Campus Average of enrollment and degrees awarded in this degree area at the Masters level:***  
*(Based on two CIP digits – 30 CIP is the summary group for Multi/interdisciplinary Studies under which Sustainable Tourism is a program - over the last 3 Academic Years, Fall 2005-Fall 2008)*

Campus Average			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
ASU	1	12	5
ECU	1	30	9
NCSU	2	16	6
UNC-C	2	43	9
UNC-CH	2	28	13
UNC-G	2	20	7
UNC-W	1	6	1
WCU	1	1	N/A
Campus Average:		20	7

***ECU Campus Degree Programs added in the past three years:***

- Bachelor
  - BA African and African American Studies (02/09/2007)
- Master
  - N/A
- Doctoral
  - AuD Audiology (06/13/2008)
  - DDS Dentistry (11/10/2006)

***ECU Degree Programs discontinued in past three years:***

- Bachelor
  - BS Marketing Education (03/20/2009)
  - BS Physician Assistant (11/01/2006)
  - BS Accounting (08/14/2009)
- Master
  - MM Music Therapy (03/20/2009)
  - MPT Physical Therapy (06/08/2007)
  - EdS Counselor Education – Intermediate Degree (03/20/2009)
  - CAS Library Science – Intermediate Degree (03/20/2009)
- Doctoral
  - N/A