

STATE OF INDIANA  
COMMISSION FOR HIGHER EDUCATION

INSTITUTION: Indiana University Purdue University Indianapolis

COLLEGE: School of Physical Education and Tourism Management

DEPARTMENT: Tourism, Conventions, and Event Management

DEGREE PROGRAM TITLE: Master of Science in Event Tourism

FORM OF RECOGNITION TO BE AWARDED/DEGREE CODE: MS

SUGGESTED CIP CODE:

LOCATION OF PROGRAM/CAMPUS CODE: IUPUI

PROJECTED DATE OF IMPLEMENTATION: Spring 2010

DATE PROPOSAL WAS APPROVED BY

INSTITUTIONAL BOARD OF TRUSTEES: \_\_\_\_\_

\_\_\_\_\_

SIGNATURE OF AUTHORIZING

INSTITUTIONAL OFFICER

DATE \_\_\_\_\_

DATE RECEIVED BY COMMISSION  
FOR HIGHER EDUCATION \_\_\_\_\_

COMMISSION ACTION (DATE) \_\_\_\_\_

## A. ABSTRACT

### Master of Science in Event Tourism

Indiana University Purdue University Indianapolis

#### Objectives:

The Master of Science in Event Tourism degree program is designed to prepare students for mid-level management career positions in public, private, or nonprofit organizations providing tourist services at the local, national, or international level. Students will gain a practical and theoretical understanding of special events, expositions, festivals, conferences, meetings, and other celebrations. The program will place great emphasis on research design and methodology and will require a thesis representing an original contribution to scholarship acceptable to the faculty and the Graduate School.

#### Clientele to be served:

The program will serve students who are residents of Indiana as well as students who are non-residents (including international students). Upon graduation, the department expects to see many of our non-resident graduate students continue to reside and work upon graduation in Indianapolis, a thriving metropolitan area with a strong climate for opportunities in the tourism workforce. Students will be permitted to enroll in the program full or part-time.

One of the related goals and objectives outlined in IUPUI's mission is to "aggressively recruit out-of-state and international students in order to increase academic diversity and to give Indiana students a broader perspective". The proposed program will be particularly attractive to international students who wish to further their education in the United States. During the past decade, the global tourism education market has grown significantly and the numbers of international students will only continue to climb. In 2000, an estimated 1.8 million international students were enrolled in higher education institutions around the world. Using data from 137 countries, Global Student Mobility 2025 predicts a fourfold increase in the number of international students enrolled in higher education institutions worldwide by 2025.

#### Curriculum:

Total credit hours:	35
Credit hours for required courses:	29
Additional credit hours (electives):	6
Subject areas of required courses:	

a) Foundation courses

HPER-T 590	Introduction to research in Health, Kinesiology and Recreation
HPER-T 591	Interpretation of Data in Health, Kinesiology, & Recreation OR
PSY 600	Statistical Inference
PSY 601	Experimental Design
PSY 608	Measurement Theory and Interpretation of Data
TCEM 599*	Master's Thesis

b) Emphasis courses

TCEM 500*	Foundations of Event Tourism
TCEM 531*	Event Tourism Marketing
TCEM 562*	Economics of Event Tourism
TCEM 519*	Sports Tourism Management or
TCEM 534*	Cultural Tourism Management or
TCEM 571*	Convention Tourism Management

\*course to be created

If graduate degree, what are prerequisites and undergraduate preparation?

Official transcripts from a baccalaureate degree in a related area (e.g., tourism management, hospitality management, leisure studies, recreation management, and business) from an accredited institution are required. Students applying to the program without the required prerequisite coursework and/or experience will have to take additional undergraduate courses before being admitted into the program. These include:

TCEM 499	Operational Tourism Analysis
STAT 301	Elementary Statistical Methods 1
MATH-M 119	Brief Survey of Calculus 1

Internships or practica:

Not applicable

Unique and innovative features:

The knowledge provided by the program will be of immediate practical relevance and kept up-to-date through diverse scientific research capabilities. The program will build on the state's long-standing tradition as one of the most successful event tourism destinations in the country as well as on its expertise in tourism research and development. The program will link

the students to a uniquely influential network of experts from the event tourism industry. Tourism research will be a major feature of all courses offered in the program. The program will teach students professional, methodological, problem-solving, social, and leadership skills. Given this focus, students will be expected to engage in the design and execution of rigorous research activities, which, in turn, will lead to further educational opportunities at an advanced level.

#### Employment possibilities:

Public, private, or nonprofit organizations providing tourist services at the local, national, or international level will seek graduates of this program for mid-level management positions.

#### B. Program Description

##### 1. Describe the proposed program and state its objectives.

The Master of Science in Event Tourism degree program is designed to prepare students for career mid-level career positions in public, private, or nonprofit organizations providing tourist services at the local, national, or international level. Students will gain a practical and theoretical understanding of special events, expositions, festivals, conferences, meetings, and other celebrations. The program will place great emphasis on research design and methodology and will require a thesis representing an original contribution to scholarship acceptable to the faculty.

The knowledge provided by the program will be of immediate practical relevance and kept up-to-date through diverse scientific research capabilities. The program will build on the state's long-standing tradition as one of the most successful event tourism destinations in the country as well as on its expertise in tourism research and development. The program will link our students to a uniquely influential network of experts from the event tourism industry. Tourism research will be a major feature of all courses offered in the program. The program will teach students professional, methodological, problem-solving, social, and leadership skills. Given this focus, students will be expected to engage in the design and execution of rigorous research activities, which, in turn, will lead to further educational opportunities at an advanced level.

The goals of the program are: a) create a scholarly community characterized by lifelong learning and transformational education, b) provide students with opportunities to engage in integrative, applied research that is grounded in contemporary scholarship, c) engage students with local community organizations, and d) support awareness of the student's values and

operating assumptions and the ways in which they affect the student's scholarship and professional decision-making.

2. Describe admission requirements, anticipated student clientele, and student financial support.

a. Admission requirements

Admission requirements are listed below. Applicants to the program must demonstrate a strong desire and commitment to the field and the intellectual capacity to complete graduate work. For applications to be considered, applicants must have or provide:

1. Official transcripts from a baccalaureate degree in a related area (e.g., tourism management, hospitality management, sports management, leisure studies, recreation management, business) from an accredited institution. If a student has completed course work from any Indiana University campus, there is no need to submit a transcript.
2. A minimum GPA of 3.0 on a 4.0 scale.
3. A satisfactory score on the Graduate Record Examination taken within the past five years (Note: All students, including graduates of IUPUI Department of Tourism, Conventions and Event Management are required to take the GRE).
4. Three letters of recommendation that address the student's potential for academic success in a graduate program.
5. A candidate's statement (1000 words) regarding the applicant's professional experiences, personal goals, career aspirations and how earning an M.S. degree relates to each.
6. A completed graduate program application and payment of the non-refundable application fee.
7. International students: a score of 550 or above for the paper-based TOEFL, 213 or above for the computer-based TOEFL, or 79 on the iBT.

b. Prerequisite coursework and/or degrees.

Official transcripts from a baccalaureate degree in a related area (e.g., tourism management, hospitality management, leisure studies, recreation management, and management) from an accredited institution are required. Students applying to the program without the required prerequisite coursework and/or experience will have to take additional undergraduate courses before being admitted into the program. These include:

- TCEM 499 Operational Tourism Analysis

- STAT 301 Elementary Statistical Methods 1
- MATH-M 119 Brief Survey of Calculus 1

c. Student clientele

The program will serve students who are residents of Indiana as well as students who are non-residents (including international students). The department expects that many of the non-resident graduate students will continue to reside and work upon graduation in Indianapolis, a thriving metropolitan area with a strong climate for opportunities in the tourism workforce. Students will be permitted to enroll in the program full or part-time, with some restrictions. One of the related goals and objectives outlined in IUPUI's mission is to "aggressively recruit out-of-state and international students in order to increase academic diversity and to give Indiana students a broader perspective". The program will be particularly attractive to international students who wish to further their education in the United States. During the past decade, the global tourism education market has grown significantly and the numbers of international students will only continue to climb. Using data from 137 countries, Global Student Mobility 2025 predicts a fourfold increase in the number of international students enrolled in higher education institutions worldwide by 2025. In 2000, an estimated 1.8 million international students were enrolled in higher education institutions around the world.

d. Enrollment limits

The maximum number of graduate students enrolled in the program at any given time will be based on the following factors: (1) number of TCEM graduate faculty members, a ratio of no more than 5 graduate students per graduate faculty member will be maintained, and (2) academic preparation of applicants. It is anticipated that the first class will consist of 10 students.

e. Anticipated levels of student financial support from institutional and other sources

The School of Physical Education and Tourism Management has in place all major resources required to successfully launch this new graduate degree program. As the program matures, additional funding will be raised by the Department of Tourism, Conventions and Event Management. The graduate program resources—facilities, faculty, financial aid for graduate students, and equipment—will be funded from the school's budget with the addition of graduate tuition revenue, and with external funding obtained through collaborative projects in the tourism environment of Indianapolis.

3. Describe the proposed curriculum.

a. Describe requirements involving total credit hours, credit hour distribution, field experiences, etc.

The plan of study consists of 35 credit hours divided into three categories: a) foundation courses (17 credit hours; b) emphasis courses (12 credit hours) and c) electives (6 credit hours).

b. Provide a sample curriculum consisting of the semester-by-semester sequence of courses a program major might take. Show the course number, title, and credit hours assigned to each course listed.

**Master of Science in Event Tourism  
(Required 35 hours, Plus Pre-Requisites)**

Course	Title	Taught	Cr.	Semester
<b>FOUNDATION COURSES (17 credit hours)</b>				
HPER-T 590	Introduction to research in Health, Kinesiology and Recreation		3	1
HPER-T 591	Interpretation of Data in Health, Kinesiology, & Recreation		3	2
PSY 601	Experimental Design		3	3
PSY 608	Measurement Theory and Interpretation of Data		3	4
TCEM 599*	Master's Thesis	ALL	5	4
<b>TOTAL HOURS</b>			<b>17</b>	
<b>EMPHASIS COURSES (12 credit hours from the following list)</b>				
TCEM 500*	Foundations of Event Tourism	Wang	3	1
TCEM 531*	Event Tourism Marketing	Fu	3	1
TCEM 562*	Economics of Event Tourism	King	3	2
TCEM 519*	Sports Tourism Management OR	Heo	3	3
TCEM 534*	Cultural Tourism Management OR	King	3	3
TCEM 571*	Strategic Meeting Management	Cecil	3	3
<b>TOTAL HOURS</b>			<b>12</b>	
<b>PRE-REQUISITES (9 credit hours)</b>				
TCEM 499	Operational Tourism Analysis (required for all)		3	Prerequisite
STAT 301	Elementary Statistical Method 1		3	Prerequisite
MATH-M 119	Brief Survey of Calculus 1		3	Prerequisite
<b>TOTAL HOURS</b>			<b>9</b>	
<b>ELECTIVE RECOMMENDATIONS (6 credit hours) ** Selected with Approval of Advisor</b>				
SPEA V506	Statistical Analysis for Effective Decision Making		3	2,3
SPEA V507	Data analysis and modeling – Public Affairs		3	2,3
SPEA V521	Nonprofit and Voluntary Sector		3	2,3
SPEA V522***	Human Resource Management in Nonprofit Organizations		3	2,3
SPEA V525***	Management in the nonprofit sector		3	2,3
SPEA V526***	Financial Management for Nonprofit Organizations		3	2,3
SPEA V550	Topics in Public Affairs (GIS)		3	2,3
SPEA V558	Funding Development for Nonprofits		3	2,3

	Urban Policy and Community Development		3	2,3
SPEA V539	Management Science		3	2,3

\* Course to be developed

\*\*Other Courses: See Advisor

\*\*\* SPEA Nonprofit Management Certificate (6 extra credits required)

c. Indicate which courses in the proposed curriculum already exist. For each existing required or elective course in the major, please indicate how many times the course has been offered during the last three years.

The following courses already exist. The number of times each course has been offered since fall 2005 (ending spring 08) is in parentheses.

HPER-T 590	Introduction to Research in Health, Kinesiology and Recreation	5 times
HPER-T 591	Interpretation of Data in Health, Kinesiology, & Recreation	3 times
PSY 600	Statistical Inference	3 times
PSY 601	Experimental Design	3 times
PSY 608	Measurement Theory and Interpretation of Data	3 times
SPEA V506	Statistical Analysis for Effective Decision Making	6 times
SPEA V507	Data analysis and modeling – Public Affairs	3 times
SPEA V521	Nonprofit and Voluntary Sector	3 times
SPEA V522	Human Resource Management in Nonprofit Organizations	3 times
SPEA V525	Management in the Nonprofit Sector	3 times
SPEA V526	Financial Management for Nonprofit Organizations	5 times
SPEA V550	Topics in Public Affairs (GIS)	1 time
SPEA V558	Funding Development for nonprofits	3 times
SPEA V	Urban policy and Community Development	1 time
SPEA V539	Management Science	3 times

d. Indicate all courses that must be introduced by the sponsoring campus to support the program.

The following courses will be introduced by IUPUI to support the program. All courses will be offered by the department of Tourism, Conventions and Event Management.

TCEM 500	Foundations of Event Tourism
TCEM 531	Event Tourism Marketing
TCEM 562	Economics of Event Tourism
TCEM 599	Master's Thesis
TCEM 519	Sports Tourism Management OR



TCEM 534 Cultural Tourism Management OR  
TCEM 571 Convention Tourism Management

e. Note all courses required for the degree that will be delivered by another institution, indicating whether they are existing courses at that institution or new courses to be developed by that institution.

No required courses will be delivered by another institution.

4. Describe form of recognition.

a. State the type of certificate or degree to be awarded to those who complete the program and explain why this is the appropriate form of recognition.

The master's degree will be awarded upon completion of 35 credit hours of advanced graduate study. All students would have already received a bachelor's degree in a related area (e.g., tourism management, hospitality management, leisure studies, recreation management, business) from an accredited institution. The conferring institution will be Indiana University. The degree will recognize heightened expertise in the academic discipline of event tourism gained through intensive course work and the preparation of a thesis.

b. List the institution's suggested CIP code for the program.

XXXX

c. Please indicate what program, organizational, and site information will appear on the student's diploma.

Master of Science in Event Tourism, Indiana University School of Physical Education and Tourism Management, Indianapolis

5. List program faculty and administrators.

a. List program faculty

**Sotiris Hji-Avgoustis, Ph.D.**

Chair and Professor, TCEM,

Research Interests: International MICE, Cultural tourism, Tourism Economics, City Tourism, Tourism Operational Analysis.

Courses or workshops ever taught: Tourism Economics, Managerial Accounting, Operational Analysis, and Global Tourism Seminar

Professional/scholarly training received: IU LeAD – A program designed to emphasize the importance of leadership development throughout the university (2006)

Refereed publications: Over 30 journal papers and conference proceedings published in internally recognized top tier journals such as European Journal of Tourism Research, Tourism Today, and China Tourism Research.

Professional/scholarly projects undertaken: Development of the MICE (Meetings, Incentives, Conferences and Expositions) Industry in Europe. Has been involved in the following two projects: a) Alpine Events and Convention Management Industry Advisory Board member, Alpine Center, The Swiss Business School for Hotel & Tourism Management Education in Greece, Glyfada, Greece, b) Scientific Advisor to the annual International Meetings Industry Conference in Athens, Greece

Awards: 2006 School of Physical Education and Tourism Management Teaching Award, Indiana University Purdue University Indianapolis; 2005 Trustees Teaching Award, Indiana University Purdue University Indianapolis; 2004 Trustees Teaching Award, Indiana University Purdue University Indianapolis ; 2004 Favorite Professor Award, IUPUI Intercollegiate Athletics; 2003 Trustees Teaching Award, Indiana University Purdue University Indianapolis; 2002 Trustees Teaching Award, Indiana University Purdue University Indianapolis; 2002 School of Physical Education Teaching Award, Indiana University Purdue University Indianapolis

Major fundraising: a) Efroymsen Fund of Central Indiana Community Foundation, an award to support the continuation of the Indiana Cultural Tourism Conference through 2013, amount: \$300,000.00; b) Efroymsen Fund of Central Indiana Community Foundation, an award to support a guest lecture series to bring to Indianapolis international experts in the field of arts and culture for four years beginning 2008, amount: \$100,000.00; c) Efroymsen Fund of Central Indiana Community Foundation, an endowed grant to support study abroad opportunities for the department's students (September 2008 to perpetuity), amount: \$250,000.00; d) Efroymsen Fund of Central Indiana Community Foundation, an award to support the execution of the Indiana Cultural Tourism Conference (2006-2008), amount: \$150,000.00

Memberships: Member of 20 professional associations including Destination Marketing Association International, Council on Hotel, Restaurant, and Institutional Education, International Chapter, The Society of Travel and Tourism Educators, The Travel and Tourism Research Association, International Chapter, International Society of Meeting Planners, Indiana State Festival Association, Indiana Parks and Recreation Association, Historic Landmarks Foundation of Indiana

**Yao-Yi Fu, Ph.D.**

Assistant Professor (full time)

Research Interests: Service Management; Tourist Behavior; Tourism and Hospitality Marketing; Cultural Tourism; Online Learning.

Courses or workshops ever taught: Tourism and Hospitality Management Principles; Tourism and Hospitality Marketing; The Tourism System; Human Resource Management for the Service Industries; Promotional Communications

Professional/scholarly training received: Attended conferences and workshops on online teaching and assessment of teaching and learning

Refereed publications: Published more than 20 articles in peer reviewed journals and conference proceedings. Journals include Journal of Hospitality and Tourism Research, Journal of Foodservice Business Research, European Journal of Tourism Research, Tourism Today, International Journal of Hospitality & Tourism Administration, and Marketing Letters

Professional/scholarly projects undertaken: Marketing research projects with Indy Jazz Festival, Indianapolis City Market, The Sisters of St. Benedict of Ferdinand, Indiana, Merchants Association of Metamora, and Franklin County Convention, Recreation and Visitors Commission.

Grants: Grant for “An Awareness Study for the Monastery Immaculate Conception” from the IUPUI Solution Center; Integrative Department Grant from IUPUI Office of Planning and Institutional Improvement; Boyer Scholars Faculty Development Program Grant from IUPUI Center for Service and Learning; Jump Start Online Course Development Grants from IUPUI Center for Teaching and Learning

Awards: Best Paper Award, 2008 the 3rd International Conference on Service Management, University Park, Pennsylvania, 2007 Efroymsen Research Award, Department of Tourism, Conventions, and Event Management at Indiana University Purdue University Indianapolis, 2007 Faculty Research Award, Department of Tourism, Conventions, and Event Management at Indiana University Purdue University Indianapolis, Best Conference Paper Award, 2004 International Council on Hotel, Restaurant and Institutional Education’s Annual Convention, Philadelphia, Pennsylvania

Memberships: International Council on Hotel, Restaurant and Institutional Education

**Suosheng Wang, Ph.D.**

Assistant Professor (full time)

Research Interests: Tourism Marketing, Destination Image, Cultural Tourism, Quality of Life.

Courses or workshops ever taught: Introduction to Tourism & Hospitality Management; Travel Career Development; Global Tourism Geography; Popular Travel Trends; Tourism Research Plan & Development; Global Tourism Seminar; Travel to Exotic Destinations

Refereed publications: 20 journal articles and conference proceedings. Publications include: International Journal of Contemporary Hospitality Management, Tourism Review International, Tourism Today, China Tourism Research, Advances in Hospitality and Leisure, European Journal of Tourism Research and Journal of Travel and Tourism Marketing

Grants and Awards: 2008, Co-PI, (PI: Dr. Chingsu Huang), Project title: In Pursuit of Contemporary Content for Quality Management on Hospitality Vocational Education. Amount: \$17,000; 2008, Principal Investigator, Efroymsen Research Fund, Amount: \$5000; 2007, Fellowship, Honors Program Research Fellows Grant, Amount: \$2000; 2007, Principal Investigator, Demographic and Expenditure Study of Circle City Classic, Indianapolis, IN, Amount: \$15,680; 2006, Principal Investigator, Demographic and Expenditure Study of Summer Celebration, Agency: Indiana Black Expo, Inc., Indianapolis, IN, Amount: \$19,178; 2006, Co - PI (PI: Dr. Charles Chancellor, Indiana University Bloomington and Dr. Shu Cole, Indiana University Bloomington), Orange County, Indiana Residents' Attitudes toward Tourism Agency: the Leisure Research Institute, Amount: \$5,773; 2005, Principal Investigator, City Market's Visitor Perception Survey, Agency: Indianapolis City Market Corporation, Indianapolis, IN. Amount: \$6000; 2005, Faculty Research Award, Department of Tourism, Conventions and Event Management, IUPUI.

Memberships: International Council on Hotel, Restaurant and Institutional Education; Council on Undergraduate Research

**Amanda Cecil, Ph.D.**

Assistant Professor (full time)

Research Interests: Cultural Tourism; Meeting and Convention Planning; Cruise Tourism; On-line Learning.

Courses or workshops ever taught: Mechanics of Meeting Planning; Cruise Line Management; Cultural Heritage Tourism; International Meeting Planning; Sports Management; Global Tourism Seminar; Introduction to Conventions, Events, and Expositions

Refereed publications: Published more than 20 articles in peer reviewed journals and conference proceedings. Journals include Journal of Sustainable Development, European Journal of Tourism Research, and Tourism Today

Awards:

2007 School of Physical Education and Tourism Management Teaching Award, 2007 Linda Brothers Excellence in Teaching Award, 2007 IUPUI "21 Club" (Freshman Recognition of

Outstanding Faculty), 2007 Department of Tourism, Conventions and Event Management Research Award, 2006-2007 Professional Convention Management Association "Educator of the Year", 2006 Professional Convention Management Association Educator of the Year 2006 Trustees Teaching Award, Indiana University, 2006 Faculty Honoree for the IUPUI Golden Key Chapter, 2005 School of Physical Education and Tourism Management Teaching Award, 2005 School of Physical Education and Tourism Management Teaching Award, 2005 Professional Convention Management Association Gem Award, 2005 PCMA Faculty Scholarship

**Major grants:**

2008 Efroymsen Faculty Research Grant (\$5,200) ; 2007-2008 PCMA CMP On-Line Course Development Grant (\$6,000) ; 2007 Jump Start Grant (\$7000); 2007 Honor's Program Faculty Research Fellowship (\$1,000); 2006 Efroymsen Faculty Research Grant (\$5,000) ; 2005 Efroymsen Faculty Research Grant (\$5,000); 2005 Midwest Music Summit Attendee Satisfaction and Demographic Profile Survey (\$3,000)

**Memberships:** Meeting Professionals International, Professional Conference Management Association, International Association of Exhibits and Events

**Jinmoo Heo, Ph.D.**

Assistant Professor (full time)

Research Interests: Leisure Behavior, Aging, Wellness.

**Courses or workshops ever taught:** Tourism System; Management of Sports Events; Sports Marketing; Tourism Research Plan & Development; Global Tourism Seminar

**Refereed publications:** 4 journal publications. They appear in the Therapeutic Recreation Journal, Annual in Therapeutic Recreation, Leisure/Loisir, and Korean Therapeutic Recreation Journal. The topics of these studies are older adults and sport tourism, leisure and ethnicity, and people with disabilities and involvement in sport.

**Grants:**

An investigation of relationship among sport motivation, involvement, and quality of life of the fans attending professional sports. IUPUI Multidisciplinary Undergraduate Research Institute (2008). [Principal Investigator] \$9,500.00; Active sport tourism: Senior Olympic games. Efroymsen Research Grant, Efroymsen Foundation. (2007) [Co-Principal Investigator] \$5,200.00; Daily experience of serious leisure, flow, and subjective well-being of older adults. Leisure Research Institute, Department of Recreation, Park, and Tourism Studies, Indiana University. (2006) [Principal Investigator] \$1,000.00; Understanding leisure experience and subjective well-being of individuals with physical disabilities who participate in a community-based adaptive sport programs. HPER Faculty & Student Research Fund. Indiana University. (2006) [Co-Principal Investigator] \$1,500.00; Examination of the relationship between serious

leisure and subjective well-being among Senior Olympic participants. School of HPER Faculty & Student Research Fund. Indiana University. (2005) [Principal Investigator] \$1,500.00;  
Development of Leisure Facilitator Instrument. Leisure Research Institute, Department of Recreation and Park Administration, Indiana University. (2004) [Co-Principal Investigator] \$1,350.00

Memberships: National Recreation and Park Association and American Alliance of Health, Physical Education, Recreation and Dance

**Carina King, Ph.D.**

Assistant Professor (full time)

Research Interest: Fan Behavior, Risk Recreation, Sport Tourism, Research Methodology, and Cultural Tourism

Courses or workshops ever taught: Tourism Economics, Cultural Heritage Tourism, Sport in a Changing Society, Sport Law and Legal Issues, Promotion & Development in Sport Administration, etc.

Refereed publications: Five publications and over ten presentations at academic conferences in the area of sports, recreation and other leisure activities.

Grants: MURI research grant, IUPUI, grant amount: \$9,500

Memberships: American Alliance for Health, Physical Education, Recreation, & Dance, National Recreation and Park Association, and North American Society for Sport Management

**Rafael Bahamonde, Ph.D.**

Professor (full time)

Research interest: biomechanics in sports, kinetics, etc.

Courses or workshops ever taught: Computers for Physical Education, Structural Kinesiology, Biomechanics, Kinesiology, Tests & Measurements in Physical Education, Biomechanics of Sports and Exercise Equipment, Qualitative Analysis of Human Motion, Biomechanics of Sport and Exercise Equipment, Biomechanics of Musculoskeletal Injuries, Advance Theories of High Level Performance, Mechanical Analysis of Human Movement, Measurement & Evaluation in Physical Education, Research Methods in Physical Education and Exercise Science

Refereed publications: Over 60 journal papers and conference proceedings. Publications are International Journal of Fitness, Journal of Arthroplasty, Journal of Musculoskeletal and Neuronal Interaction, International Sport Medicine Journal, Journal of Strength and Conditioning Research, Journal of Musculoskeletal and Neuronal Interaction, Australian Journal of Science in Medicine in Sport, Journal of Sport Science

Major Awards: Nominated by Indiana University Purdue University Indianapolis to the Council for Advancement in Support of Education (CASE) for the Professor of the Year Award, 2007; Affiliated faculty: Ph.D. Health and Rehabilitation Program, IUPUI Schools of Health and Rehabilitation Inducted in Faculty Colloquium on Excellence in Teaching (FACET) – Spring 2006; US House of Representative Congressional Commendation in recognition for work with the Diversity Scholars Research Program, 2005; Chancellors Prestigious External Award Recognition, 2005; Winner of the 2000, 2003 and 2005 Teaching Excellence Recognition Award from the School of Physical Education and Tourism Management; Certificate of Appreciation for Mentor Support, Minority Research Scholar Program, 2001-2007.

Recent grants: Bahamonde, R., Mikesky, A & Nguyen, K (2008) Learning and Teaching Science and Math Concepts Through Sport Science, Ely Lily Foundation. Amount; \$80,000: Pending; Bosron, W., Gavrin, A., Bahamonde, R. & Evenbeck, S (2008) IUPUI Bridges to the Baccalaureate Program, National Institute for Health Grant. Amount: \$200,000 for 5 years: Funded; Streepey, J. & Bahamonde, R. (2008) Integration of Virtual Reality into a Motion Capture System for the Study of Postural Control in Children and Patients Population. Multidisciplinary Undergraduate Research Institute. Center for Research and Learning. Amount Funded: \$6,000; Bahamonde, R. (2007) Effects of the Diversity Scholars Research Program on Minority Students Graduation rate at IUPUI. PRAC Grant, IUPUI. Funded: \$2500; Urtel, M. Bahamonde, R. & Mikesky, M. (2005) Assessing student academic indicators between traditional and video distance education course offerings. PRAC Grant, IUPUI. Funded: \$2500

Memberships: United States Tennis Association, International Society of Sports Biomechanics, Midwest Chapter – American College of Sports Medicine, American College of Sports Medicine, etc.

**Brian Culp, Ed.D.**

Assistant Professor (full time)

Research interest: Sociological Aspects of Physical Activity and Sport, Culturally responsive teaching/coaching, Urban Education, Physical Education Teacher Education, Creativity in education, Ethnography/mixed methods research

Courses or workshops ever taught: Growth and Motor Development K-12, Lab teaching in Physical education, The Physical Education Curriculum, Teaching Individual Activities, Teaching Team Activities, History and Principles of Physical Education

Refereed publications: Over 10 research papers. Publications are mainly in journals related to health and physical education, focusing on the areas of instruction, culturally responsive pedagogy, diversity, and appropriate practices in education.

Major grants: Stanton-Nichols, K., Culp, B. & Angermeier, L.K. Program Review and Assessment Grant. Amount: \$2500. Funded by: Indiana University Purdue University, Indianapolis, 2008;

Keith, N.R., Urtel, M.G., Angermeier, L.K., & Culp, B. Engaged Department Initiative Grant for Fit for Life Program. Amount: \$25,000. Funded by Indiana University-Purdue University, Indianapolis, 2008; Keith, N.R., Urtel, M.G., Angermeier, L.K., & Culp, B. Engaged Department Initiative Grant for Fit for Life Program. Amount: \$25,000. Funded by Indiana University-Purdue University, Indianapolis, 2007

Memberships: American Association for Health, Physical Education, Recreation and Dance, American Educational Research Association, Indiana Association for Health, Physical Education, Recreation and Dance, International Council for Health, Physical Education, Recreation, Sport and Dance, National Association for Kinesiology and Physical Education in Higher Education, National Association for Multicultural Education, National Association for Sport and Physical Education, Pi Lambda Theta Educational Society

**Soonhwan Lee, Ph.D.**

Assistant Professor (full time)

Research interest: Sport Management, Sport Events, Sport Consumption Behaviors

Courses or workshops ever taught: Planning and Operation of Sport Facilities, Sport Marketing and Sponsorship, Recreational Sport Programming, Strategic Planning and Management, Sport Event Management, etc.

Refereed publications: 15 refereed journal papers and conference proceedings. Publications include Journal of Sport and Leisure Studies, International Journal of Sport Management and Marketing, International Sports Journal, the Sport Journal, etc.

Grants: Applied Research Support Funds Grant (RSFG; which is sponsored by IUPUI Office of the Vice Chancellor for Research, Indiana University Purdue University Indianapolis) (\$22,500) with the Proposal of "A Study of Generation Y's Online Consumption Behavior on Sport Products." (September 2008); Applied the 2008-09 AAHPERD (Research Consortium; Early Career Investigator Grant; with co-author of Dr. Shin, H) Research Grant Program (\$7,500) with the Proposal of "An Investigation of Internship Supervisors' Perceptions of Student-Intern Skills and Anticipated Preparations." (September 2008)

Memberships: North American Society for Sport Management, American Alliance for Health, Physical Education, Recreation and Dance, Sport Marketing Association, Asian Association for Sport Management, and Korean Society of Sport and Leisure Studies

**Mark Urtel, Ed.D.**

Assistant Professor (full time)

Research interest: pre-service teachers and family camping



Courses or workshops ever taught: Movement Experiences for Preschool/Elementary Children; Laboratory Teaching in Physical Education; Growth/Motor Performance for K-12 students

Refereed publications: 2 full paper publications and 1 proceeding

Major awards: 2005, 2006, 2007 - Recipient the Department of Physical Education Walt Leinert teaching award

Grants: Service-Learning Assistant Fit for Life, Faculty Sponsor, Center for Service and Learning, Funded: \$1500; Boyer's Scholar, \$5000, Center for Service and Learning, IUPUI; University College Faculty Research Fellowship, \$5000, University College, IUPUI, Use of Technology to enhance student learning; Keith, N., Angermeier, L., and Urtel, M. Fit for Life: Health promotion and physical activity programming, Faculty Partner, IUPUI Engaged Department Initiative, Funded: \$25,000 for 2007 (and \$86,000 over three years); Service-Learning Assistant (Kyle McIlrath), coordinated student placement in the P245 course I teach and Howe Academy - as part of Fit for Life, Faculty Sponsor, Center for Service and Learning, Funded: \$3000; Using digital video recordings (DVR) to assess pre-service teachers field experiences. School of Physical Education and Tourism Management Technology Grant, Funded: \$850; Keith, N., Angermeier, L., and Urtel, M., Fit for Life: Health promotion and physical activity programming, Faculty Partner, IUPUI Engaged Department Initiative, Funded: \$22,000 for 2006 (and \$86,000 over three years); Urtel, M., Bahamonde, R., and Mikesky, A., Assessing student academic indicators between traditional course offerings and distance education course offerings, IUPUI Program Review and Assessment Committee Grant (PRAC), Funded: \$2500.

Memberships: Indiana Association for Health, Physical Education, Recreation, and Dance; Higher Education and Research Council; American Educational Research Association; Mid-West Educational Research Association; Midwest District Association for Health, Physical Education, Recreation and the Leadership and Fitness Council

b. Indicate any new faculty positions required to implement the program, and the qualifications and subject matter specialties that will be sought.

A search is already underway for a new faculty member in TCEM. This will be a tenure track position at the assistant professor level. Proposed starting time is fall 2009. The job description includes teaching and researching in the areas of human resources, organizational management and managerial accounting. The position's responsibilities between the

undergraduate and graduate programs will be evenly divided. Additional faculty resources may eventually be acquired through the tuition income from the degree.

6. Describe needed learning resources.

a. Describe briefly the scope and quality of library holdings, audio-visual materials, special equipment and collections, laboratories, clinical facilities, research facilities, etc., that are available and would directly support the program.

Library Holdings:

IUPUI University Library currently owns over 5,600 monographs (print and electronic books, audio/visual materials) on subjects directly related to the tourism and hospitality industries that have been purchased with TCEM monies that are paid annually to University Library. During fiscal year 2006-2007 alone, University Library spent \$11,024.19 to purchase monographs for the TCEM collection. Over 700 monographs have been added since 2001. All titles may be found by searching the Indiana University Libraries online catalog, IUCAT.

University Library also contains extensive print and online monograph and serials (journals and databases) collections in physical education and sports, business (accounting, human resources, management, marketing, public relations), geography, health, and history that are of additional value to TCEM student and faculty research. Students and faculty have access to the IU Bloomington HPER Library's (and all other IU system libraries) materials via the Request Delivery feature in IUCAT.

The library's online resources are available both on- and off-campus with an IUPUI Network ID and within the University's online course management system, Oncourse CL. The online interlibrary loan system, ILLIAD, offers efficient turnaround on requests for materials outside the IU system, particularly for journal articles, due to University Library's loan agreements with other U.S. and international universities.

Expenditures for serials currently exceed \$19,000.00 annually. The serials listed below are paid all or in part by TCEM funds. Highlighted items are databases. (TCEM funds pay a small percentage of the annual subscription for DEMOGRAPHICS NOW and PLUNKETT RESEARCH ONLINE. HOSPITALITY & TOURISM COMPLETE is paid wholly with TCEM funds.)

- a. ANNALS OF TOURISM RESEARCH
- b. CORNELL HOTEL AND RESTAURANT ADMINISTRATION QUARTERLY
- c. CURRENT ISSUES IN TOURISM
- d. DEMOGRAPHICS NOW
- e. FOOD MANAGEMENT
- f. GOURMET

- g. HOSPITALITY & TOURISM COMPLETE
- h. INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT
- i. INTERNATIONAL JOURNAL OF HOSPITALITY TOURISM ADMINISTRATION
- j. JOURNAL OF ARTS MANAGEMENT LAW AND SOCIETY
- k. JOURNAL OF CONVENTION EVENT TOURISM
- l. JOURNAL OF ECOTOURISM
- m. JOURNAL OF FOODSERVICE BUSINESS RESEARCH
- n. JOURNAL OF HERITAGE TOURISM
- o. JOURNAL OF HOSPITALITY TOURISM RESEARCH
- p. JOURNAL OF HUMAN RESOURCES IN HOSPITALITY TOURISM
- q. JOURNAL OF NUTRITION EDUCATION AND BEHAVIOR
- r. JOURNAL OF QUALITY ASSURANCE IN HOSPITALITY TOURISM
- s. JOURNAL OF SERVICE RESEARCH
- t. JOURNAL OF SPORT MANAGEMENT
- u. JOURNAL OF SPORT & TOURISM
- v. JOURNAL OF SUSTAINABLE TOURISM
- w. JOURNAL OF TEACHING IN TRAVEL TOURISM
- x. JOURNAL OF TOURISM AND CULTURAL CHANGE
- y. JOURNAL OF TRAVEL RESEARCH
- z. JOURNAL OF TRAVEL TOURISM MARKETING
- aa. LOISIR ET SOCIETE
- bb. NUTRITION REVIEWS
- cc. PLUNKETT RESEARCH ONLINE
- dd. RESTAURANTS & INSTITUTIONS
- ee. TEAM MANAGEMENT BRIEFINGS
- ff. TOURISM ECONOMICS
- gg. TRAVEL AGENT

University Library has designated a librarian liaison for TCEM. She is responsible for purchasing materials for the collection, providing research assistance to students and faculty, and instructing students and faculty in the use of library resources. She is available for formal classroom instruction, by phone/email/appointment, and provides an online research help guide on University Library's website.

The learning communities program is partly due to the efforts of the IUPUI library. In the library's commitment to developing its own technical expertise, the introduction of team-based management, and creation of the Center for Teaching and Learning, a rich infrastructure of resources, expertise, and experience has resulted. Staff from the Center for Teaching and Learning provide varied technological expertise for enhancing teaching through the use of

multimedia. The quality of the classes and instructional delivery methodology will be enhanced with such resources available.

Electronic resources are also critical to the success of the graduate program. Thomson Scientific's analysis of library and information science journals (2001-2005) ranked IU second, behind Harvard University, in the impact of its publications. In 2008, PC Magazine in partnership with the Princeton Review announced that IU was No. 1 among all publicly supported universities in the magazine's first-ever ranking of Top 20 Wired Campuses. Overall, the university was third in the ranking, behind private universities Villanova and the Massachusetts Institute of Technology.

#### On campus facilities:

The Department of Tourism, Conventions, and Event Management has offices in the IUPUI Physical Education and Natatorium (PE) building. Faculty offices are located on the second floor. The department secretary has a desk in the main entrance/lobby area of the school. There is 1603 square feet of TCEM faculty office space in the PE building, and the building is at its space capacity. In the summer of 2008, the department leased off-campus space (1.1 miles from the Natatorium) to accommodate its growing faculty pool. The physical address is 1200 Waterway Boulevard. There are seven offices with areas ranging from 150 to 210 square feet.

TCEM has no classrooms of its own other than ET 103 and is assigned classrooms from general campus inventory primarily in the following buildings: Kelley School of Business (BS), the School of Education and Social Work (ES), Technology (ET), Science (LD), Engineering/Science and Technology (SL), Communications Technology Complex (IT), and the School of Nursing (NU). All buildings are within a three block walking distance. All classrooms in these buildings are "smart", equipped with the latest audio-visual equipment that supports VHS, DVD, CD presentations and the classrooms have internet connections to facilitate and support instructional goals and objectives. Either white boards and/or chalk boards are available in each classroom.

#### Computer Laboratory Spaces:

The School of Physical Education and Tourism Management is part of a computer laboratory consortium with three schools: Education, Social Work, and Library and Information Science. The consortium member schools provide a significant portion of funding for four classrooms where computer based instruction takes place: ES 2116, 2124, 2119, and 2121 with seating capacity of 25, 30, 30, and 23 respectively. Several TCEM courses are taught in these rooms each semester. A portion of student technology funds is allocated to maintain and upgrade equipment and facilities.

#### Other Important Resources on Campus:

There are several laptop computers available for use by PETM faculty. This equipment is maintained and upgraded by the school's computer technician on an as-needed basis. The IT building houses five computer servers, two of which are utilized by the Department of Physical Education, and two by the TCEM Department. One TCEM server stores and plays digitized videos using Windows media. The other TCEM server contains the Breeze presenter for PowerPoint and audio only. The fifth server is the combined backup system for the other four servers.

- b. Describe in greater detail the need for additional learning resources that, if unmet, will prohibit the offering of a high quality program.

There are no existing needs for additional resources.

#### 7. Describe other program strengths.

- a. Describe any special features which inform the character and personality of the proposed program and make it distinctive.

Given the globalization trends in the tourism industry, the diversity of the faculty in the department becomes a strength in providing students an opportunity to learn from many different perspectives. Currently, the TCEM department is composed of faculty members representing seven different countries. Furthermore, TCEM faculty members maintain professional connections with their countries of origin and opportunities exist to build partnerships that expose students to the field of international event tourism. The TCEM department has made progress in providing a global and multicultural educational experience. We are systematically building relationships with overseas institutions (e.g., Moi University in Kenya, Sun-Yat-Sen University in China, University of Heilbronn in Germany, and University of Primorska in Slovenia), including establishing student and scholar exchange programs with these universities. We currently have two German exchange students enrolled in our program, and will be sending two TCEM students to Germany in spring 2009. The continuing partnership and capacity to serve the needs of international students and scholars are expected to increase the enrollment of international graduate students and also provide more opportunities for TCEM graduate students to study abroad, both of which will enrich the department and campus culture.

The TCEM department is also benefited through the location of the IUPUI campus. A major strength of our campus is an exceptional concentration of professional and amateur sport organizations in the city. As sport tourism is one of the concentration areas in the

masters program, support from existing sport organization is crucial. Currently, a number of national headquarters of amateur organizations are located in Indianapolis (e.g., National Collegiate Athletic Association, USA Gymnastics Federation, USA Track & Field, and US Diving, Inc.). In addition, Indianapolis is also home of several professional sports teams such as the Indianapolis Colts, Indiana Pacers, Indiana Fever, Indianapolis Indians, and Indiana Ice. The department has had a close relationship with those organizations and it is expected that the connection will be closer when graduate students start to be involved with them through off-campus work and research.

In addition, students concentrating on cultural tourism will be able to take advantage of the diverse arts, heritage, ethnic or cultural attractions around the city. Indianapolis is also well known for its vibrant meeting industry. The new airport is one of several large civic projects the city invested in to boost its standing in this sector. It is expected that it will have a transforming effect on Indianapolis's meeting industry. The others include the new stadium for the Indianapolis Colts and an addition to the convention center that will double current capacity to 750,000 square feet. The two projects — which will be connected by enclosed walkways — are costing about \$1 billion.

Depending on how it is calculated, tourism is Indianapolis's third- or fourth-largest industry, with a total economic impact of about \$3.56 billion a year. Much of this is sports-related, with the largest event being the annual Indianapolis 500 automobile race. The race, which is held on Memorial Day weekend, attracts about 400,000 visitors and has an economic impact of \$300 million. The Indianapolis 500 is the largest single-day sporting event in the world in terms of paid admissions.

b. Report on any anticipated collaborative arrangements with other parties. The extent of the relationship should be explained and instructional or other resources to be provided by the various parties described. Any written confirmation of the commitment, including drafts of contracts or agreements, should be attached.

Not applicable

### C. Program Rationale

#### 1. Institutional Factors.

a. Explain how the proposed program is compatible with the institution's mission.

IUPUI has developed its official vision, mission and values statements, and these serve as the framework for teaching, research, and service endeavors and ongoing assessment of that work. The vision of IUPUI is to be one of the best urban universities, recognized locally,

nationally, and internationally for its achievements. In November 2005, the Trustees of Indiana University approved the following mission statement:

Indiana University-Purdue University Indianapolis (IUPUI), a partnership between Indiana and Purdue Universities, is Indiana's urban research and academic health sciences campus. IUPUI's mission is to advance the State of Indiana and the intellectual growth of its citizens to the highest levels nationally and internationally through research and creative activity, teaching and learning, and civic engagement. By offering a distinctive range of bachelor's, master's, professional, and Ph.D. degrees, IUPUI promotes the educational, cultural, and economic development of central Indiana and beyond through innovative collaborations, external partnerships, and a strong commitment to diversity.

In pursuing its mission and vision, IUPUI created an Academic Plan to provide a roadmap for ensuring that this impact is significant and long-lasting. Starting in fall 2006, the IUPUI community has been engaged in activities that have supported the development of this Academic Plan — a strategic document aimed at making IUPUI's academic programs as strong as possible and showcasing them aggressively. The Academic Plan is organized around four major goals, three which are the key components of the IUPUI mission, and a fourth that is intended to facilitate attainment of the other three goals in light of resource constraints:

- Excellence in teaching and learning
- Excellence in research, scholarship, and creative activity
- Excellence in civic engagement
- Enhancement of the resource base

Each of the four goals of the Academic Plan has a major underlying initiative:

- Enrollment Shaping Initiative
- Signature Centers Initiative
- Translating Research into Practice (TRIP)
- Fundraising Campaign

The proposed Master of Science in Event Tourism degree program is perfectly compatible with the institution's mission. Under the goal "excellence in teaching and learning", IUPUI regards graduate education as critical to the campus mission, with more graduate and professional students completing their degrees at IUPUI than at any other Indiana campus. The program will add to the existing program offerings. Under "excellence in research, scholarship,

and creative activity”, IUPUI supports the conduct of world-class research and creative activities that are relevant to Indianapolis, the state, and beyond. Achieving research excellence depends on support for scholarly activity through external funding, as well as a strong campus infrastructure. The program will also incorporate multidisciplinary research, particularly in areas aligned with the economic development mission of the campus. Students will build a strong research foundation by taking classes in advanced statistics from the School of Science, Department of Psychology. They will also complement their studies by taking courses in nonprofit management from the School Public and Environmental Affairs. The curriculum is designed to support interdisciplinary collaboration of faculty with common research interests from across the campus. Under “excellence in civic engagement”, the program will foster collaborative partnerships with nonprofits and for profit tourism enterprises across the state. Graduate students and their professors, through cooperation, creativity, innovation, and entrepreneurship, will lend their expertise to improve quality of life for all.

In short, the Master of Science in Event Tourism builds upon faculty strength in this area and upon the unique resources of the school, institution, and the local environment. Moreover, the degree is uniquely placed to contribute to the TRIP Initiative of the institution.

b. Describe the planning process which resulted in the development and submission of this proposal for a new program. Indicate when the program first appeared in the institution’s educational services plan, describing the planned timeline for its submission and implementation.

The department conducted a comprehensive program review in 2007. The program review process included external reviewers who came from two of the most prestigious tourism and hospitality programs in the country. The reviewers suggested that given the high quality of the department’s undergraduate program and the increasing demand for professionals with more advanced training in event tourism, a new graduate program in this area is in high demand. Fifteen recommendations were identified including the need to “identify new strategic partners to help facilitate the research needs of the department and the implementation of a graduate program”. During the program review process, IUPUI administrators also offered their strong support for the development of this new graduate program.

With recommendations from the program review committee and support from the university, the department formed a graduate program committee in the fall of 2008 that met regularly to draft a proposal. In addition, members of the committee have met with several departments on campus to discuss classes that could be part of the graduate curriculum. The committee finished writing the proposal at the end of fall, 2008. The beginning of the graduate program is anticipated to be spring, 2010.



- c. Describe any significant impact the proposed program might have on other instructional, research, or service programs of the institution or campus.

The plan of study consists of several courses outside the school. The Psychology Department and the School of Public and Environmental Affairs (SPEA) offer the majority of these courses. Furthermore, students will be encouraged to complete the SPEA Nonprofit Management Certificate. Nine of the fifteen credit hours required for the certificate are part of the approved list of electives for this degree.

- d. Describe how the proposed program would more fully utilize existing resources.

The TCEM department already offers a Bachelor of Science degree in Tourism, Conventions, and Event Management. A partnership with Indiana University-Purdue University Columbus was formed in summer 2005. This joint baccalaureate degree program provides web delivery for all 100 and 200-level TCEM courses and some 300-level courses to create an academic path for students enrolled at Columbus to complete the TCEM Bachelor of Science degree with final upper level course completion in live courses at the IUPUI campus. The Department of Tourism, Conventions, and Event Management currently has 12 full-time faculty members who are at one of the following ranks: tenured (3), tenure-track (5), and lecturer/senior lecturer (4). By fall of 2009, the existing distribution will change to tenured (5), tenure-track (4), and lecturers (3). This will be the result of an anticipated promotion to tenured faculty of two assistant professors and the conversion of a lecturer position to a tenure track position to strengthen the pool of qualified graduate faculty members in the department. The nine tenured and tenured track faculty members have strong research background in event tourism, statistics, and research methodology, essential requirements for the successful implementation of the proposed graduate program.

## 2. Student Demand.

- a. Describe how enrollment projections for the program have been derived. State whether the new program is expected to add students to the total enrollment of the campus. Indicate the extent to which the new curriculum is expected to attract majors and the extent to which it will provide service courses or electives for majors in other programs.

Enrollment projects are based on the following factors: a) current enrollment at Purdue University's Department of Hospitality and Tourism Management and Indiana University's Department of Recreation, Parks and Tourism; b) anticipated growth of the event tourism

industry (sports tourism, convention tourism and cultural tourism); and c) national and international trends in graduate tourism education.

#### **Enrollment at IU and PU:**

The Purdue University Department of Hospitality and Tourism Management offers both a Masters and a Doctor of Philosophy degrees in Tourism and Hospitality Management. Currently there are 25 master students and 22 doctoral students. Enrollment has remained constant for the past 5 years for both degrees. The Indiana University Department of Recreation, Parks and tourism offers a Masters degree in Tourism and a Doctor of Philosophy degree in Leisure Behavior. Currently there are 9 master students and 30 doctoral students.

#### **Anticipated growth of the event tourism industry:**

The proposed new graduate degree will advance tourism and economic growth for Indianapolis and the State of Indiana. Program graduates will assist city and state event tourism professionals to increase the number of visitors and their financial impacts, expand positive perception of the region, and positively influence the visitor experience. According to a 2008 Global Insight report, in partnership with D.K. Shifflet & Associates, 21.9 million visitors annually provide \$3.56 billion in total annual economic impact of tourism on the Indianapolis economy alone resulting in 66,621 full-time equivalent employment positions in the hospitality industry. The growth is expected to continue in the near future.

##### **a) Convention tourism:**

Convention space across the country has grown from 40.4 million square feet in 1990 to 68.4 million in 2008, according to industry publication Tradeshow Week. Atlanta, Chicago, Phoenix, Philadelphia, Louisville, Orlando, Las Vegas and New Orleans are just a few of the other cities that have either recently completed or are planning to expand their convention centers. Indianapolis' latest \$275 million expansion of its convention center will add nearly 350,000 square feet of exhibit space. When the larger Indiana Convention Center opens in 2010, total exhibit space available in the convention complex—which includes Lucas Oil Stadium—will reach 745,300 square feet, up from 403,700. Projections show convention center events will fill 850,000 hotel room nights annually within three years, up from 500,000 in 2008.

##### **b) Sports tourism**

The direct benefits of major sports events (new facilities and visitor spending) are supplemented in most cases by a post event tourism boost that benefits other segments of the local economy. Getz (1991) identifies six reasons why cities bid for sports tourism related events: 1) to attract people into the area; 2) to attract people outside the main season; 3) to create media attention and raise the profile of the area; 4) to increase occupancy levels of

existing tourism facilities; 5) to encourage repeat visits; and 6) to assist regeneration of the area's economy.

Since the 1980s, Indiana, and Indianapolis in particular, have actively promoted sports tourism by marketing themselves as centers for amateur sporting events, building new sports facilities and expanding its hotel facilities. The city is known worldwide as the home of the Indianapolis Motor Speedway, hosting the Indianapolis 500 and Brickyard 400, etc. The city has state-of-the-art facilities for numerous sports, including venues that have consistently hosted world-class competitions. In addition, it is home to a number of governing bodies that oversee Olympic teams and national tournaments. In 2000 the NCAA made Indianapolis their headquarters and have committed to holding the men's and women's Final Four events in the city through 2010. Indianapolis is home to many professional sports teams such as Indianapolis Colts (NFL football), Indiana Pacers (NBA men's basketball), Indiana Fever (WNBA women's basketball), Indianapolis Indians (Triple-A affiliate of Pittsburgh Pirates) and Indiana Ice (ice hockey). Several sports-related organizations have headquarters in the state.

#### c) Cultural tourism

Cultural tourism helps preserve the unique resources of Indiana. Today's cultural tourists are more well traveled and better educated than previous generations of travelers, and they expect more from their travel experiences—making quality and authenticity more important than ever before. Higher expectations and increased competition for the visitors' time also means that a need exists for qualified tourism professionals who will assist in the development and management of this segment of the tourism industry. The city of Indianapolis announced in June 2001 a cultural tourism initiative designed to make Indianapolis a destination for out-of-towners interested in things like art and music while stimulating interest in the arts among the city's own residents. The initiative was the spring board for many community projects, such the creation of the six cultural districts and the cultural trail, which will pass through the IUPUI campus.

### **National and international trends in graduate tourism education**

Ten years ago, tourism programs were housed in academic units such as colleges of arts and sciences, business administration, home economics, agriculture, health, education, forestry and recreation resources, natural resources, human ecology, human services, professional services, public affairs, consumer and family sciences, applied science and technology, and health and human development departments. Also, programs were set up as independent colleges or independent schools and in addition to these programs, there were a number of tourism courses taught in various departments such as geography, anthropology, sociology, economics, parks and recreation, marketing, forestry and hotel and restaurant administration.

This situation is about to change. Graduate tourism education will continue to be multi-disciplinary but tourism foundation courses are beginning to become the responsibility of one

academic department whose mission is tourism education; thus more schools are adding Master degrees and Ph.D. programs. A review of university bulletins and catalogs, shows that graduate tourism education programs have become much more rigorous than they were in the past. Tourism and hospitality programs on U.S. campuses are growing in number, size, quality and quantity. The literature in the field is growing in both quality and quantity. New tourism research centers are being established on university campuses. Associations are striving to bring recognition and accreditation to the field as well as advancing it. Distinguished professorships and endowed chairs are being established. Non-tourism professional associations are adding tourism sessions to the programs of their meetings. Consequently, the trends are positive for graduate tourism education to continue to grow and develop in North America.

- b. Provide the enrollment and completion data requested in Table 1.

Table 1 is under last section of this report titled “Tabular Information”

3. Transferability

Summarize existing or planned arrangements for the transferability of program credits. Indicate the number of program graduates expected to transfer to other institutions or campuses. Describe any constraints on the transfer of students or credits to other Indiana programs that might ordinarily be expected to accept them. Document any unique agreements concerning the transfer of students or credits.

The Department of Tourism, Conventions and Event Management (IUPUI) has been collaborating with the Department of Recreation, Park and Tourism Studies at Indiana University in Bloomington on offering joint graduate level courses in tourism. Their MS Tourism program includes a minimum of twelve credit hours under the emphasis section that can be transferable between the two graduate plans. These are:

Bloomington Course	Indianapolis course
HPER R539: Master’s Thesis	TCEM 500: Master’s Thesis
HEPR T-590: Introduction to Research in HPER	Same
HPER R522: Economics and Marketing for Leisure Services and Tourism	TCEM 531: Event Tourism Marketing
HPER R529: Cultural Heritage Tourism	TCEM 534: Cultural Tourism Management

In addition, both programs have TCEM 499: Operational Analysis, as a prerequisite to join the graduate program. The course is only offered on the IUPUI campus by the TCEM department.

4. Access to graduate and professional programs.

Respond to this question only if the program will prepare students for entry into graduate or professional schools.

Does not apply

5. Demand and employment factors.

Respond to this question if preparing students for specific employment opportunities is a key program objective. In such cases, provide the kinds of information described in Appendix B, "Demand and Employment Analysis."

**Geographic Region to Be Served**

A review of comparable programs in Indiana and surrounding states offering tourism and hospitality degrees clearly points to the need of a program that concentrates on event tourism. Review findings are presented in the next segment titled "Regional, State and National Factors". The proposed new program will serve the tourism and hospitality employment needs of Central Indiana in particular and the state in general.

**Review of Literature**

Globally, the tourism industry currently employs nearly 240 million people and creates 10% of world GDP. Recent years have seen rapid growth in tourism and last year was no exception, with the broad-based expansion continuing. International tourist arrivals surged again, reaching nearly 900 million, and visitor spending more than matched that growth. New destinations are emerging as investment in fresh facilities continues and overseas travel is becoming both a feasible and an affordable choice for an increasing proportion of the world's population.

This expansion is expected to continue, although the current deterioration in economic conditions means that growth in tourism GDP and employment will slow moderately. Challenges come from the US slowdown, the weak dollar, and concerns about climate change. But the continued strong expansion in domestic tourism means that the industry's prospects remain bright.

According to the Travel Industry Association, in 2007, the U.S. tourism industry received \$739 billion from domestic and international travelers (excluding international passenger fares). These travel expenditures, in turn, directly generated more than nearly 7.7 million jobs with \$186 billion in payroll income for Americans, as well as \$116 billion tax revenue for federal, state and local governments.

A 2006 economic impact study for Indiana tourism, commissioned by our state, showed that spending by travelers in the state totaled \$10.36 billion. This expenditure supported 257,785 jobs and \$6.74 billion in wages. The federal, state and local tax revenue proceeds from tourism infused another \$2.13 billion to the state's economy. One important consideration is that the biggest source of tourism revenue (95%) was generated by domestic the market, only 5% was generated by international visitors.

The growth of the tourism industry is expected to remain robust in the years to come. The anticipated softening of international tourism growth in 2008, yet still clearly at a positive level, follows four historically strong years. Between 2004 and 2007 international tourism grew at a rate of 7% a year, boosted by a buoyant world economy and pent-up demand after the challenges in 2001-2003. The current economic imbalances, in particular the rising energy prices, are very likely to influence tourism spending. But specific demand shifts – determined by disposable income, travel budgets and confidence, will vary from country to country, and from region to region, depending on their local economies, labor markets and consumer confidence. On the whole, though consumer confidence indices show an increasing degree of uncertainty, international tourism has proven to be resilient in similar circumstances in the past and able to cope with various types of shocks, including security threats, geopolitical tensions or natural and man-made crisis.

Accounting for these factors, coupled with a slower but still positive economic growth, international tourism is expected to keep growing at a solid pace. This growth is in line with the United Nations World Tourism Organization's Tourism 2020 Vision that forecasted a long-term growth rate of about 4%.

It is widely accepted that tourism is one of the fastest growing industries in the world, and special events are a major an important contributor to that growth. Event tourism, which refers to leisure oriented special events, is emerging as a large and growing market for the tourism industry. More specifically for hoteliers, leisure special events accounted for a slightly higher percentage of 2007 U. S. room night demand than business conventions. This measured up to more than \$5.5 billion in room revenue for domestic hoteliers last year. Additionally, the event tourism market has enjoyed stronger growth than overall leisure demand. Room demand and average room rates for special- event attendees who stay in hotels have increased at faster paces than for leisure overall.

The combination of higher demand and rate growth translates into a lucrative growth segment for hotel room revenue. It is clear that the growth in event tourism has benefited the hotel industry. However, the benefits extend to the business community surrounding the venue as well. Staging special events attracts visitors who may not have otherwise come to the region. Media coverage of the event may yield an even greater reach to audiences locally, nationally or internationally. Further, special events may provide business opportunities for private companies and create mutually beneficial relationships for hotels. Two additional trends among special-event attendees that have developed over the past few years are: hotel segment trade-up and longer length of stay. More guests visiting for a special event are trading up to higher- priced hotels.

Additionally, special-event attendees are staying at the hotel longer than in the past. The average length of stay among special-event attendees increased at a faster pace than leisure travel overall. The longer length of stay contributed to the higher revenue growth for

event tourism, as these travelers became more leveraged and provided more return on marketing dollars as guests stay more nights during a visit. Event tourism attracts guests who are similar in profile to the average leisure guest in terms of age, income and occupation. Activities that are attractive to special-event attendees include: sports events, festivals or craft fairs, group tours, trade shows, and cultural attractions, such as museums, plays, concerts, etc. Event tourism also draws a higher percentage of hotel room nights in downtown or suburban locations relative to leisure travel overall. The event-tourism market is growing fast and provides a large opportunity for the hotel industry. Much of the business community benefits from a special event and the mutual benefits to be gained create an exciting synergy.

### **Potential Employers**

According to a Global Insight report, in partnership with D.K. Shifflet and Associates, 21.9 million visitors annually provide \$3.56 billion in total annual economic impact on the Indianapolis economy resulting in 66,621 full-time equivalent employment positions in the hospitality industry. Some examples of tourism related infrastructure that is under construction and highlight the future employment demand of the city's event tourism industry include:

- Lucas Oil Stadium, a multi-use, all-weather venue featuring a retractable roof is now open. The stadium seats as many as 70,000 for football games and other events. It also will have 12 meeting rooms with a total of 13,000 square feet of meeting space, as well as 179,000 square feet of exhibit space.
- The expansion of the Indiana Convention Center, when completed in 2010, will feature 72 meeting rooms with a total of 118,000 square feet of meeting space and more than 566,000 square feet of exhibit space. The expanded Indiana Convention Center will be connected to Lucas Oil Stadium via a climate-controlled walkway.
- The stadium and convention center expansion will give Indianapolis more than 745,000 square feet of space for trade shows and 131,000 square feet of meeting space, making it the 17<sup>th</sup> largest facility in the country.
- The Indiana Convention Center & Lucas Oil Stadium are physically connected via skywalks to more hotel rooms (4,700) than any convention center in the U.S.
- Of those hotel rooms, more than 1,600 will come on line when a new JW Marriott Complex is completed in 2011. The complex, featuring a JW Marriott tower and three other Marriott properties, will boast 100,000 square feet of meeting and event space, including a 40,500 square foot grand ballroom - the largest hotel ballroom in the Midwest.
- The opening of the new, \$1 billion midfield terminal at the Indianapolis International Airport, just 15 minutes away from downtown via interstate highway.

### **Independent Need Analysis**

The review of literature permitted a quantitative assessment of the projected imbalances in the supply and demand index for the service area. There is no further need for an independent analysis.

### **Program Experience**

The George Washington University School of Business in Washington DC offers a Master of Tourism Administration with concentration in Event Management. It is intended for students interested in the theoretical and practical aspects of event and meeting management, including research, design, planning, coordination, and evaluation of events and meetings of various types and sizes. Students study best practices in promotion, organization, and risk management of events and meetings. Emphasis is placed on the management competencies required for successful event and meeting professionals. The program is very successful, especially with its online course offerings. The program at George Washington University is the only program in Event Management in the country; thus, our program would be a unique resource for the state and the region.

**Expert Opinion**

Not Applicable

6. Regional, state, and national factors.

a. List comparable programs in the region or state, and explain why these existing programs cannot meet the needs of prospective students and/or employers in the geographic area which the program would service. Describe any significant differences between the proposed program and others in the region or State that have similar characteristics.

The supply of tourism graduate programs has grown considerably over the past three decades. Such growth has been fueled by the rapid expansion of the tourism industry and recognition by governments that tourism contributes significantly to local and national economies. This growth came in the form of three different approaches that aim to reach the same goal, to equip graduates with a breadth of management skills that will allow them to add value to organizations operating in the tourism environment: a) Generic degrees that offer the interdisciplinary skills required for a broad understanding of the tourism industry; b) Specialized degrees that offer students the specialized expertise in a particular area of tourism, such as marketing, planning, human resources and operations; and c) Demand based degrees that focus on the nature and development of particular niche markets which require both generic knowledge and specialized expertise for effective delivery.

According to the Gradschools.com website (October 14, 2008), there are currently 62 higher education institutions in the United States that grant Master's degrees in Hospitality and Tourism and 17 institutions that offer Doctorate degrees. Only one program at George Washington University specializes in the area of Event Tourism. This field has developed in size and impact globally to become a major business with numerous dedicated facilities, and a large-scale generator of tourism. The field encompasses meetings, conventions, festivals, expositions, sport and other special events. Event management is also of considerable



importance to government agencies and not-for-profit organizations in a pursuit of a variety of goals, including fund-raising, the fostering of causes, and community development.

The following is a list of comparable programs in the region and the State:

- Purdue University – Hospitality and Tourism Program

*Program Description:*

Hospitality and tourism management (HTM) offers three emphases for study concentration: lodging management, food service management, and tourism management. Students gain experience and knowledge in food production and service skills in the HTM Cafe and John Purdue Room, and from internships (in the United States and abroad) at convention and visitor bureaus, resorts, sports facilities, restaurants, and hotels. Students develop critical thinking ability and a broad perspective in human resource management, hospitality law, accounting, finance, marketing, information systems, international relations, senior living, and transportation.

*Differences:*

Purdue's undergraduate and graduate programs do not focus on event tourism but prepare students for positions as suppliers in the hospitality industry.

- Ball State University – Hospitality and Food Management

*Program Description:*

This program provides an efficient and effective pathway to upper-level management positions in hospitality and the food industry. The degree offers students a blend of theory of management practices and experiential learning.

*Differences:*

Ball State only has an undergraduate program in this field and the program's focus is on food service and hospitality management principles.

- Indiana University – Department of Park, Recreation and Tourism Studies

*Program Description:*

The tourism management program prepares students to enter the world's largest and most diverse industry. Tourism is the business of attracting and catering to the needs and expectations of visitors. Although the tourism industry includes transportation, travel brokers, and food and lodging, students in this program focus on the marketing and management of tourist facilities and destinations. These include government tourism divisions, hotels, resorts, convention centers, theme parks, visitor centers, cruises, and airlines.

*Differences:*

The undergraduate and graduate programs do not focus on event tourism but rather prepare students for positions in parks and recreation.

There are a variety of other programs in surrounding states that offer a master's program in hospitality and tourism. These include programs at The Ohio State University, Roosevelt University, Michigan State University, University of Illinois and Eastern Michigan University. However, these programs do not offer emphasize event tourism. Their focus is hospitality and tourism management and marketing. Below is an overview of these programs.

- The Ohio State University

*Program Description:*

Hospitality Management focuses on the hospitality-tourism industry, the largest employer in the world. You will undertake a systematic examination of the various functional areas of hospitality firms and their contribution to the greater community.

*Differences:*

The Ohio State University's undergraduate and graduate programs do not focus on event tourism and focus their curriculum on hospitality management issues.

- Michigan State University

*Program Description:*

The Master of Science degree in Hospitality Business Management contains a core of functional courses in hospitality business and related disciplines. Graduates of this program seek employment opportunities in corporate-level positions within hospitality companies, consulting firms, or other service organizations. The student must discuss the planned program with The School's Graduate Programs Coordinator before enrolling in the program.

*Differences:*

Michigan State University's undergraduate and graduate programs do not focus on event tourism and prepare students for positions for supplier positions in the hospitality industry.

- Roosevelt University

*Program Description:*

The Roosevelt University's School of Hospitality and Tourism Management prepares students for management and leadership careers in the hospitality and tourism industry and offers the only undergraduate and graduate program in Illinois. The program prepares students in three areas of emphasis: lodging management; food and beverage management; and meeting, convention, and exhibition management.

*Differences:*

Roosevelt University offers a master's degree in hospitality and tourism management with one area emphasis on meeting, convention and exhibition management. The

difference is our program will cover a wide-scope of topics on events, not just one course.

- Eastern Michigan University

*Program Description:*

The Hotel & Restaurant Management Program is committed to providing a comprehensive program that focuses on integrating theoretical knowledge with practical work experience, and implementation of management strategies needed to succeed in the Hotel and Restaurant Industry.

*Differences:*

Eastern Michigan State University's undergraduate and graduate programs do not focus on event tourism but prepare students for positions as suppliers in the hospitality industry.

- University of Illinois

Program description:

The Department of Recreation, Sport and Tourism in the College of Applied Health Sciences at the University of Illinois at Urbana-Champaign offers a Master of Science degree in Recreation, Sport and Tourism through The Global Campus. This degree provides you a quality and highly accessible education ensuring that you are prepared to meet the changing requirements of the leisure services industry.

The demand for professionals with an advanced degree in the leisure service industry continues to increase. Job opportunities in parks and recreation, sport management, senior centers, hotel management, natural resources recreation, convention and tourist bureaus, health and fitness clubs, special events business, facility management, and volunteer and youth agencies, just to name a few, are on the rise.

*Differences:*

The University of Illinois' graduate program does not focus on event tourism and prepares students for positions for parks and recreation and the hospitality industry.

- b. External agencies

Describe the regional accrediting, professional association, and licensing requirements that have helped shape the program's curriculum.

Not applicable

#### D. Program Implementation and Evaluation

The goals of the program, as previously defined, are to: a) create a scholarly community characterized by lifelong learning and transformational education, b) provide students with opportunities to engage in integrative, applied research that is grounded in contemporary scholarship, c) engage students with local community organizations, and c) support awareness of the student’s values and operating assumptions and the ways in which they affect the student’s scholarship and professional decision-making.

**Program Implementation**

The program administrator will initially be the department chair. The program administrator will work with the graduate faculty committee, made up of all eligible tenured and tenure track faculty members, to implement the graduate program according to provisions outlined in this proposal. No other changes will be required in the organization of the department. The program administrator, in collaboration with the graduate faculty committee, will be responsible to ensure compliance with planned enrollment growth patterns and the overall management of the new program during the first five years. Planned enrollment growth patterns include the overall size of the program in terms of degrees and majors or students served over the years to reach full development of the program.

Proposed timeline for implementation:

University approval for the Masters in Event Tourism	Spring 2009
Indiana Commission for Higher Education approval	Fall 2009
First Masters class enrollment	Spring 2010

**Program evaluation**

What general outcome are you seeking	How would you know it if you saw it?	How will you help students learn it?	How could you measure each of the desired behaviors listed in #2	What are the assessment findings?	How will the aggregated assessment findings be used to improve the program?
a) Create a scholarly community characterized by lifelong learning and transformational education	a) Knowledge of the history and philosophy of event tourism  Knowledge of issues related to differences among tourist groups and individual	a) TCEM 500: Foundations of Event Tourism  TCEM 531: Event Tourism Marketing, TCEM 562: Economics of Event Tourism, and one of the	a) TCEM 500, a first semester class, will require students to set up an e-portfolio to document success  e-portfolio	The character and purpose of the program and its relationship to the IUPUI academic plan  An assessment of the program’s growth and development to determine a need for possible	The department will conduct an annual report to evaluate effectiveness of the program in meeting its four program goals. The report will be prepared by members of the Graduate Committee. It will be descriptive, evaluative, and

	tourists	following three courses - TCEM 519: Sports Tourism Management, TCEM 534: Cultural Tourism Management, or TCEM 571: Strategic Meeting Management		changes in objectives, or further development of the program	forward looking. Its aim will be the provision of basic information on the program, give faculty
b) Provide students with opportunities to engage in integrative, applied research that is grounded in contemporary scholarship	b) Ability to use writing to meet scholarly and professional goals  Ability to analyze and critique tourism related research, find, and report on a significant tourism issues that have usefulness and current application	b) TCEM 599: Master's Thesis  HPER-T 590: Introduction to Research, HPER-T 591: Interpretation of Data, PSY 601: Experimental Design, and PSY 608: Measurement Theory	b) e-portfolio and Master's Thesis	Teaching effectiveness of the program's faculty members  The contribution of professional, research or scholarly activity, performed by graduate faculty	assessments of the program's strengths and weaknesses, and present the faculty's vision for the program's future. This will be the department's opportunity to scrutinize its graduate program, publicize its accomplishments, examine its flaws, and focus on future directions.
c) Engage students with local tourism non-profit tourism organizations	c) Ability to use highly developed verbal communication in presentations, questioning, and discussions with community tourism stakeholders	c) Elective recommendations from SPEA in the field of non-profit management	c) e-portfolio	The existing standards and policies involved in admission of students to the program (quantitative data includes total number of applicants, number of applicants denied admission, the average GRE or other tests scores of admission, and applicant GPA	Evaluation of the report will reside with the department's Assessment Committee. The committee will hold the Graduate Committee responsible for the annual report regarding the status of the program as well as continue to monitor the quality, appropriateness, student demand and access, market demand, and institutional quality of the program.
d) Support awareness of the student's values and operating assumptions and the ways in which they affect the student's	d) Ability to critically and reflectively synthesize personal and professional experiences in the graduate program	d) Close, face to face interaction between graduate student and faculty mentor	d) e-portfolio	The existing standards and policies in retention and graduation rates (quantitative data will include how many students have completed the program, by year, the	The department

<p>scholarship and professional decision-making</p>			<p>number of drop-outs/dismissals during the past five years, the ration between full-time versus part-time in the program and the average length of time to complete the program</p> <p>An assessment of career paths of graduates that includes placement and other employment related statistics such as the current employment status of students who have completed the program</p> <p>Student satisfaction with the program (quantitative and qualitative data collected from exit surveys)</p> <p>Student productivity while in the program (examples include student publications, student awards and recognitions)</p> <p>Comments from stakeholders, including</p>	<p>predicts that the methods and degree of evaluation will change as the program grows. For example, considerable curriculum changes may need to be made if size and diversity of students become a factor. The requirement of the annual report should help facilitate the appropriate evaluation of the program and ensure that the necessary changes or modifications are made in the program to keep it viable in the 21st century.</p>
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				outside experts, placement officers, other sources in the community the magnitude and the sources of funding for the program (such as foundation and private sources, federal and state sources, university sources)	
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E. Tabular Information

1. Table 1: Enrollment and Completion Data.
2. Tables 2A and 2B: Cost and Revenue Data.
3. Table 3: New Program Proposal Summary