

**DATE:** July 24, 2008

**SUBJECT:** The University of Tennessee, Knoxville, Ph.D. in Retail, Hospitality, and Tourism Management

**ACTION RECOMMENDED:** Approval

**BACKGROUND INFORMATION:** Doctoral study has been offered as a retail and consumer sciences concentration under the Ph.D. in Health and Human Sciences and is now proposed as an independent Ph.D. degree program. Two tracks are proposed under the free-standing degree program: (1) Hospitality and Tourism Management and (2) Retail and Consumer Sciences.

**PROPOSED START-UP DATE:** Fall 2008

Commission staff have reviewed this program proposal according to the academic standards and criteria adopted by the Commission on January 29, 1997. Each relevant standard is referenced below:

**1.1.20A MISSION:** The program is consistent with the mission of the discipline: to promote advancement of scholarship regarding consumer behavior in retailing and hospitality and the roles retail and hospitality play in economic development.

**1.1.20B CURRICULUM:** Eighty-six semester credit hours are required for degree completion, with the student electing one of two concentrations: Retail and Consumer Sciences or Hospitality and Tourism Management. The reviewing consultant found depth in the major field and research tools necessary for research in the proposed curriculum.

**1.1.20C ACADEMIC STANDARDS:** Projected Program Productivity: Seventeen (17) students are currently enrolled in the program as it exists as a concentration.

Year	Full-time Headcount	Graduates
1	17	3
2	17	4
3	20	5
4	22	5
5	24	6

Admission to the program requires GRE completion, with special emphasis on the quantitative score; verbal skills are assessed through interviews. Academic records of all students are reviewed at the end of each semester. The consultant

found appropriate milestones to monitor student progress in research and course completion. Students are required to maintain a GPA of 3.0.

**1.1.20D FACULTY:** Nine FTE faculty, with one unfilled additional line, support the program.

**1.1.20E ADMINISTRATION/ORGANIZATION:** The doctoral program will be administered by the Department of Retail, Hospitality, and Tourism Management in the College of Education, Health, and Human Sciences.

**1.1.20F SUPPORT RESOURCES:** All necessary support resources are currently available.

**1.1.20G STUDENT/EMPLOYER DEMANDS:** The proposal is built on evidence that retail, hospitality, and tourism are growing industries in Tennessee and the U.S. Higher Education programs that prepare professionals for these fields and support these industries through research and outreach are increasing in number and size. If approved, this program will be the only doctoral program in the State with the sub-majors in retailing and hospitality. Nationwide there is a significant demand for doctorally prepared professionals in these areas. With a number of human sciences/family and consumer science baccalaureate and master's programs at other institutions in Tennessee, there is a need for doctorally-prepared faculty to staff those programs.

**1.1.2H COOPERATIVE INSTITUTIONS:** N/A

**1.1.2I EVALUATION:** Program reviews of the Department on a 10-year cycle include careful evaluation of the graduate programs by both internal and external reviewers. Benchmarks for success include: quality of students admitted, size of doctoral cohort, publication of research by doctoral students, level of external support for doctoral students, placement of graduates, and scholarly record of doctoral faculty. No accreditations exist for doctoral programs in this area and, other than indicating a new degree program, there should not be any implications for institutional SACS accreditation.

**1.1.2J EQUIPMENT AND FACILITIES:** Existing facilities and equipment are adequate to support the program.

**1.1.2K EXTERNAL JUDGEMENT:** Dr. Billie J. Collier, Dean, College of Human Sciences and Professor, Textiles and Consumer Sciences, Florida State University, conducted a site visit and proposal evaluation. She noted that doctoral study in retailing at UTK has been of long standing and is nationally recognized. The inclusion of hospitality in a combined program that focuses on the economic impact of these consumer activities represents a niche that is attracting more students. She found that a separate degree designation for the program, with core courses that students in both tracks would take, is desirable at this point and would allow the program to maintain and enhance its visibility and productivity.

**1.1.20L COST/BENEFIT/SOURCE:** The University has prepared a budget analysis documenting expenditures for program personnel and operating and anticipated

revenues from tuition, fees, and external resources. Converting the concentration to an independent degree program will not create new recurring costs and revenue is expected to be sufficient for continued program operation. The only one-time expenditure associated with the proposed action is the nominal cost for consultant evaluation of the proposal and site visit.

**1.1.30 POST APPROVAL MONITORING:** An annual performance review of the proposed program will be conducted for the first five years following approval. The review will be based on benchmarks established in the approved program proposal. At the end of this period, campus, governing board, and Commission staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, library acquisitions, student performance, and others set by the institution and agreed upon by governing board and Commission staff. As a result of this evaluation, if benchmarks are not met during the monitoring period, the Commission may recommend that the governing board terminate the program. The Commission may choose to extend the period, if additional time is needed and requested by the governing board.