

**TOPIC: PROPOSAL TO OFFER A MASTER OF TOURISM
MANAGEMENT AT COLORADO STATE UNIVERSITY**

PREPARED BY: MARGOT PLOTZ, ACADEMIC POLICY OFFICER

I. SUMMARY

This consent item recommends approval of Colorado State University's (CSU) proposal to offer a Master of Tourism Management (MTM).

II. BACKGROUND

The following is a summary of CSU's proposal:

The Master of Tourism Management degree is a collaborative effort between the Department of Human Dimensions, Warner College of Natural Resources, and the College of Business to provide coursework in graduate-level education in the management and administration of nature-based tourism organizations. This program prepares students for career entry or mid-level management positions in public, commercial, or non-profit organizations providing visitor/tourism services at the local, national, and international levels. The program also addresses two academic emphases. One area emphasizes the nature of natural resource-based travel and tourism and the second area emphasizes the management of travel and tourism organizations.

ROLE AND MISSION SUPPORT

This degree supports the role and mission of CSU. The statutory mission states:

There is hereby established a university at Fort Collins to be known as Colorado state university. Colorado state university shall be a comprehensive graduate research university with selective admission standards offering a comprehensive array of baccalaureate, master's, and doctoral degree programs. Consistent with the tradition of land grant universities, Colorado state university has exclusive authority to offer graduate and undergraduate programs in agriculture, forestry, natural resources, and veterinary medicine. The Colorado commission on higher education, in consultation with the board of governors of the Colorado state university system, shall designate those graduate level programs that are the primary responsibility of Colorado state university. C.R.S. 23-31-101

EVIDENCE OF NEED

Tourism continues to be the number one employer in the state of Colorado. Furthermore, emphasis on the sustainability of nature-based tourism has significant implications on the economic, social, and environmental future of Colorado. The role of nature based tourism on providing livelihoods, and the economic and social benefits of its success in this area, depends on a workforce that is increasingly cognizant of the interrelated and complex social, economic, and environmental issues that influence the success of Colorado's number one industry.

DUPLICATION

There are currently no programs in Colorado that provide a graduate degree in nature-based travel and tourism.

III. STAFF ANALYSIS

Pursuant to Colorado Revised Statute 23-5-129 (6)(b), department staff finds that CSU's proposed Master of Tourism Management (MTM) is consistent with CSU's role and mission.

IV. STAFF RECOMMENDATION

Staff recommends that the Commission approve Colorado State University's proposal to offer a Master of Tourism Management.

V. SUPPLEMENTAL INFORMATION

Copies of all relevant materials are on file in the Academic Affairs office and are available upon request.

STATUTORY AUTHORITY

C.R.S. §23-5-129

(6) While operating pursuant to a performance contract negotiated pursuant to this section, the governing board of a state institution of higher education:

(b) Need not consult with nor obtain approval from the Colorado commission on higher education to create modify, or eliminate academic and vocational programs offered by the institution, so long as such creations, modifications, and eliminations are consistent with the institution's statutory role and mission. Institutions shall submit information to the department demonstrating that the creation or modification of an academic or career and technical education program is consistent with the institution's statutory role and mission.

The Colorado commission on higher education shall have the authority to override the creation or modification of an academic or vocational program if the change made by the governing board is inconsistent with the institution's statutory role and mission.