



University Council

February 27, 2026

UNIVERSITY CURRICULUM COMMITTEE – 2025-2026

Susan Sanchez, Chair

Agricultural and Environmental Sciences – Julie Campbell

Arts and Sciences – Casie LeGette (Arts)

Paula Lemons (Sciences)

Business – Andrew Miller

Ecology – Amanda Rugenski

Education – Amy Murphy

Engineering – David Stooksbury

Environment and Design – Katherine Melcher

Family and Consumer Sciences – Melissa Landers-Potts

Forestry and Natural Resources – Richard Chandler

Journalism and Mass Communication – Yan Jin

Law – Joe Miller

Medicine – Erica Brownfield

Pharmacy – Duc Do

Public and International Affairs – Ryan Powers

Public Health – Heather Padilla

Social Work – Jennifer Elkins

Veterinary Medicine – Paul Eubig

Graduate School – Rodney Mauricio

Ex-Officio – Provost Benjamin Ayers

Undergraduate Student Representative – Ella Colker

Graduate Student Representative – Yaw Buabeng

Dear Colleagues:

The attached proposal from the Warnell School of Forestry and Natural Resources for the items listed below will be an agenda item for the March 6, 2026, Full University Curriculum Committee meeting.

Proposal for the following changes in the Warnell School of Forestry:

- Proposal for a Minor in Tourism Management
- Proposal to change the name of the existing Minor in Parks, Recreation, and Tourism Management to the Minor in Parks Management

Sincerely,

Susan Sanchez, Chair

cc: Provost Benjamin Ayers

Dr. Marisa Anne Pagnattaro

PROPOSAL FOR A MINOR PROGRAM OF STUDY

School/College: Warnell School of Forestry and Natural Resources

Department/Division: Warnell School of Forestry and Natural Resources

Minor Name: Tourism Management

CIP: 03020700

Proposed Effective Date: Fall 2026

Which campus(es) will offer this program? Athens

Program Description:

The Warnell School of Forestry and Natural Resources currently offers a major in Parks, Recreation, and Tourism Management (B.S.F.R.). The faculty envision that a minor focusing specifically on tourism management will be attractive not only to a wide variety of students in other majors within the college, but also in programs like Sport Management (B.S.Ed.), Hospitality and Food Industry Management (B.S.A.), Ecology (B.S.), Geography (B.S.), Anthropology (A.B.), and majors in the Terry College of Business and the College of Agricultural and Environmental Sciences who have ancillary interests in outdoor recreation, tourism, outdoor entrepreneurship, and tourism policy.

The proposed Minor in Tourism Management is centred around three tourism courses within the Parks, Recreation, and Tourism Management (PRTM) curriculum which are fundamental to understanding the sociology, planning, and management of outdoor recreation and tourism. The program of study also includes six hours of electives that can be selected from a broad spectrum of tourism-related classes in PRTM, Forestry and Natural Resources (FANR), Kinesiology (KINS), and Marketing (MARK). These include relevant classes covering tourism entrepreneurship, human dimensions of resource management, hospitality operations, and marketing.

Program of Study Requirements:

Required Courses (9 hours)

- PRTM 1100E, Introduction to Travel and Tourism (3 hours)
- PRTM 5700/7700, Community Tourism: Impacts, Planning, and Management (3 hours)
- PRTM 5900/7900, Ecotourism and Sustainable Development (3 hours)

Electives (6 hours)

Choose six hours from the following.

- FANR(ANTH)(ECOL)(GEOG)(INTL) 4271/6271, People, Planet, and Profit (1-9 hours)
- FANR(WILD) 4820/6820, Human Dimensions of Natural Resources and Wildlife Conservation (3 hours)
- KINS 4810, Sport Marketing (3 hours)
- KINS 4840, Sport Event Management (3 hours)
- MARK 3001, Principles of Marketing (3 hours)
- MARK 4450, Social Media Marketing Strategy (3 hours)
- MARK 4500, Services Marketing (3 hours)
- MARK 4550, Multicultural Marketing (3 hours)
- MARK 4600S, Integrated Marketing and Brand Communication (3 hours) **OR** MARK 4780, Consumer Marketing and Brand Management (3 hours)
- PRTM 3310, Humans, Nature, and Environmental Awareness (3 hours)

PRTM 5010/7010, Entrepreneurship in Recreation and Tourism (3 hours)

PRTM 5410/7410-5410L/7410L, Stewardship and Protection of Natural Resources (3 hours)

Total = 15 hours

ACADEMIC PROGRAM NAME CHANGE

Date: 2/18/2026

Department/Division: Warnell School of Forestry and Natural Resources

School/College/Unit: Warnell School of Forestry and Natural Resources

Proposed Effective Date: Fall 2026

PROGRAM NAME CHANGES:

Current Program Name: Minor in Parks, Recreation, and Tourism Management

Proposed Program Name: Minor in Parks Management

JUSTIFICATION:

The existing Minor in Parks, Recreation, and Tourism Management (PRTM) in the Warnell School of Forestry and Natural Resources connects people with the outdoors. This program is ideal for anyone who wants to work outdoors and teach others about the environment. Students learn to create educational programs, manage natural resources for outdoor recreation and nature-based tourism, and help people interact with the environment. Students learn real-world skills and tools needed to identify, understand, and manage complex human-environment issues. This includes an emphasis on understanding significant historical developments, developing services and programs, managing recreational impacts, and recognizing the importance of sustainable development. The curriculum also offers opportunities for students to study abroad on one of many study abroad programs, including Antarctica, Australia, Fiji, New Zealand, and the United Kingdom, to see what resource conservation and park management look like in different cultural contexts.

Tourism management is one element of the existing minor. The Warnell School of Forestry and Natural Resources faculty envision that a minor focusing specifically on tourism management will be attractive not only to a wide variety of students in other majors within the college, but also in programs like Sport Management (B.S.Ed.), Hospitality and Food Industry Management (B.S.A.), Ecology (B.S.), Geography (B.S.), Anthropology (A.B.), and majors in the Terry College of Business and the College of Agricultural and Environmental Sciences who have ancillary interests in outdoor recreation, tourism, outdoor entrepreneurship, and tourism policy. The faculty have submitted a proposal for a Minor in Tourism Management, the curriculum of which includes coursework from the Warnell School of Forestry and Natural Resources and the departments of Kinesiology and Marketing.

The faculty have thus proposed to rename the existing Minor in Parks, Recreation, and Tourism Management to the Minor in Parks Management. The curriculum of the existing minor will be adjusted to reflect a focus on parks management. The Minor in Parks Management will provide an opportunity for students to expand their knowledge base, particularly in how protected areas are managed for the dual benefits of outdoor recreation and resource conservation. The minor will help students better understand the many roles park managers inhabit, including environmental education, human resource

management, resource conservation, and allowing businesses to operate on public lands through concessionaire permits.

LEARNING OUTCOMES:

Describe any changes in program learning outcomes as a result of this change, and the impact this change will have on program graduates.

The learning outcomes for the minor have been adjusted slightly to reflect a greater focus on parks management. These changes are not expected to impact graduates of the program.

1. Students completing the Parks Management Minor will be able to **incorporate** the interactions of human behavior and natural resource management objectives to **implement** park management strategies that minimize environmental degradation and provide quality recreational experiences to users.
2. Students completing the Parks Management Minor will be able to **design** outdoor recreation programs and educational curricula that **cultivate** environmental awareness and foster long-term stewardship among diverse visitor populations.

PROGRAM OF STUDY:

Provide a side-by-side comparison of the current and proposed programs of study, including all courses along with their associated credit/contact hours and prerequisites. Please note any differences between the programs.

CURRENT

Choose 12 credit hour(s) from the following:

FANR(ANTH)(ECOL)(GEOG)(INTL) 4271/6271, People, Planet, and Profit (3 hours maximum)

FANR 4444S/6444S, Foundations of Environmental Education (3 hours)

FANR 5700/7700, Teaching with Animals (3 hours)

FORS(ANTH) 4270/6270, Field Studies in Conservation (1-10 hours)

PRTM 3310, Humans, Nature, and Environmental Awareness (3 hours)

PRTM 3900, Parks, Recreation, and Tourism Management Internship (1-3 hours)

PRTM 4400/6400, Park Management (3 hours)

PRTM 4650L/6650L, Parks, Environmental Education, and Tourism Management Field Study (4 hours)

PRTM 5010/7010, Entrepreneurship in Recreation and Tourism (3 hours)

PRTM 5410/7410-5410L/7410L, Stewardship and Protection of Natural Resources (3 hours)

PRTM 5700/7700, Community Tourism: Impacts, Planning, and Management (3 hours)

PRTM 5800S/7800S, Environmental Interpretation (3 hours)

PRTM 5900/7900, Ecotourism and Sustainable Development (3 hours)

Choose 3 credit hour(s) from the following:

BUSN 4650, Law, Culture, and Global Business (3 hours)

FANR(MARS) 1100, Natural Resources Conservation (3 hours)

FANR(ECOL)(GEOG) 1200, Natural History of Georgia (3 hours)

HFIM 3000, Hospitality and Food Industry Marketing (3 hours)

HFIM 4580, Facility and Event Planning and Management (3 hours)

HIPR 4100/6100, Cultural Resource Assessment (3 hours)

HIPR 4460/6460, Rural Preservation (3 hours)

HIPR 4480/6480, Introduction to Cultural Landscapes (3 hours)

MNML 5237/7237, Theory and Management of Nonprofit Organizations (3 hours)
MNML 5320/7320, Managing Volunteers (3 hours)
PRTM 1100E, Introduction to Travel and Tourism (3 hours)

PROPOSED

Choose 12 credit hour(s) from the following:

FANR(ANTH)(ECOL)(GEOG)(INTL) 4271/6271, People, Planet, and Profit (3 hours maximum)
FANR 4444S/6444S, Foundations of Environmental Education (3 hours)
FANR 5700/7700, Teaching with Animals (3 hours)
FORS(ANTH) 4270/6270, Field Studies in Conservation (1-10 hours)
PRTM 3310, Humans, Nature, and Environmental Awareness (3 hours)
PRTM 3900, Parks, Recreation, and Tourism Management Internship (1-3 hours)
PRTM 4400/6400, Park Management (3 hours)
PRTM 4650L/6650L, Parks, Environmental Education, and Tourism Management Field Study (4 hours)
PRTM 5010/7010, Entrepreneurship in Recreation and Tourism (3 hours)
PRTM 5410/7410-5410L/7410L, Stewardship and Protection of Natural Resources (3 hours)
~~PRTM 5700/7700, Community Tourism: Impacts, Planning, and Management (3 hours)~~
PRTM 5800S/7800S, Environmental Interpretation (3 hours)
~~PRTM 5900/7900, Ecotourism and Sustainable Development (3 hours)~~

Choose 3 credit hour(s) from the following:

BUSN 4650, Law, Culture, and Global Business (3 hours)
FANR(MARS) 1100, Natural Resources Conservation (3 hours)
FANR(ECOL)(GEOG) 1200, Natural History of Georgia (3 hours)
GEOL 3130, National Parks of the Western United States (3 hours)
~~HFIM 3000, Hospitality and Food Industry Marketing (3 hours)~~
HFIM 4580, Facility and Event Planning and Management (3 hours)
HIPR 4100/6100, Cultural Resource Assessment (3 hours)
HIPR 4460/6460, Rural Preservation (3 hours)
HIPR 4480/6480, Introduction to Cultural Landscapes (3 hours)
HIST 4027/6027, American Museums, Parks, and Monuments (3 hours)
INTL 4612, Politics of National Parks (3 hours)
MNML 5237/7237, Theory and Management of Nonprofit Organizations (3 hours)
MNML 5320/7320, Managing Volunteers (3 hours)
POLS 4707R, Public Lands Policy Research (3 hours)
~~PRTM 1100E, Introduction to Travel and Tourism (3 hours)~~

Documentation of Approval and Notification

Proposal: Minor in Tourism Management; Change the name of the existing Minor in Parks, Recreation, and Tourism Management to the Minor in Parks Management

College: Warnell School of Forestry and Natural Resources

Department: Warnell School of Forestry and Natural Resources

Proposed Effective Term: Fall 2026

School/College:

- Warnell School of Forestry and Natural Resources Associate Dean, Dr. Rhett Jackson, 1/14/2026

Use of Course Notifications:

- School of Public and International Affairs Dean, Dr. Matthew Auer, 2/27/2026
- Head of the Department of International Affairs, Dr. Justin Conrad, 2/27/2026
- Head of the Department of Kinesiology, Dr. Jamie Cooper, 12/19/2025
- Head of the Department of Political Science, Dr. Susan Haire, 2/27/2026
- Head of the Department of Marketing, Dr. John Hulland, 1/4/2026
- Head of the Department of History, Dr. Kevin Jones, 2/27/2026
- Franklin College of Arts and Sciences Associate Dean, Dr. Paula Lemons, 2/27/2026
- Head of the Department of Geology, Dr. Adam Milewski, 2/27/2026