

**Docket Item:**

University Program Approval: Southern Oregon University, Bachelor of Arts (B.A.)/Bachelor of Science (B.S.) in Sustainable Tourism Management.

**Summary:**

Southern Oregon University proposes a new degree program leading to a B.A./B.S. in Sustainable Tourism Management. The statewide Provosts' Council has unanimously recommended approval. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

**Staff Recommendation:**

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program:

B.A./B.S. in Sustainable Tourism Management at Southern Oregon University.



## **Proposal for a New Academic Program**

**Institution: Southern Oregon University**

**College/School: Division of Business, Communication and the Environment**

**Department/Program Name: School of Business**

**Degree and Program Title: BA/BS in Sustainable Tourism Management**

### **1. Program Description**

- a. Proposed Classification of Instructional Programs (CIP) number. 03.0207
- b. Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered.

The proposed multidisciplinary Sustainable Tourism Management program is designed to prepare individuals for leadership roles in destinations and tourism organizations looking to commit to sustainable practices. The program will provide learners with strategies and tools for developing and managing a sustainable tourism destination and/or business while minimizing the potentially negative effects of the tourism sector, fostering community empowerment, and addressing global issues such as inequality, climate change, globalization/localization, and environmental degradation (and working towards the United Nations' 2030 Agenda for Sustainable Development).

The program includes courses from Business, Environmental Science and Policy, and Sociology and Anthropology.

The objectives of the program are to prepare learners to be leaders in sustainable tourism management by:

1. Evaluating tourism as an economic activity in destination development and sustainability within different geo-cultural contexts.
2. Developing strategies for sustainable destination planning and mediation of impact on local/global environments and livelihoods
3. Exploring the complex nature of community, and community-based action, advocacy, capacity-building, and mechanics of change towards sustainable development
4. Recognizing the role of sustainability in tourism business, as it relates to corporate strategy, business operations, financial objectives, and social responsibility.

- c. Course of study – proposed curriculum, including course numbers, titles, and credit hours.

The curriculum is in parallel with other majors in the Business program at SOU with a suite of core courses and electives totaling 100 credits.

To be awarded the Sustainable Tourism Management degree, students must complete the course requirements listed below and the SOU requirements for a BA or BS degree or the transfer equivalent. Majority of the credits must be taken at SOU. All courses taken for the major must be completed with a grade of C- or better. Students must maintain a minimum GPA of 2.5 or higher in all major courses.

### **Sustainable Tourism Management Requirements (100 credits)**

#### **Required Lower Division Core (36 credits):**

ES 103 Introduction to Environmental Science: Social Science (4 credits)

ECON 201 Principles of Microeconomics (4 credits)

ECON 202 Principles of Macroeconomics (4 credits)

MTH 243 Intro to Statistical Methods (4 credits)

BA 131 Business Computer Applications 4 credits

BA 208 Introduction to Tourism and Sustainability (4 credits)

BA 211 Financial Accounting

BA 213 Managerial Accounting (8 credits)

BA 282 Applied Business Statistics 4 credits or MTH 244 Applied Statistical Methods (4 credits)

#### **Upper Division Core (Required) Courses (52 credits)**

##### **Tourism-Specific Courses:**

BA 411 Sustainable Tourism (4 credits)

BA 413 Tourism Economics (4 credits)

BA 415 Tourism Policy and Planning (4 credits)

##### **Business:**

BA 385 Principles of Finance (4 credits)

BA 386 Advanced Business Applications: Excel (4 credits)

BA 490 Case Studies in Corporate Sustainability (4 credits)

##### **Community and Society:**

SOAN 311 Community Studies (4 credits)

SOAN 420 Environmental Sociology (4 credits)

##### **Environment:**

ES 421 Ecological Economics and Sustainable Development (4 credits)

ES 439 Land Use Planning (prerequisite ES 200) (4 credits)

##### **Research and Internship:**

BA 429 Applied Research I (4 credits)

BA 495 Applied Research II (4 credits)

BA 409 Internship (4 credits)

**Electives (12 credits)**

**\*Select any three courses from the list below:**

**Business Electives:**

BA 330 Principles of Marketing (4 credits)

BA 374 Principles of Management (4 credits)

BA 382 Management Information Systems (4 credits)

BA 410 Event Management (4 credits)

BA 450 GIS (4 credits)

BA 476 Business Ethics (4 credits)

BA 480 Non-Profit Theory and Leadership (4 credits)

BA 483 Sustainability Leadership (4 credits)

BA 488 Project Management (4 credits)

**Community and Communication Electives:**

SOAN 451 Cultural Ecology (4 credits)

SOAN 452 Global Environmental Movements (4 credits)

COMM 342 Persuasion (4 credits)

COMM 441 International Communication (4 credits)

COMM 445 Conflict Management (4 credits)

**Environment Electives:**

ES 327 Energy and Climate Change (4 credits)

ES 351 Environmental Policy and Impact Analysis (4 credits)

ES 354 Marine Conservation (4 credits)

ES 379 Biodiversity (4 credits)

ES 408 (4 credits)

ES 423 Sustainability and Natural Resources (4 credits)

ES 437 Conservation in the USA (4 credits)

ES 442 Valuation of Ecosystem Goods and Services (4 credits)

- d. Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery).

The program would be offered on the Ashland campus utilizing existing courses and two new courses that will replace two existing courses in hospitality management.

The existing courses are already scheduled on a one-year rotation and we do not anticipate any changes at this time.

- e. Adequacy and quality of faculty delivering the program.

No new faculty are needed. All courses will be taught by existing faculty.

- f. Adequacy of faculty resources – full-time, part-time, adjunct.

All courses in the proposed major are offered at least once per year. All courses still have capacity and we do not expect any issues.

g. Other staff.

A full-time faculty member will coordinate the program.

h. Adequacy of facilities, library, and other resources.

Considering that all courses are existing or replacing existing courses, the degree will not substantially impact general facilities at SOU.

The courses in the major will not generate much, if any, additional resources need.

Hannon Library's collections contain over 900 print and e-books on tourism alone, including 40 specifically on the subjects of sustainability and tourism published since 2010. Sustainability defined more broadly is well-represented in the library collection, with over 1500 e-book and print book titles published after 2010.

Hannon Library has indicated that resources, databases, and support are all in place to support this new major.

i. Anticipated start date.

The program will begin Fall 2022.

## 2. Relationship to Mission and Goals

a. Manner in which the proposed program supports the institution's mission, signature areas of focus, and strategic priorities.

The vision of SOU is to be *inclusive, sustainable university for the future that guides all learners to develop the knowledge, capacities, and audacity to innovate boldly and create lives of purpose*. The proposed major aligns well with the University's vision and mission - preparing learners as leaders in sustainable travel industry, addressing issues for sustainable development. Moreover, the Sustainable Tourism Management major coursework will enhance learners' knowledge related to SOU's values of equity, diversity, and inclusion, economic vitality and environmental sustainability. Additionally, the program is in line with SOU's strategic direction one for actively modeling an environmentally sustainable campus to promote ecologically-resilient bioregion. Learners in the Sustainable Tourism Management program will become experts in integrating sustainable planning, practices and policies in the growing tourism industry of Southern Oregon and beyond. Lastly, the program includes a few courses which will explore frameworks and principles for improving local community, region, and the world through travel and tourism.

Tourism is a sector with tremendous impact at a local and global level—economically, socially, and environmentally. In 2019, there were over 1.5 billion international travelers (United Nations World Tourism Organization, 2020). Similarly, Travel Oregon (2021) reported that tourism in Oregon is an \$12.8 billion industry which generates more than 117,500 jobs in Oregon. Although the COVID pandemic had “slowed down” tourism in 2020, projections are that post-pandemic, the industry will experience a “boom,” leading to potential challenges. The tourism sector is at a crossroads right now – there is “an awakening” that the travel industry must apply new thinking and travel professionals and destination managers must acquire new skills beyond destination marketing and customer service if the sector to truly advance sustainability within tourism destinations and within the industry itself.

Booking.com's Sustainable Travel report (2021) highlights that 83% of global travelers think sustainable travel is vital, with 61% saying the pandemic has made them want to travel more sustainably in the future. Almost half of travelers (49%) still believe that in 2021, there were not enough sustainable travel options available, with 53% admitting they get annoyed if somewhere they were staying stopped them from being sustainable. Therefore, the future demands that the next generation of leaders deeply understands sustainability in tourism context, particularly focusing on the negative impacts that the high levels of tourism have had across the globe and solid training on the practical solutions to address community planning and placemaking, visitor management, world-class visitor experience development, land management to support high use, and stewardship of the natural environment and existing indigenous cultures is required (Dahl, 2021).

The new Sustainable Tourism Management program will address these demands preparing leaders in sustainable destination development and management, providing deep understanding of the positive and negative impacts of the tourism sector at the economic, environmental, and economic level, while planning and developing for sustainability. Moreover, the degree supports the institution's mission and strategies for sustainability, economic vitality, equity, inclusion and diversity, while preparing learners as leaders working on addressing those challenges on a global scale.

- b. Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities.

The Sustainable Tourism Management major answers a need from one the state's fastest growing sectors. Pre-pandemic, the Oregon tourism industry saw growth in tourist numbers and tourism spending for eight consecutive years (Travel Oregon, 2020). Again, although tourism was at halt in 2020, it has already starting recovering with expectations for a strong come back. With this growth and opportunity for a more sustainable industry post pandemic, comes the need for a trained workforce in the sector, with knowledge on how the tourism industry as a whole, as well as all its business parts (i.e. lodging operators, restaurants, travel outfitters, and destinations themselves) can continue growing in a sustainable manner - ensuring residents participation and satisfaction, region's economic vitality and environmental preservation.

The proposed Sustainable Tourism Management major will provide statewide and regional support for learners and community members interested in advancing destinations and the tourism sector towards sustainability. Given that Oregon's rural and outdoor recreation sectors are on the rise, the program will serve a diverse learner mix that will include first generation college students. In addition, the Sustainable Tourism Management degree will offer learners various opportunities for working with local agencies and businesses, providing applied research, and helping further existing destination/business strategies for sustainability.

- c. Manner in which the program meets regional or statewide needs and enhances the state's capacity to:

- i. improve educational attainment in the region and state;
- ii. respond effectively to social, economic, and environmental challenges and opportunities; and
- iii. address civic and cultural demands of citizenship.

The tourism industry in Southern Oregon is growing rapidly and is an important part of the local economy. As such, workforce development for the region's tourism industry is an important area of collaboration that institutions of higher education need to address. In Southern Oregon, tourism is a \$1 billion industry, providing over 11 000 jobs (Travel Southern Orgon, 2020). Oregon has had a long history of being sustainability pioneer - from the passing of one of the nation's first comprehensive bottle bills and recycling programs, to progressive land use laws, to developing one of the most diverse transportation systems in the United States – Oregon has been at the forefront of protecting and preserving natural and human capital. This new major will provide professionals in sustainable tourism with substantive knowledge about ways of addressing social, economic and environmental challenges and opportunities. Learners will work on case studies and projects addressing issues on poverty, globalization, environmental degradation and preservation, social equity, and more, all through the power of sustainable tourism. Key topics addressed will include tourism planning and policy, community building and engagement, tourism economic sustainability, social and environmental stewardship, land use planning, and corporate sustainability, among others.

### 3. Accreditation

- a. Accrediting body or professional society that has established standards in the area in which the program lies, if applicable.

The program will be housed in the School of Business and will fall under the program's ACBSP accreditation.

- b. Ability of the program to meet professional accreditation standards. If the program does not or cannot meet those standards, the proposal should identify the area(s) in which it is deficient and indicate steps needed to qualify the program for accreditation and date by which it would be expected to be fully accredited.

NA

- c. If the proposed program is a graduate program in which the institution offers an undergraduate program, proposal should identify whether or not the undergraduate program is accredited and, if not, what would be required to qualify it for accreditation.

NA

- d. If accreditation is a goal, the proposal should identify the steps being taken to achieve accreditation. If the program is not seeking accreditation, the proposal should indicate why it is not.

NA

### 4. Need

- a. Anticipated fall term headcount and FTE enrollment over each of the next five years.

As a new program, the anticipated enrollment would be 10-20 students in the first year. As the region's tourism industry grows, we anticipate more demand for the major and will adapt or respond as needed. Eventually, residents from the community wishing to work in the tourism industry may also be attracted to the program. It is with hopes that the program will also establish partnerships with international universities already works together with – e.g. Harz University in Germany and Guanajuato University in Mexico, as well as establishing new collaborations.

b. Expected degrees/certificates produced over the next five years.

Over the next five years, it is anticipated there will be approximately 60-80 Sustainable Tourism Management degrees awarded based on the average of 15-20 per year.

c. Characteristics of students to be served (resident/nonresident/international; traditional/nontraditional; full-time/part-time, etc.).

The majority of the students in the program are likely to be traditional full-time students. To meet their needs, the majority of the classes will be offered in the day time on the Ashland campus. The program will be assessed and monitored to determine if a different format is needed to meet the needs of students and the community.

d. Evidence of market demand.

The tourism industry growth (pre-pandemic), halt (during pandemic) and expected boom (post -pandemic) puts the sector at a cross-road, particularly thinking about sustainability. The Future of Tourism coalition (2021) highlights that decades of “unfettered” growth in travel have put the world’s treasured places at risk – environmentally, culturally, socially, and financially. Now, the tourism industry faces a precarious and uncertain future. Therefore, re-centering around a strong set of Guiding Principles is vital for long term deep-rooted growth.

Kristin Dahl, a destination development manager at Travel Oregon for over fifteen years corroborates with the above statement, adding that there is an awakening that the sector leadership must apply new thinking and acquire new skills beyond destination marketing and customer service if the industry is to truly advance sustainability within tourism destinations and transform globally. The future demands that the next generation of leaders deeply understands the negative impacts that the epic levels of tourism have had across the globe and solid training on the practical solutions to address community planning and placemaking, visitor management, world-class visitor experience development, land management to support high use, and stewardship of the natural environment and existing indigenous cultures. Discussions with industry leaders in Southern Oregon reveal the need for more travel and tourism professionals with knowledge in sustainability (see Appendix with support letters).

Similarly, Travel Oregon is increasingly working on addressing sustainability issues through various programs and initiatives. In 2020, Travel Oregon released the “Take Care Out There” campaign for tourists and a new communication toolkit for industry professionals - to help promote responsible recreation in Oregon and ensure outdoor opportunities for health, connection and joy for generations to come. Travel Oregon had also placed a very strong focus on social sustainability of the sector - focusing on community engagement through rural tourism studios - a robust training program

designed to help rural communities develop and offer high-value, authentic experiences to travelers—in a sustainable, manageable way. The Rural Tourism Studio helps strengthen Oregon’s position as a premier destination while also stimulating the local economy, protecting and enhancing local resources, and fostering community pride. Travel Oregon, the destination management organization in Oregon, also offers various workshops, focus groups, and other community and industry meetings, showing its commitment towards sustainable Oregon. Lastly, in its most current Oregon Governor’s conference on tourism (in May 2021), sustainability of the tourism sector was the main focus for the first time, again showing the destination management organization’s commitment to position Oregon as a sustainable destination of the future. All these relatively new efforts on sustainability evidence the need for better understanding of sustainability as it pertains to tourism and the opportunities for new jobs in the sector as pertaining to a regenerative tourism industry.

- e. If the program’s location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts).

There are no similar programs at other Oregon four-year public universities. The only somewhat similar program is the Tourism, Recreation, and Adventure Leadership (TRAL) with concentration in Sustainable Tourism Management at Oregon State University. Yet, the program is more in line with outdoor leadership and is focusing on natural resource management, rather than destination development.

- f. Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?

Students graduating from SOU with this major will be prepared for:

- Destination Manager – Sustainability
- Destination Development - Consultant
- Sustainable Travel Program Coordinator
- Corporate sustainability officer (tourism)
- Sustainability specialist/consultant/advisor
- Public agency/policy tourism coordinator/advisor
- Urban and regional planner (tourism)
- Travel agent – Sustainability
- Ecolodge operator
- Sustainability research associate
- Resort/Hotel sustainability manager/coordinator

Potential employers locally: e.g. Travel Oregon – destination development coordinator/manager; Seven tourism regions in Oregon - destination management, as well as individual convention and visitor bureaus and chambers of commerce – e. g. Travel Ashland and Travel Medford. Other local organizations include Green Lodging Partners, Go Green Tool Guide, The City of Portland’s BEST Business Center, Metro

Recycle at Work, 3E Strategies, Sustainable Business Oregon, Sustainable Industries, GreenBiz.com, Oregon Business.

Globally, some potential employers will include – The Global Sustainable Tourism Council, Sustainable Travel International, Responsible Travel International, The Center for Responsible Travel, The Destination Stewardship Center, Green Destinations, Tourism Cares, The Travel Foundation, Intrepid Travel, G Adventures, and many other destination development organizations, travel agencies and tourism businesses looking for sustainable tourism management consultants and managers.

Other regional and global potential employers include those providing sustainable business certifications recognized in the Oregon Sustainable Business Challenge (Audubon Cooperative Sanctuary Program – serving golf courses; Audubon Green Leaf Eco - Rating Program –serving lodging facilities; Earth Advantage Commercial – targeting commercial properties under 50,000 square feet; Food Alliance – Serving farms and ranches; Green Coach Certification – Serving motor coach operators; Green Restaurant Association – serving eating establishments; Green Seal – serving lodging operations of all sizes; Leadership in Energy & Environmental Design (LEED); U.S. Green Building Council; Low Input Viticulture & Enology, Inc. (LIVE) – serving vineyards, wineries and wines; Oregon Bed & Breakfast Guild’s Green Inspection Program – serving B&B Guild members; Oregon Certified Sustainable Wine – serving companies producing wine in Oregon; Oregon Tilth –serving farms, ranches restaurants and retailers; Portland Climate Champions (City of Portland); Bonneville Environmental Foundation; The Climate Trust; EcoSecurities; Sustainable Travel International; Global Sustainable Tourism Council; Leave No Trace).

## **5. Outcomes and Quality Assessment**

### **a. Expected learning outcomes of the program.**

The Sustainable Tourism Management program is designed to prepare individuals for leadership roles in tourism destinations and organizations committed to sustainable practices. The program will provide learners with an understanding of managing a sustainable tourism destination while addressing global issues such as poverty, climate change, globalization/localization, and environmental degradation (and working towards the United Nations’ 2030 Agenda for Sustainable Development).

Upon successful completion of this program, the learner will be able to:

1. Evaluate tourism as an economic activity in destination development and sustainability within different geo-cultural contexts.
2. Develop strategies for sustainable destination planning and mediation of impact on local/global environments and livelihoods
3. Explore the complex nature of community, and community-based action, advocacy, capacity-building, and mechanics of change towards sustainable development
4. Recognize the role of sustainability in tourism business, as it relates to corporate strategy, business operations, financial objectives, and social responsibility.

- b. Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction.

In conjunction with other forms of assessment in the School of Business, including a comprehensive outcomes rubric, learners will work on research project in collaboration with SOU faculty and local organization where they can apply the concepts they learned to the working environment.

- c. Nature and level of research and/or scholarly work expected of program faculty; indicators of success in those areas.

Existing faculty will be teaching all courses in the program; therefore, there is no change in the overall expected nature or level of research. However, all faculty teaching courses in the major, will be required to become better acquainted with aspects of the global to regional tourism industry as it pertains to their specific courses. This will be done through program topical seminars, study groups, and a collection of sustainable tourism specific books shared throughout the program. The interdisciplinary nature of the program will allow for collaboration between departments, faculty and learners, which will facilitate the major success.

## **6. Program Integration and Collaboration**

- a. Closely related programs in this or other Oregon colleges and universities.

At SOU – the most closely related program is the Sustainability major. Other programs that might overlap with the new major include Environmental Science and Policy (ESP) and Outdoor Adventure and Leadership (OAL). Yet, it can be argued that all programs, together, position SOU as sustainability leader.

Broadly, in Oregon, the only somewhat similar program is the Tourism, Recreation, and Adventure Leadership (TRAL) with concentration in Sustainable Tourism Management at Oregon State University. Yet, the program is more in line with outdoor leadership and is focusing on natural resource management, rather than destination development.

- b. Ways in which the program complements other similar programs in other Oregon institutions and other related programs at this institution. Proposal should identify the potential for collaboration.

The closest related program at SOU is the Sustainability program. We view these programs as complementary - establishing SOU as a leader in sustainability. Relationships with programs from community colleges offering hospitality and tourism program will be established (e.g. Chemeketa Community College, Mt. Hood Community College, Rogue Community College).

- c. If applicable, proposal should state why this program may not be collaborating with existing similar programs.

N/A

d. Potential impacts on other programs.

N/A

**7. External Review**

If the proposed program is a graduate level program, follow the guidelines provided in *External Review of New Graduate Level Academic Programs* in addition to completing all of the above information.

N/A

*Revised May 2016*



## **Statewide Provosts Council Early Notice Major in Sustainable Tourism Management**

### **A brief description of the anticipated program**

The proposed multi-disciplinary Sustainable Tourism Management major (BA/BS) is designed to prepare individuals for leadership roles in destinations and tourism organizations looking to commit to sustainable practices. The program will provide learners with strategies and tools for developing and managing a sustainable tourism destination and/or business while minimizing the potentially negative effects of the tourism sector, fostering community empowerment, and addressing global issues such as inequality, climate change, globalization/localization, and environmental degradation (and working towards the United Nations' 2030 Agenda for Sustainable Development).

### **Program location and modality (face to face, online, and/or hybrid)**

Ashland campus, face to face classes.

### **Anticipated start date**

Fall term 2022.

### **Anticipated enrollment**

As a new program, the anticipated enrollment would be 10-20 students in the first year. We anticipate that the average yearly enrollment will be in the range of 15-20 new students, and that over the next five years we will award somewhere between 60 and 80 Sustainable Tourism Management degrees. As the region's tourism industry grows, we anticipate more demand for the major and will adapt or respond as needed. Eventually, residents from the community wishing to work in the tourism industry may also be attracted to the program.

### **An abbreviated description of how the program contributes to addressing statewide needs and goals and aligns with the university's mission and strategic plan**

Tourism is a sector with tremendous impact at a local, state, and global level—economically, socially, and environmentally. In 2019, there were over 1.5 billion international travelers (United Nations World Tourism Organization, 2020). Similarly, Travel Oregon (2021) reported that tourism in Oregon is an \$12.8 billion industry which generates more than 117,500 jobs in Oregon. Although the COVID pandemic had “slowed down” tourism in 2020, projections are that post-pandemic, the industry will experience a “boom,” leading to potential challenges. The tourism sector is at a crossroads right now – there is “an awakening” that the travel industry must apply new thinking and travel professionals and destination managers must acquire new skills beyond destination marketing and customer service if the sector to truly advance sustainability within tourism destinations and within the industry itself. Booking.com's Sustainable Travel report (2021) highlights that 83% of global travelers think sustainable travel is vital,

with 61% saying the pandemic has made them want to travel more sustainably in the future. Almost half of travelers (49%) still believe that in 2021, there were not enough sustainable travel options available, with 53% admitting they get annoyed if somewhere they were staying stopped them from being sustainable. Therefore, the future demands that the next generation of leaders deeply understands sustainability in tourism context, particularly focusing on the negative impacts that the high levels of tourism have had across the globe and solid training on the practical solutions to address community planning and placemaking, visitor management, world-class visitor experience development, land management to support high use, and stewardship of the natural environment and existing indigenous cultures is required (Dahl, 2021).

The new Sustainable Tourism Management program will address these demands, preparing leaders in sustainable destination development and management, providing deep understanding of the positive and negative impacts of the tourism sector at the economic, environmental, and economic level, while planning and developing for sustainability. Moreover, the degree supports the institution's mission and strategies for sustainability, economic vitality, equity, inclusion and diversity, while preparing learners as leaders working on addressing those challenges on a global scale

SOU's Vision is to become an "inclusive, sustainable university for the future that guides all learners to develop the knowledge, capacities, and audacity to innovate boldly and create lives of purpose." To achieve this, SOU's Mission includes a commitment to "promote economic vitality, sustainability, cultural enrichment, and social well-being in our region, the state, the nation, and the world." The proposed major aligns well with these goals, preparing learners as leaders in the sustainable travel industry, and addressing issues for sustainable development. Moreover, the Sustainable Tourism Management major coursework will enhance learners' knowledge related to SOU's values of equity, diversity, and inclusion, economic vitality and environmental sustainability. Additionally, the program is in line with SOU's strategic direction one for actively modeling an environmentally sustainable campus to promote ecologically-resilient bioregion. Learners in the Sustainable Tourism Management program will become experts in integrating sustainable planning, practices and policies in the growing tourism industry of Southern Oregon and beyond. Lastly, the program includes coursework through which students will explore frameworks and principles for improving local community, region, and the world through travel and tourism.

**Potential careers for the Sustainable Tourism Management graduates include:**

- Destination Manager – Sustainability
- Destination Development - consultant
- Sustainable Travel Program Coordinator
- Corporate sustainability officer (tourism)
- Sustainability specialist/consultant/advisor
- Public agency/policy tourism coordinator/advisor
- Urban and regional planner (tourism)
- Travel agent – sustainability
- Ecolodge operator
- Sustainability research associate
- Resort/Hotel sustainability manager/coordinator

Students graduating from the program can also choose to continue their studies in graduate programs, expanding their knowledge as researchers and travel professionals/managers.

### **Contacts**

Dr. Vincent Smith, Director of the Division of Business, Communication, and the Environment, Associate Professor of Sociology and Environmental Studies, [smithv3@sou.edu](mailto:smithv3@sou.edu)

Dr. Pavlina McGrady, Tourism Management Program Coordinator, Assistant Professor of Business, [mcgradyp1@sou.edu](mailto:mcgradyp1@sou.edu)

Dr. E. Jamie Trammell, Associate Professor of Environmental Science and Policy, [trammelle@sou.edu](mailto:trammelle@sou.edu)

**Institution: Southern Oregon University**  
**Program: BA/BS in Sustainable Tourism Management**

Action: At the **March 2, 2022** meeting, the Statewide Provosts Council approved a new program for **Southern Oregon University, BA/BS in Sustainable Tourism Management** to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The **Southern Oregon University** Board of Trustees approved the **BA/BS in Sustainable Tourism Management** program at its **January 20, 2022** meeting.

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**Eastern Oregon University**

Sarah Witte, provost

Approved

Opposed

Abstained



**Oregon Health & Science University**

David Robinson, interim provost

Approved

Opposed

Abstained



**Oregon State University**

Ed Feser, provost

Approved

Opposed

Abstained



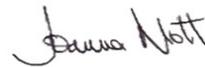
**Oregon Tech**

Joanna Mott, provost

Approved

Opposed

Abstained



**Portland State University**

Susan Jeffords, provost

Approved

Opposed

Abstained



**Southern Oregon University**

Susan Walsh, provost

Approved

Opposed

Abstained



**University of Oregon**

Patrick Phillips, provost

Approved

Opposed

Abstained



**Western Oregon University**

Rob Winningham, provost

Approved

Opposed

Abstained

