

# COLLEGE OF HOSPITALITY, RETAIL, & SPORT MANAGEMENT

## BLUEPRINT FOR QUALITY ENHANCEMENT

### Long Term Goals 2006-2011 Update

#### 2007-2008 Initiatives

## I. EXECUTIVE SUMMARY

### A. Vision, Mission, and Goals

**Vision Statement:** The College of Hospitality, Retail, & Sport and Entertainment will be among the best colleges in its areas of specialization in the world by 2015 by seeking world-class status with faculty, students, partners, and facilities consistent with this ambition.

**Mission Statement:** The College of Hospitality, Retail, and Sport Management will provide exemplary academic preparation for students and a collaborative environment that promotes seminal research and service projects with peer institutions, global colleagues, and industry partners.

**Relationship of Mission and Vision:** The College of Hospitality, Retail, and Sport Management (HRSM) is focused on becoming one of the top-ten recognized and respected colleges among those peer institutions that have similar and related programs of learning in its areas of specialization. A major goal of HRSM is to advance and disseminate knowledge and services relating to our programs that support our state, our country, and the global community.

**Executive Summary:** The College of Hospitality, Retail, and Sport Management continues its rapid momentum in the areas of research, teaching, and service and is gaining increasing respect among peer institutions and similar programs. Perhaps the greatest evidence of success has been manifested in the quality of professors and administrators the college is attracting. This College has assembled the best faculty and student body by far in its history and will continue to seek the best and the brightest. In the fall of 2007, the College will welcome a new Associate Dean of Research who is one of the top tourism researchers in the world and a new Associate Dean of Administration who is widely recognized as an outstanding and emerging leader in the hospitality and tourism fields. These new leaders will be charged with working with the Dean and the faculty in development and implementation of strategies that continue to propel this college forward at a rapid and focused pace.

The quality of the college's faculty members is beginning to pay dividends that can be recognized in the scope and depth of research projects, the ambitious funded proposals that are being submitted, and the international contacts that are being developed. The College had the only Fulbright Scholar at the University this year, a Turkish-American Scholar and highly ranked tourism researcher who will be studying and teaching in Russia. This overall improvement of

faculty parallels a great desire on the part of our faculty members to maintain and improve our reputation as an outstanding teaching college.

Our student body continues to grow in both quantity and quality as we embrace more of the top students at the University. Our goal of attracting eminent scholars is paying off as these professors bring with them new ideas, ambitious research agendas, and varied experiences to share with our students. Other similar institutions are recognizing the fact that we are assembling an outstanding group of scholars and students. We now have many leading faculty members coming to us and wanting to be a part of all that we are building. We continue to move boldly forward in our quest to build a faculty and student body that is reflective of the new global economy, one that reflects a diverse population base with a wide range of capabilities and expertise. While we have made significant progress, we have the potential and the desire to improve greatly and to truly become a world-class college

A committee of professors representing all our majors is well underway in developing a Ph.D. program that will embrace all our majors. We want to move the development and approval of this degree as expeditiously as possible since it is integrally related to many of our goals and aspirations.

One of the college's most important goals is to expand the emphasis on international endeavors. All our programs are participating in our Global Virtual Scholars program in which we bring business executives from international arenas into our classrooms via the internet. The Sport and Entertainment Masters Degree is ready to be delivered internationally with the Retailing Masters soon to follow. The Baccalaureate of Tourism Management that features an international focus has been approved. Several departments are sponsoring international field studies that further promote our desire to internationalize our curriculum. One of our major endeavors is to expand the number of students placed in international internships. The College is offering international research grants designed to encourage faculty members to build relationships with colleagues all over the world and to engage in joint research projects.

Since the University and the state of South Carolina have become irreversibly linked to the global economy, perhaps the College's most noteworthy accomplishments are related to the international relationships we are developing throughout the world. The most significant relationships are with Chinese businesses and academic institutions. We are now undergoing discussions and negotiations with three of the top ten universities in China. We are appreciative of the leadership Dr. Andrew Sorensen, President, and Dr. Mark Becker, Provost, have provided in these endeavors. We have our first exchange students from Macau, and two of our students are studying in Macau. We are also hosting a Chinese Professor from Beijing and a doctoral student from Peking University, whose lead professor, Dr. WiBiHu (Tiger Wood), serves as an adjunct professor for our International Institute of Tourism Research.

Provost Becker, Dean Moody, and several professors will visit China in March to continue negotiations on several fronts. The College is searching for an eminent Chinese-American scholar to develop and lead our newly implemented China Tourism Group©.

Drs. Rich Harrill and Peter Cardon have been invited to teach short courses in Macau where they are advancing ground-breaking research on Chinese tourists.

A group of educators from Tec de Monterrey University in Guadalajara, Mexico, visited in February with the goal of developing the second round of programs for their Retailing faculty and beginning to shape a program for their Tourism faculty. We have inquiries from several international institutions seeking to form a variety of relationships which we will review carefully. The International Institute for Tourism Research has submitted a proposal to the Minister of Tourism in Uruguay and its director continues to present at conferences all over the world.

The Technology Support and Training Management Program is making great strides in integrating specialties for the other departments' majors into their program and will be seeking permission to make this program a department. One of their major initiatives is to develop a Masters Degree in Hospitality Technology. Likewise, we will develop a Hospitality Technology Group which will be associated with the International Tourism Research Institute. When our Center of Excellence in Tourism Technology is implemented, this group will serve as associates for the research and consulting that will take place in the Center.

The College has expanded its communications team and now has in place a group of professionals who are charged with the responsibility of directing public relations, marketing, recruiting, alumni relations, creative services, financial development, web communications, and events. The impact of their work is already evident with many new ideas and strategies underway.

The fact remains that we must have a state-of-the-art facility to build the college that we are capable of becoming. Efforts to secure funding for this building have been increased and focused.

We believe the state of the College is excellent. We have an outstanding student body and a dedicated faculty and administration who are addressing an ambitious agenda with the goal of building a world-class college.