



Faculty Qualifications: Discipline Description

Tourism, Events and Attractions

ACTIVE TEACHING DISCIPLINES		
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CIP Code	Description	NCES Definition For more information on the NCES CIP taxonomy, see http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55
52.0901	Hospitality/Administration Management, General	A program that prepares individuals to serve as general managers and directors of hospitality operations on a system-wide basis, including both travel arrangements and promotion and the provision of traveler facilities. Includes instruction in principles of operations in the travel and tourism, hotel and lodging facilities, food services, and recreation facilities industries; hospitality marketing strategies; hospitality planning; management and coordination of franchise and unit operations; business management; accounting and financial management; hospitality transportation and logistics; and hospitality industry policies and regulations.

The qualifications described below represent commonly accepted good practices for teaching in the discipline(s) included in this unit. [1]

Please provide a general description of unit, including programs and course offerings [2]

The Tourism, Events, and Attractions department houses a variety of courses in these three broad areas. The department offers a Bachelor of Science in Event Management and has the approval to offer a Bachelor of Science in Golf and Club Management. There is presently a track in Golf and Club Management and a track in Theme Park and Attraction Management. Courses include: The Event Industry, Event Sales, Event Services, Event Promotion, Event Risk Management, Event Design, Production and Technology, Event Management, Destination Management, Destination Marketing, Trade Show Management, Meeting Management, Fairs and Festivals, International Events, Entertainment Arts and Events, Advanced Trade Show Management, Catering Management, Tourism Geography, Theme Park and Attraction Management, Managing the Employee Experience in the Theme Park, Managing the Guest Experience in the Theme Park, Product Development, Theme Park Risk Management, Operational Issues, Current Practices in the Airline Industry, Tourism Management, International Tourism Management, Tourism Industry Analysis, Yacht, City and Country Club

Management, Golf Planning and Operations, Agronomy for Golf Course Management, Golf Event Operations, Golf and Club Enterprises Management.

The teaching philosophy of the Tourism, Events, and Attractions department at both the undergraduate and graduate levels is to expose students to the many and varied aspects of these fields, employing a wide array of academically trained full-time faculty and qualified industry experts to provide the student with a well rounded education.

For research, our faculty collaborate with industry organizations and enterprises to produce studies and research projects with a mix of applied and theoretical research. Applied research can be used in operational settings which are published in professional industry publications. Theoretical research is published in the top academic journals.

Terminal degree(s) for each discipline taught in the unit [3]

A terminal degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate and graduate levels. [4]

A PhD in any of the related areas includes, but not limited to, any of the following degree programs;

PhD in Hospitality Management
PhD in Hotel and Restaurant Management
PhD in Hotel Administration
PhD in Tourism Management
PhD in Hospitality Education

Broadly related discipline(s) for each discipline taught in the department

Specialization qualifies a person to teach throughout the broad scope of teaching discipline (approximately five or more courses on distinct topics)

Terminal degree programs that are closely related to Tourism, Events, and Attractions can be found in a number of disciplines, including: Accounting; Administration and Management of Technical and Industry Programs; Business Administration; Economics; Educational Leadership; Educational Technology; Finance; Human Resources; Leisure Studies; Management; Parks and Recreation; Sports Management/Administration; Exercise Physiology; Marketing; Human Nutrition; Public Administration; Communication; Food Science; Advertising and Public Relations; Risk Management; Law; and Vocational Education.

Faculty terminally qualified in these related disciplines may teach Tourism, Events, and Attraction courses in their respective discipline at the undergraduate and graduate levels when their academic credentials include research in hospitality and tourism and/or when accompanied by significant managerial experience in the hospitality and tourism industries.

Non-terminal degrees that are closely related to Tourism, Events, and Attractions can be found in a number of disciplines, including: Accounting; Administration and Management of Technical and Industry Programs; Business Administration; Economics; Educational Leadership; Educational Technology; Finance; Human Resources; Leisure Studies; Management; Parks and Recreation; Sports Management/Administration; Exercise Physiology; Marketing; Human Nutrition; Public Administration; Communication; Food Science; Advertising and Public Relations; Risk Management; Law; and Vocational Education.

Faculty non-terminally qualified in these related disciplines may teach Tourism, Events, and Attractions courses in their respective discipline at the undergraduate level when their academic credentials include research in hospitality and tourism and/or when accompanied by significant managerial experience in the hospitality and tourism industries.

Selectively related discipline(s) for each discipline taught in the department

Specialization does not qualify a person to teach distinct topics throughout the broad scope of the teaching discipline but does qualify to teach a more restrictive set of courses in the discipline (approximately four or fewer courses on distinct topics)

N/A

Justification for use of faculty with 'other' teaching qualifications and additional faculty teaching qualifications information [5] [6]

Non-terminal degrees that are closely related to Tourism, Events, and Attractions can be found in a number of disciplines, including: Accounting; Administration and Management of Technical and Industry Programs; Business Administration; Economics; Educational Leadership; Educational Technology; Finance; Human Resources; Leisure Studies; Management; Parks and Recreation; Sports Management/Administration; Exercise Physiology; Marketing; Human Nutrition; Public Administration; Communication; Food Science; Advertising and Public Relations; Risk Management; Law; and Vocational Education.

Faculty non-terminally qualified in these related disciplines may teach Tourism, Events, and Attractions courses in their respective discipline at the undergraduate level when their academic credentials include research in hospitality and tourism and/or when accompanied by significant managerial experience in the hospitality and tourism industries.

[1] The unit chair/director, in consultation with unit faculty, has responsibility for identifying and articulating commonly accepted good practices in each teaching discipline taught in the unit and for providing appropriate

justification as needed. In the case of an emerging discipline for which common collegiate practice has not yet been established, a compelling case must be provided as necessary to substantiate the claims made.

[2] Please provide a general description of the unit course and program offerings at the undergraduate and graduate levels (e.g., degree and certificate programs, minors, departmental contribution to interdisciplinary core courses). This section may also be used to provide other pertinent information about the unit and the discipline(s) it represents (e.g., discipline accreditation, faculty research emphases).

[3] List those degrees for each discipline taught in the unit that are regarded by the respective disciplinary community as terminal degrees in the discipline and thus, qualify a faculty member to teach throughout the broad scope of that discipline at both the undergraduate and graduate levels. In most fields, a terminal degree is the commonly accepted highest degree in the given field of study. In such instances, the terminal degree is usually considered to be the academic (or research) doctorate (e.g., Doctor of Philosophy). However, some academic fields have, through custom, recognized terminal degrees that are not doctorates (e.g., Master of Fine Arts, Master of Social Work). Note that terminal degrees from other disciplines may be appropriate for teaching in the discipline as well, but such credentials should be listed as broadly or selectively related degrees, as appropriate.

[4] A non-terminal master's degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate level, not at the graduate level.

[5] Please use this section to provide justification that helps to make the case for special circumstances that apply to your unit including the use of faculty qualified to teach by 'other' qualifications and other special situations. Typically the statements provided in this section should be of a general nature, and not address specific individuals. (Justification for specific individuals is typically handled separately during the teaching certification process.) As appropriate, please cite to appropriate authorities to justify departmental practices (e.g., discipline accreditation guidelines, state regulations).

[6] When a faculty member cannot be qualified to teach on the basis of academic credentials (degree(s) and course work) alone, qualifications other than academic credentials (or combined with credentials) may be appropriate for teaching particular courses. Consideration of other teaching qualifications either in conjunction with or in lieu of academic credentials must be made on a case-by-case basis. Such cases should be exceptional and the evidence of other demonstrated competencies and achievements provided must be compelling. It should also show substantial and significant evidence of professional progress as related to the faculty member's teaching assignment.