

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 5 – D (3)
DATE: May 13-15, 2024

SUBJECT

New Undergraduate Certificate Request – BHSU – Tourism & Hospitality

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2.3.2](#) – New Programs, Program Modifications, and Inactivation/Termination

BACKGROUND / DISCUSSION

Black Hills State University (BHSU) requests authorization to offer an undergraduate certificate in Tourism & Hospitality. The proposed certificate will provide students with a foundation in tourism and hospitality, restaurant management, lodging management, and the management of conventions, meetings, and events. Upon completion, this certification will serve as proof of their tourism and hospitality knowledge and aid them in obtaining higher-paying jobs in the industry. The certificate will benefit those in the industry who are not able to complete the 16-month associate degree offered by BHSU in this area.

IMPACT AND RECOMMENDATION

BHSU plans to offer the proposed certificate on campus and online. BHSU does not request new state resources. No new courses will be required.

Board office staff recommends approval.

ATTACHMENTS

Attachment I – New Certificate Request Form: BHSU – Tourism & Hospitality

DRAFT MOTION 20240513_5-D(3):

I move to authorize BHSU to offer an undergraduate certificate in Tourism & Hospitality, as presented.



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

New Certificate

Use this form to propose a certificate program at either the undergraduate or graduate level. A certificate program is a sequence, pattern, or group of academic credit courses that focus upon an area of specialized knowledge or information and develop a specific skill set. Certificate programs typically are a subset of the curriculum offered in degree programs, include previously approved courses, and involve 9-12 credit hours including prerequisites. In some cases, standards for licensure will state explicit requirements leading to certificate programs requiring more than 12 credit hours (in such cases, exceptions to course or credit requirements must be justified and approved). The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Certificate Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

| | |
|-----------------------------------------|---------------------------------------------------|
| UNIVERSITY: | BHSU |
| TITLE OF PROPOSED CERTIFICATE: | Tourism and Hospitality Certificate |
| INTENDED DATE OF IMPLEMENTATION: | Fall 2024 |
| PROPOSED CIP CODE: | 520903 |
| UNIVERSITY DEPARTMENT: | School of Business |
| BANNER DEPARTMENT CODE: | BSCB |
| UNIVERSITY DIVISION: | College of Business & Natural Sciences |
| BANNER DIVISION CODE: | 6B |

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.7](#), which pertains to new certificate requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Click here to enter a
date.

Institutional Approval Signature
President or Chief Academic Officer of the University

Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Is this a graduate-level certificate or undergraduate-level certificate (place an "X" in the appropriate box)?

Undergraduate Certificate Graduate Certificate

2. What is the nature/ purpose of the proposed certificate? Please include a brief (1-2 sentence) description of the academic field in this certificate. The certificate will provide students with a foundation in tourism and hospitality, restaurant management, lodging management, and the management of conventions, meetings, and events. Upon completion, this certification will serve as proof of their tourism and hospitality knowledge and aid them in obtaining higher-paying jobs in the industry.

3. If you do not have a major in this field, explain how the proposed certificate relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.

| | | |
|---------------------------------------------------------|----------------------------|---------------------------------|
| <i>BHSU:</i> | <i><u>SDCL § 13-59</u></i> | <i><u>BOR Policy 1:10:4</u></i> |
| <i>DSU:</i> | <i><u>SDCL § 13-59</u></i> | <i><u>BOR Policy 1:10:5</u></i> |
| <i>NSU:</i> | <i><u>SDCL § 13-59</u></i> | <i><u>BOR Policy 1:10:6</u></i> |
| <i>SDSMT:</i> | <i><u>SDCL § 13-60</u></i> | <i><u>BOR Policy 1:10:3</u></i> |
| <i>SDSU:</i> | <i><u>SDCL § 13-58</u></i> | <i><u>BOR Policy 1:10:2</u></i> |
| <i>USD:</i> | <i><u>SDCL § 13-57</u></i> | <i><u>BOR Policy 1:10:1</u></i> |
| <i><u>Board of Regents Strategic Plan 2014-2020</u></i> | | |

There is currently a 16-month Tourism and Hospitality Associate Degree offered at BHSU through the School of Business.

4. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential. For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.

Individuals with tourism and hospitality knowledge are in demand from employers as cited in the information below. Basic knowledge gained from the certification will benefit those who want to own and operate their own business in the hospitality industry, but who are not able to complete the 16-month associate degree.

Business owners and managers in the field of hospitality have specific expectations from their employees. While a certificate program does not replace an AS in Tourism and Hospitality, it does provide an avenue for students to better themselves professionally without spending 16-months full-time doing so. A certificate program will allow for focused training and professional development while learning up-to-date skills that are directly applicable to their roles. The delivery method of the certificate also allows for flexibility which is beneficial for both the employee (student) and employer.

SD High School Career and Technical Education (CTE) teachers, who are teaching the Career Pathway for Hospitality and Tourism will be able to tap into the certificate courses to use for SD

teacher recertification credits. Currently seventy-eight out of 159 school districts offer this “pathway” to high school students.

SD State Tourism is actively working with the SD Native Tourism Alliance to spearhead more tribal/cultural tourism across the state. This certificate would give Native students a solid foundation in the tourism and hospitality industry simultaneously as their communities develop cultural tourism-related businesses. This certificate would prove to be timely and affordable and because of the delivery method, would not hinder a student from attending due to transportation concerns or geographic location.

Tourism is the second largest industry in the state and hospitality businesses need graduates with degrees in marketing, photography, outdoor education, entrepreneurship, business management, accounting, etc. Students with a Certificate in Tourism and Hospitality, along with their other degree, will be prepared for what lies ahead should they work in the hospitality industry.

Conversations with the SD Department of Labor were positive for BHSU to offer a Certificate in Tourism and Hospitality Management. They were willing to promote it statewide as it provided an avenue for workers to further their education to attain higher wages and supply them with the knowledge to be successful.

This certificate program will be a success because of renewed dedication from BHSU and the businesses with the hospitality industry. Key players include SD State Tourism, SD Tourism Coalition, Black Hills Badlands Association, LIV Hotel Group, SD native Tourism Alliance, SD career and Technical Education and others. There is a real need to educate our front-line workers and future managers. Through a collective marketing effort of the afore mentioned entities, the word will get out and hospitality businesses will encourage employees to take the courses to better themselves and to attain management positions.

- While the overall U.S. jobs market has now surpassed pre-pandemic levels, the Leisure & Hospitality (L&H) industry remains far behind in its recovery of lost, and desperately needed, jobs. At 6.5%, L&H has a higher share of jobs still lost than any industry except for mining. With 1.1 million jobs still lost, L&H's losses far exceed those of any other industry. Source: <https://www.ustravel.org/research/leisure-and-hospitality-employment>
 - South Dakota Department of Labor Industry Projections for 2020-2030 projected an increase in expected employment as follows:
 Food Services and Drinking places – Increase of 14.7%
 Accommodation, Including Hotels and Motels- Increase of 23.2%
 Amusement, Gambling, and Recreation Industries – Increase of 13.3%
 Source: https://dlr.sd.gov/lmic/documents/industry_projections_2020_2030_statewide_south_dakota.pdf
 - Leisure and hospitality lost 800,000 workers in November 2022, but 1.1 million people were hired into the industry that same month. Leisure and hospitality have maintained the highest rate of all industries since November 2020 fluctuating between 7 to 9 percent. This is very high compared to the national hiring rate which was 3.9% in November 2022.
 Source: <https://uschamber.com/workforce/understanding-americas-labor-shortage-the-most-impacted-industries>
- 5. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?**

- Existing employees/business owners in tourism and hospitality who seek a solid foundation in the industry.
- Students who wish to expand their knowledge of the industry but have limited resources including tuition, transportation, or time.
- Business administration majors in all specializations who want to add specific or targeted expertise in tourism and hospitality.
- Community members who would like to better understand the tourism and hospitality industry.

6. Certificate Design

A. Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor's or master's degree)? If so, what areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?

The certificate will function largely as a stand-alone option to potentially open higher-paying workforce opportunities in the tourism and hospitality industry. The certificate coursework will include education in the operation/management of restaurants, lodging, attractions, conventions, meetings, and events. Students, however, will easily be able to continue into the associate degree or the bachelor's program in Business Administration at BHSU.

B. Is the certificate a value-added credential that supplements a student's major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.

This certificate could be a value-added credential for Business and Marketing majors interested in working in the tourism and hospitality industry. Other majors/programs that could benefit from this certificate include Outdoor Education, General Studies, and Entrepreneurial Studies.

C. Is the certificate a stackable credential with credits that apply to a higher-level credential (i.e., associate, bachelor's, or master's degree)? If so, indicate the program(s) to which the certificate stacks and the number of credits from the certificate that can be applied to the program.

This will certainly be a stackable credential that students can use with other specializations in the current business program at BHSU. The four classes making up the certificate could also be applied later toward obtaining a Tourism and Hospitality associate degree or a degree in Business Administration.

7. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form). *Certificate programs by design are limited in the number of credit hours required for completion. Certificate programs consist of nine (9) to twelve (12) credit hours, including prerequisite courses. In addition, certificates typically involve existing courses. If the curriculum consists of more than twelve (12) credit hours (including prerequisites) or includes new courses, please provide explanation and justification below.*

| Prefix | Number | Course Title <i>(add or delete rows as needed)</i> | Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i> | Credit Hours | New (yes, no) |
|----------|--------|-------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------|---------------|
| THM | 100 | Introduction to Tourism Hospitality Management | | 3 | No |
| THM | 200 | Conventions, Meetings & Events | | 3 | No |
| THM | 310 | Restaurant Management | | 3 | No |
| THM | 320 | Lodging Management | | 3 | No |
| Subtotal | | | | 12 | |

8. Student Outcome and Demonstration of Individual Achievement.

Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? *The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.*

Students will have an increased understanding of the tools and skills needed to effectively manage food, lodging, and other related hospitality-based businesses. This includes:

- Budgeting, cost control, and revenue management
- Recognizing and implementing effective sales and marketing strategies
- Developing and maintaining a quality workforce
- Understanding workforce regulation, appraisal, and compensation management
- Communicating clearly and professionally
- Recognizing and practicing exceptional customer service
- Understanding food safety regulations and risk management
- Designing menus and the acquisition of goods
- Operating a point-of-sales system

B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.

| Individual Student Outcome | Program Courses that Address the Outcomes | | | |
|----------------------------|-------------------------------------------|---------|---------|---------|
| | THM 100 | THM 200 | THM 310 | THM 320 |
| | | | | |

| | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------|--|---|---|---|---|--|
| Identify the internal and external components of managing lodging operations both effectively and efficiently. | | | | | X | |
| Develop perspectives about managing a lodging property through practical analysis and critical thought processes. | | | | | X | |
| Develop abilities to retrieve, evaluate, and manage credible food and lodging information appropriately. | | | X | X | X | |
| Determine the appropriateness of communication forms for audiences and contexts. | | X | X | X | X | |
| Use current information technologies. | | X | X | X | X | |
| Accept responsibility to be empathetic towards others and consider the impact of decisions on others. | | X | X | X | X | |
| Use written communication to convey ideas and thoughts. | | X | X | X | X | |
| Distinguish among the diverse types of costs in the hospitality industry, use cost approaches to pricing. | | | X | X | X | |
| Through a simulation exercise, operate and manage functional areas of lodging properties effectively and efficiently. | | | | | X | |
| Design and analyze menus for food service operations/events. | | | X | X | | |
| Identify relationships and networks, (cultural, political, environmental) that build tourism capacity. | | X | | | | |
| Evaluate marketing strategies for tourism destinations. | | X | | | | |
| Understand and analyze the role of tourism and event management. | | X | X | | | |

Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.

9. Delivery Location.

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., USD Community

College for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?

| | Yes/No | Intended Start Date |
|------------------|--------|---------------------|
| On campus | Yes | Fall 2024 |

| | Yes/No | If Yes, list location(s) | Intended Start Date |
|-------------------|--------|--------------------------|---------------------|
| Off campus | Yes | On-Line | Fall 2024 |

| | Yes/No | If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i> | Intended Start Date |
|---------------------------------------------------------------------------------------------|--------|----------------------------------------------------------------------------------------------------------------|---------------------|
| Distance Delivery (online/other distance delivery methods) | Yes | HyFlex | Fall 2024 |
| Does another BOR institution already have authorization to offer the program online? | No | If yes, identify institutions: | |

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? This question responds to HLC definitions for distance delivery.

| | Yes/No | If Yes, identify delivery methods | Intended Start Date |
|-------------------------------------------------------------------|--------|-----------------------------------|---------------------|
| Distance Delivery (online/other distance delivery methods) | Yes | HyFlex | Fall 2024 |

10. Additional Information: *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*