Recreation and Tourism Management
Program Review – 2012/2013

Memorandum of Understanding

The CSUN Department of Recreation and Tourism Management (RTM), housed in the College of Health and Human Development, offers an undergraduate and a graduate degree in Tourism Hospitality Recreation Management and a minor in Recreation Management. The Department undertook a self-study (submitted December, 2012), followed by an external review on November 4, 2013. The external reviewers were Dr. William W. Hendricks of California Polytechnic State University and Dr. Patrick T. Tierney of San Francisco State University. The Department’s MOU meeting occurred on April 3, 2014. Follow-up will occur at one and three years. Their next program review cycle will culminate in a new self-study, external review, and MOU in AY 2018-2019.

The following commendations and recommendations are intended to help the Department focus its efforts over the next 5 years.

Commendations: The Department is commended for:

1. Its diverse student body, excellent graduation rates, student satisfaction with and appreciation of full-time and part-time faculty, and maintaining of graduate student assistantships.

2. Their hiring of the diverse faculty whose skills match well with industry demands and the increased emphasis of RTM on hospitality and tourism as well as the number and quality of research publications by full-time faculty and work by faculty in discipline professional associations.

3. The curricular changes that resulted in strengthening of the tourism and hospitality management course offerings and new graduate program (including online program).

4. The clearly articulated assessment plan and strategic plan.
5. The use of program controlled facilities and campus partnerships (e.g., Aquatic Center, ropes course, partnerships with Associated Students) to offer exceptional resources and opportunities for program delivery.

6. Its efforts to regain national accreditation stature with the Council on Accreditation for Parks, Recreation, Tourism and Related Programs and the Association for Experiential Education.

7. Its partnerships with the external community and external funding support from community non-profit organizations and public agencies.

**Recommendations: The program should:**

1. Review internship requirements and provide students with more direction and assistance with internship opportunities and preparation and planning for the internship experience.

2. Consider creating and funding effective strategies to reduce advising problems and provide discipline-specific information. Update advising materials with consistent terminology to lessen student confusion. Integrate additional advising check-points in core classes.

3. Re-examine the balance between allowing students to choose their course of study and providing a coherent curriculum with adequate advising support. Create clear elective emphasis areas that students can pursue consistent with trends and career opportunities in the field of RTM. Capitalize on the purported growth in hospitality and tourism management.

4. Strengthen and develop new linkages with faculty and programs in the College of Health and Human Development. Investigate strategies for increasing RTM involvement in the health and wellness movement.
5. Continue seeking support from external funding sources. Examine how the Center for Recreation and Tourism fits in the department’s strategic direction.

6. Develop a faculty hiring plan to support enrollment trends and projections by emphasis area. Balance the course offerings and co-curricular activities between tenure-track and part-time faculty with additional tenure-track faculty hires.

7. Review the degree to which assessment results guide program and strategic planning. Update strategic plan and program learning objectives and enhance number of direct measures. Monitor and assess the results of the SWOT analysis.