

June 23, 2017

Dr. Belle S. Wheelan, President
Commission on Colleges
Southern Association of Colleges and Schools
1866 Southern Lane
Decatur, Georgia 30033-4097

Dear Dr. Wheelan:

This letter comes to provide notification of the College of Coastal Georgia's intention to offer a new baccalaureate degree program – Bachelor of Sciences with a major in Hospitality and Tourism Management – **beginning Fall Semester 2017**. The College anticipates receiving approval at the August 2017 meeting of the University System of Georgia's Board of Regents to offer this new baccalaureate degree program. A copy of the Chancellor's letter of approval will be sent to you immediately thereafter.

The new baccalaureate degree program is a repackaging of the current Hospitality, Tourism and Resort Management concentration within the Bachelor of Business Administration with a major in General Business. The BBA concentration started in 2015 as a result of demand for knowledgeable and skilled employees for the plethora of coastal Georgia hospitality and tourism businesses. The concentration has been very successful, with more than a seven-fold increase over two years--from 5 students in summer 2015 to 37 students currently. However, there seems to be market confusion over the current format of our hospitality concentration. By replacing the concentration with a degree, we can overcome this confusion and better attract students with an interest in hospitality and tourism

Hospitality and tourism careers nationwide are expected to grow more than 10% through 2022, with more than 8 million openings due to growth and replacement (LeFebvre, 2015). Tourism-related industries are Glynn County's major economic base and largest employer in Glynn County. Almost 24% of area jobs are in these industries (Georgia Area Labor Profile for Glynn County, 2015). Part of CCGA's mission is to provide "intellectual, economic and cultural needs of the community and region." Likewise, one of CCGA's core values is to "meet the educational and economic development needs of the local area." Because coastal Georgia is built upon a large hospitality and tourism oriented economy, the creation of the Bachelor's in Hospitality & Tourism Management will indeed help CCGA provide for the community's needs.

In summation, the new baccalaureate program will meet the academic goals of our students and the documented needs of our region, as well as our local and regional business and industry employers. The faculty resources and the instructional facilities will be in place to ensure the program's success.

Thank you, your staff and the Commission for your leadership and mentorship. We look forward to your direction on next steps.

Sincerely,



Gregory F. Aloia, Ph.D.
President

cc: Dr. Nuria Cuevas, SACSCOC Institutional Liaison
Dr. Tracy Pellett, Provost & Vice President for Academic Affairs
Dr. Jim Lynch, Accreditation Liaison