Internationalization of the Clemson Travel and Tourism Curriculum

Proposal to the Office of Global Engagement
Curricular Internalization Seed Funding
2014-2015

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Dr. Meredith F. Wilson, Study Abroad Advisor, Clemson Study Abroad
Dr. Greg Ramshaw, Assistant Professor, Department of PRTM
Micky Ward, Academic Advisor and Study Abroad Liaison, HEHD Academic Advising Center
Dr. Bill Norman, Professor, Department of PRTM
Dr. Ken Backman, Professor, Department of PRTM
Dr. Shelia Backman, Professor, Department of PRTM
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Project Description and Statement of Curricular Internationalization

U.S. students consistently trail behind other countries on measures of global competence and overall preparation to live and work in a global society (Scott, 2005; West, 2012). In response to imperatives for increasing global competence of future generations, many universities are embarking on the internationalization of their campuses and/or curriculums. Internationalization can be defined as, “a commitment, confirmed through action, to infuse international and comparative perspectives throughout the teaching, research, and service missions of higher education” (Hudzik, 2011, p. 1). This complex, multifaceted idea can be broadly described as the efforts of institutions to incorporate global perspectives into research and teaching through collaborations with people, organizations, and institutes abroad, in order to foster global competence among students and faculty (ACE, 2012).

International education remains a core aspect of achieving internationalization and universities are tasked with the goal of increasing the number of students who participate in study abroad opportunities. Evan M. Ryan, Assistant Secretary of State for Educational and Cultural Affairs stated that international education “promotes the relationship building and knowledge exchange between people and communities in the United States and around the world that are necessary to solve global challenges” (Institute for International Education, 2013). Yet there have been only marginal increases in U.S. participation in international education. According to IIE’s 2013 Open Doors Report, there were 283,332 students in 2011/12 that studied abroad – a 3% increase from 2010/11. However, 90% of all U.S. undergraduate students are not participating in study abroad.

The Travel and Tourism faculty in Clemson’s Department of Parks, Recreation, and Tourism Management (PRTM) believe that by partnering with Clemson’s Study Abroad Office and the HEHD Advising Center, we can significantly increase PRTM student participation in studying abroad. Specifically, we propose to create a tailored program for Travel and Tourism students’ junior spring semester (we average 150 students) that would use existing courses and faculty at host institutions (i.e. no new courses developed, no Clemson faculty are required to travel annually). We would use the seed funding from this grant to help develop the appropriate infrastructure necessary for integrating a semester-long study abroad experience including:

1. The development of a partnership with a third party provider/organization and an overseas university that matches the needs of the PRTM department’s students and faculty (i.e. cost,
class offerings, scheduling, etc.). Currently, the Travel and Tourism faculty are in the process of meeting with third-party providers and university exchange programs, to collect information and compare these options;

2. Once a partnership is established, there would be focus on the logistical development of the program that clearly outlines a) transferable classes, b) allowable course substitutions, and would include c) the development of a sample semester abroad that aligns with their current course schedule, ensuring that the experience allows students to maintain a 4-year schedule;

3. Subsequently, program information would be packaged in a way that could be marketed consistently through initial advising meetings with HEHD Academic Advisors, who can let students and their parents know about the opportunity and planning could begin for their junior spring semester abroad. Further, Travel and Tourism faculty would promote and market the program within PRTM, with specific attention to the sophomore classes such as the EDGE semester program, to reinforce the importance of participating in study abroad;

4. After initial development of the program, and a successful AY of marketing to students, site visits by PRTM faculty members and an HEHD Advisor will be conducted to ensure quality assurance of classes, housing, and other promised logistics and activities. While the timing of these visits will depend on many factors, it is our intention to have one faculty and one HEHD Advisor visit within the first month of the students’ program (AY 2015/16). Moreover, we intend to have one faculty member visit during the subsequent two years of the program. These visits will help familiarize the faculty and staff to the program and to address needs or concerns while the program develops its reputation among students. It will also serve as an opportunity for faculty to develop research relationships with faculty at the partnering university;

5. Finally, there will be an explicit attempt to create a culture of studying abroad within the department by educating and informing our students and their parents to the numerous benefits of this experience. A major source of information will come from students who have studied within the program, and we will seek out their help in establishing the legacy of the program by presenting to students in the EDGE semester program and other lower level courses.

**Sustainability Plan**

The primary aim of this proposed program is to offer a high quality, consistent opportunity for PRTM Travel and Tourism students to study abroad. There are several facets of
this proposal that are key to ensuring its long-term sustainability. In terms of the promotion and management of the program, this proposal includes the support of all PRTM Travel and Tourism faculty as well as staff members from both the study abroad office and the HEHD advising office. This cross-section of support ensures that there will always be program involvement from both PRTM faculty and university staff, and that the program’s long-term success is not reliant on the availability of one faculty member. Likewise, this program would complement, rather than compete, with other departmental study abroad programs. In working with the Study Abroad Office, we carefully reviewed existing study abroad programs within the department to provide a strong ‘menu’ of options that vary in the time in which it is offered, the students that the program targets, and the destination in which the program may be established. In addition, based on informal surveying of our students, we are looking to establish a program that is within the financial range of what our students have suggested they would/can spend on studying abroad. We are approaching the issue of cost, as well as the development of a culture of studying abroad, as the major barriers to student participation that we must address.

Furthermore, the involvement of partners beyond PRTM helps in the promotion of the program and provides consistency in terms of student advising, curriculum development and delivery, and quality control. There are avenues to promote the program outside of Travel and Tourism students; many courses are also taken by other PRTM concentration areas (on average 525 students including Travel and Tourism), as well as other students in HEHD programs, Language and International Trade, Marketing, Business, and Communication Studies. Additionally, the PRTM travel and tourism curriculum matches the requirements of other national undergraduate tourism programs and, as such, there is potential for promoting the program to tourism students at other universities. In short, this proposed program is meant to begin a legacy of undergraduate study abroad in the PRTM travel and tourism program, rather than offering one-off or ad hoc international opportunities; however, to be successful, it requires investment into faculty and staff site visits to ensure that the quality of programs meet Clemson’s standards so that we can build long-term, long-lasting opportunities for our students.

**Budget**

This proposal is requesting a total of $9,845 to carry out its activities. The major items needing funding support include marketing/promotion, and international travel for site visits.
Marketing/ Promotion ($1,845). As a major component of creating a legacy of study abroad in PRTM, marketing will include the purchase of a domain site, the initial development of the website, and annual maintenance of the site in order for the program to have a wider presence outside of the department (funding for first 3 years). Within the department this funding will be used for other promotional material such as colored flyers, pens, stickers, etc. that can help establish the program’s identity on campus. In addition to the website, marketing funds will also support the creation of a logo for the program that will be consistent throughout all marketing and promotional material. This is a three-year marketing plan. Drs. Duffy and Chancellor will be in charge of directing this portion of the grant.

Travel for Site Visits ($8,000). The seed funds will help support the goals of this initiative by providing an opportunity for two Travel and Tourism faculty members, as well as a HEHD Academic Advisor to conduct a site visit to ensure quality control. Funds will be directed towards international travel, on-site domestic travel, one-week accommodations, and per diems for meals during the visit. Because the destination of the program has not been selected, we have calculated these rates based on the farthest distance and cost of the programs we are considering.

Budget Breakdown

<table>
<thead>
<tr>
<th>Marketing/ Promotion</th>
<th>Projected Cost</th>
<th>Projected Spending Date</th>
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<tbody>
<tr>
<td>Domain Purchase</td>
<td>$45</td>
<td>Dec. 2014</td>
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<tr>
<td>($15 per year for 3 years)</td>
<td></td>
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<tr>
<td>($100 per year for 3 years)</td>
<td></td>
<td></td>
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<tr>
<td>Logo Design</td>
<td>$100</td>
<td>Dec. 2014</td>
</tr>
<tr>
<td>Other promotional material (e.g. colored flyers, pens, handouts, stickers) ($300 per year for 3 years)</td>
<td>$900</td>
<td>Dec. 2014, Dec. 2015, Dec. 2016</td>
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<tr>
<td>Site Visit Travel</td>
<td></td>
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<tr>
<td>International travel* ($2,000 per flight based on estimates to Cyprus – furthest potential destination)</td>
<td>$8,000</td>
<td>Two flights Jan 2016 One flight Jan 2017 One flight Jan 2018</td>
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</tbody>
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Total $9,845

* Lodging/accommodation, meal per diem, and on-site transportation will be negotiated with the third party provider or university partner.
Additionally, we plan to return 50% of the awarded funds back to the OGE spread across three years based on a program fee that we will be included for the initial trips. Tentatively, we intend to have five students participate in the 2015/16 program, ten students in 2016/17 program, and ten students in 2017/18 program. Accordingly, with a $200 program fee, we could recoup at least half of the money awarded by OGE within the three years. However, we are looking to form a partnership with a third-party provider and/or university partner that could help offset the program fee through scholarships for the students, thereby removing some of the financial burden from them.
Faculty Study Abroad and International Travel Experience

Each of the has interests directly, or indirectly, related to international education and/or study abroad and share the desire to help integrate this program into the Travel and Tourism curriculum.

Dr. Lauren Duffy, Assistant Professor, Department of PRTM

Dr. Duffy has been a study abroad student, a study abroad graduate assistant, faculty assistant, and co-director of study abroad programs in a number of countries. She has also traveled abroad extensively as part of her research on international tourism development.

Dr. Charles Chancellor, Associate Professor, Department of PRTM

Dr. Chancellor studied abroad as a student and has led many trips for college students domestically and internationally. He has also traveled extensively, including a bike trip around the world.

Dr. Meredith F. Wilson, Study Abroad Advisor, Clemson Study Abroad

Dr. Wilson had at one point been a study abroad student before she took on the task of advising other students to travel abroad. Additionally, her research is related to the impacts and benefits of participating in study abroad programs.

Dr. Greg Ramshaw, Assistant Professor, Department of PRTM

Originally from Canada, Dr. Ramshaw is a visiting fellow at the University of Leuven in Belgium. He has conducted research in various parts of the UK and Northern Europe.

Micky Ward, Academic Advisor and Study Abroad Liaison, HEHD Academic Advising Center

Micky is the Study Abroad Liaison between the Study Abroad Office and the HEHD Advising Center. She has participated in site visits for other study abroad programs as well.

Dr. Bill Norman, Professor, Department of PRTM

Dr. Norman has over 20 years of experience advising Travel and Tourism students with study abroad opportunities.

Dr. Ken Backman, Professor, Department of PRTM

Dr. Ken Backman has been heavily involved with PRTM’s relationship-building with various universities in Africa and has conducted research in much of the region.

Dr. Shelia Backman, Professor, Department of PRTM
Dr. Shelia Backman has been heavily involved with PRTM’s relationship-building with various universities in Africa.

**Garrett Stone, Ph.D. Student, Department of PRTM**

Garrett has participated in study abroad programs in the South Pacific (2010); his research interests are related to transformative, and ‘deep’ learning, through international education and study abroad.
References


September 26, 2014

Office of Global Engagement
International Programs Coordination Committee
Attrn: Gloria Freeman
E 302 Martin Hall
Clemson, SC 29634

Dear Committee Members,

The Department of Parks, Recreation, and Tourism (PRTM) fully supports the proposal submitted by our Travel and Tourism faculty, along with the support of the HEHD Advising Office and the Study Abroad Office, to develop an annual semester-long study abroad program for undergraduate students in the Travel and Tourism concentration.

Having international and cross-cultural experiences are salient to the careers of students preparing for a 21st Century career in the travel and tourism industry, yet of our approximately 125 undergraduate students very few are participating in study abroad opportunities. This proposal will greatly facilitate opportunities for our students through a coordinated and integrated approach to study abroad that focuses on mitigating logistical and scheduling barriers, while simultaneously developing a culture of study abroad among the students.

The proposal is for the development of an exchange program tailored specifically for our students’ during their spring semester of their junior year. It does not require continuous faculty travel, though enhances opportunities for future faculty engagement abroad, and will allow PRTM students the opportunity to enhance their education and future employment prospects while also expanding their world view. The seed grant will assist in the development of a program by providing funds for site visits for quality assurance, as well as marketing and promotion.

The PRTM Department looks forward to moving this partnership forward with the support of the Office of Global Engagement and will assist the faculty in this endeavor in every way possible. We appreciate your consideration of this proposal. If you have any questions, please do not hesitate to contact me.
Sincerely,

Francis A. McGuire
Interim Department Chair
September 29, 2014

TO: Office of Global Engagement, c/o Gloria Freeman
International Programs Coordination Committee

FROM: Brett Wright, PhD, Interim Dean
College of Health, Education, and Human Development

RE: Endorsement of Travel and Tourism Curricular Internationalization

I am very pleased to offer my strong support for the Travel and Tourism Faculty's proposal for the OGE Curricular Internationalization seed grant 2014/15. This proposal includes the development and implementation of a semester-long study abroad program for undergraduate students in the Department of Parks, Recreation, and Tourism Management's (PRTM) Travel and Tourism concentration. I believe that the program being proposed fits the College and Department's goals of by integrating more opportunities to develop globally and culturally conscious students.

The College of HEHD emphasizes three priority areas: Health, Environment, and Community. Each of these priorities, I believe, can be demonstrated and reinforced in our undergraduate students through study abroad. This proposal, in particular, would help our Travel and Tourism majors encounter and learn about how tourism interacts with the health and wellbeing of people in different countries, how tourism both helps and hinders environmental and economic sustainability in international situations, and would provide hands-on, direct interaction with international communities impacted by tourists and tourism development. Given the strong international track record and experience of our Travel and Tourism faculty, I have every confidence that this proposed program will be of immense benefit to our undergraduate students.

While this program is being developed specifically in mind for Travel and Tourism students, the infrastructure that the faculty propose to put in place could allow for future expansion with opportunities for other PRTM concentration areas, as well as with other Departments in HEHD. Moreover, the program being proposed is explicitly being developed as a sustainable model that does not add additional burden to the faculty load; it will not require faculty to travel on an annual basis and uses the support of third-party providers to focus on planning and logistics.