PROPOSED PROGRAM SUMMARY

Instituion: Eastern Kentucky University
Program Name: Global Hospitality and Tourism
Degree Designation: BACHELOR OF SCIENCE (BS)
Degree Level : Baccalaureate

Program Description

The Department of Applied Human Sciences (College of Health Sciences) at Eastern Kentucky University seeks approval for a new Bachelor of Science in Global Hospitality and Tourism. The degree will include two concentrations, Gastronomic Tourism and Sustainable Hospitality. Graduates in either of these concentrations can obtain a career in hotel management, theme parks, restaurants, country clubs, agritourism, local breweries and wineries, along with many more.

In addition to the degree, the Department of Applied Human Sciences also seeks approval for two University Certificates. The proposed 24 hour University Certificates are in Gastronomic Tourism and Sustainable Hospitality. These certificates meet the needs of professionals currently working in hospitality and tourism sectors who wish to add specializations or depth of knowledge.

Will this program replace or enhance any existing programs(s) or tracks, concentrations, or specializations within an existing program? If yes, please specify

The proposed program does not replace or enhance any existing program.

CIP Code: 52.0901
Credit Hours: 120
Institutional Board Approval Date: 12/10/2020
Implementation Date: 8/23/2021

Student Demand

Year 1	- 50
Year 2	- 100
Year 3	- 100
Year 4	- 100
Year 5	- 100

Market Demand

The Global Hospitality and Tourism degree at EKU provides many unique features. The degree is housed within the Department of Applied Human Sciences, exemplifying that the program will prepare graduates who are able to support a healthy society through an interdisciplinary curriculum and learning. Many hospitality and tourism degrees are found within departments of business which provide technical experience but lack interpersonal or interdisciplinary components.

The proposed degree focuses on domestic and international hospitality and travel. In doing so, we are preparing students to successfully work in any of these settings as employees or employers with the capability to show cultural competence as well as strong leadership skills.

Both concentrations proposed for the degree are vastly different than what is offered by any other degree in the United States. While gastronomic tourism can be found as training programs and curriculum in Europe, there is no program solely focused on this aspect of tourism in the United States. The goal of creating this type of program in Kentucky is to increase and support local industry from hotels to the bourbon trail to local foods. Likewise, the Gastronomic Tourism University Certificate includes the same courses as the concentration and students choose nine hours from the degree program to support their learning.

The sustainable hospitality concentration is also interdisciplinary. The courses offered within this concentration, while not unique to the United States, are unique to Kentucky. The United Nations hosted a Sustainable Development Summit in 2015 and endorsed a 2030 Agenda for Sustainable Development. Within this agenda are three main dimensions which include economic, social, and environmental sustainable development. This concentration meets the needs of hospitality industries around the world seeking to meet the goals outlined in this Agenda. The Sustainable Hospitality University Certificate requires the same courses as those offered in the concentration in addition to nine hours chosen from the degree program.

Employment Demand

	Regional	State	National
Type Of Job	**Food Service Managers**		
Avg. Wage	$50,777	$48,756	$55,320
# Jobs (Postings)	5880	6041	352600
Expected Growth	1%	8%	1%
Type Of Job	**Lodging Managers**		
Avg. Wage	$50,897	$54,548	$54,430
# Jobs (Postings)	847	483	57200
Expected Growth	-12%	4%	-12%
Type Of Job	**Meeting, Convention and Events Planners**		
Avg. Wage	$47,195	$40,980	$50,600
# Jobs (Postings)	1667	1013	138600
Expected Growth	8%	11%	8%

Indicate source of market demand information
https://www.bls.gov/oes
https://kystats.ky.gov/Content/Reports/2016-
2026%20KY%20Occupational%20Outlook.pdf
https://www.bls.gov/ooh/management/food-service-managers.htm
https://www.bls.gov/ooh/management/lodging-managers.htm
https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm

Timeframe for national- through 2024

Academic Demand
Immediately following graduations, students will be able to enter positions within hospitality and tourism industries. No additional education or credentials are required for positions.

Unneccessary Duplication

Similar Program(s):

Program Id	Inst code	Inst Description	Degree Designation	Program Title	Report year
11393	00198900	University of Kentucky	BS	Hospitality Management & Tourism	2015
3026	00198900	University of Kentucky	BS	Hospitality Management	2015
4933	00200200	Western Kentucky University	BS	Hospitality Management and Dietetics	2015

Comparison of Objectives/Focus/Curriculum to Similar Programs:
• University of Kentucky (CIP 52.0901), College of Agriculture, Bachelor of Science in Hospitality Management and Tourism. The degree at the University of Kentucky follows the business and management course requirements of many hospitality and tourism management degrees. It does not provide concentrations or certificates for students who wish to specialize or work in non-traditional venues like agritourism, sustainable tourism, or gastrotourism. Furthermore, the is less emphasis on global hospitality and tourism sectors.
• Western Kentucky University (CIP 52.0901), College of Health and Human Services, Department of Applied Human Sciences, Bachelor of Science in Hospitality Management and Dietetics Major, and Hotel, Restaurant, and Tourism Management Concentration. The program offered at Western Kentucky University is found in the same department as the proposed degree at EKU. Since the degree is offered as part of the dietetics major, graduates are more likely to focus on business and restaurant management courses. Therefore, it does not overlap with the goals for preparing students to work in the hospitality and tourism industries around the world that are highlighted in the proposed program at EKU.
• Sullivan University (CIP 52.0903), Associate of Science in Hotel and Restaurant Management, Associate of Science in Event Management and Tourism, and Bachelor of Science in Hospitality Management. These programs prepare students for a small sector of the hospitality and tourism industry by providing business and food/beverage courses. The bachelor of science adds to the curriculum offered by

the associate degree with business and marketing courses. The associate of science degree in event management and tourism is offered face-to-face in Louisville, KY. The associate of science in hotel and restaurant management and the bachelor of science degree are offered online and face-to-face.

Comparison of Student Populations:
The University of Kentucky and Western Kentucky University do not have an online program for Hospitality Management, whereas Sullivan University, a private institution, has an online Hospitality Management program. The Hospitality Management program at Sullivan University is well advertised. At Sullivan University, to obtain a bachelor's degree in hospitality management, a total of 180 academic credits are required, which is more hours when compared with other institutions.

The programs at UK and WKU are primarily focused on business courses with a focus on restaurant or food management. While our proposed degree and concentrations will also include these components, students will focus on topics that are the future of the hospitality and tourism industry. For example, our program will offer components of global sustainability and sociocultural impacts of hospitality and tourism. The gastronomic tourism concentration does provide food and beverage topics similar to the other state institutions, but from a global perspective. The sustainable hospitality concentration focuses on increasing awareness of critical environmental and social issues that are increasingly important in the industry.

Access to Existing Programs:
Within the state of Kentucky, hospitality programs are primarily delivered on campus. Throughout the nation, a variety of delivery formats exist. However, there are few programs available nationwide or globally that include an emphasis in gastronomic tourism and sustainable hospitality. Currently there are less than five undergraduate sustainable hospitality degrees across the nation and only one undergraduate degree specializing in food tourism (gastronomic tourism).

Feedback from Other Institutions:
Feedback from the University of Kentucky was supportive and they are interested in future collaborations. We have also received positive feedback with Western Kentucky University and have scheduled digital meetings in the future.

<u>Cost</u>
   Projected Revenue over Next Five Years ($) : 2705535
   Projected Expenses over Next Five Years ($) : 2054094

Will Additional faculty be needed? Yes
Initial course development and delivery for the first year of the program will be provided by existing faculty in EKU's Department of Applied Human Sciences. In addition students will be able to complete supporting coursework from existing programs. During the first year it will be necessary to hire one faculty member to support the program's course offerings, and a second faculty member is expected to be added in year two of the program. As with all of our other online programs, faculty positions will be paid from program tuition revenues generated from new and existing student enrollments.

Provide a budgetary rationale for creating this new program
This program will attract new students to the major as projected, and it is expected that demand for the hospitality and tourism courses will be high from students in other majors who choose the courses as electives or as part of the exploratory journey many students take.