

General Information Template for Academic Program Review

Degree Area and Level:

M.S. in Sustainable Tourism (CIP 30.9999) at East Carolina University

Addressing UNC Tomorrow:

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Communities and Their Economic Transformation (Recommendation 4.4), Our Environment (Recommendation 4.6), and Our University's Outreach and Engagement (Recommendation 4.7).

Role of Program in Relation to State and Regional Needs:

The following statistics from December 2008 are provided by North Carolina Department of Commerce, Division of Tourism, Film and Sports Development:

- Tourism is one of North Carolina's largest industries. In 2007, domestic travelers spent \$16.5 billion across the state, a 7.2 percent increase over 2006.
- Domestic tourism expenditures directly supported 190,900 jobs for North Carolina residents.
- Payroll income accounted for over \$4.0 billion in wages paid to North Carolina citizens.
- Traveler spending generated \$1.3 billion in state and local taxes.

The North Carolina Department of Commerce reports, "The long-term success of a tourism destination, attraction, or accommodation now depends heavily on implementing sustainable practices to protect cultural and natural resources, so these wonderful resources can be enjoyed today and in the future." According to the proposal submitted by ECU, "the proposed MS-ST degree program will be the focal point for preparing a cadre of qualified ECU graduate students with the skills, knowledge, and experience to become professionals and leaders in the tourism industry locally, regionally, statewide, nationally, and internationally."

US Labor Department Analysis:

- *Summary* – No summary is provided for this CIP cluster.

Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):

- *Public universities* – Not available
- *Private universities* – Not available

Available in Online or Distance Format from UNC institutions:

Not available.

Available or not from Academic Common Market:

Not available.

ECU Campus enrollment and degrees awarded by similar programs at the Masters level:

(Based on two CIP digits – 30 CIP is the summary group for Multi/interdisciplinary Studies under which Sustainable Tourism is a program.)

Enrollment			Academic Year						
			Fall 05	Spr 06	Fall 06	Spr 07	Fall 07	Spr 08	Fall 08
ECU	Maritime Studies	MA	31	27	26	28	28	31	36

Number of Degrees Awarded			Academic Year		
			2005-2006	2006-2007	2007-2008
ECU	Maritime Studies	MA	9	9	10

Campus Average of enrollment and degrees awarded in this degree area at the Masters level:
(Based on two CIP digits – 30 CIP is the summary group for Multi/interdisciplinary Studies under which Sustainable Tourism is a program - over the last 3 Academic Years, Fall 2005-Fall 2008)

Campus Average			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
ASU	1	12	5
ECU	1	30	9
NCSU	2	16	6
UNC-C	2	43	9
UNC-CH	2	28	13
UNC-G	2	20	7
UNC-W	1	6	1
WCU	1	1	N/A
Campus Average:		20	7

ECU Campus Degree Programs added in the past three years:

- Bachelor
 - BA African and African American Studies (02/09/2007)
- Master
 - N/A
- Doctoral
 - AuD Audiology (06/13/2008)
 - DDS Dentistry (11/10/2006)

ECU Degree Programs discontinued in past three years:

- Bachelor
 - BS Marketing Education (03/20/2009)
 - BS Physician Assistant (11/01/2006)
 - BS Accounting (08/14/2009)
- Master
 - MM Music Therapy (03/20/2009)
 - MPT Physical Therapy (06/08/2007)
 - EdS Counselor Education – Intermediate Degree (03/20/2009)
 - CAS Library Science – Intermediate Degree (03/20/2009)
- Doctoral
 - N/A