

**TTRA Board Policy Discussion on
Participating with the Council on Accreditation
Prepared by Michael Palmer
June 16, 2009**

Question:

Should TTRA participate with the Council of Accreditation and help create a set of standards to accredit undergraduate programs in tourism?

Reason for this issue:

The Council of Accreditation approached TTRA to ask if we want to get involved. They believe we are the right organization to work with and it would position us to help define the “basic competencies essential to the preparation of students for success in the tourism industry”.

Background:

- The Council of Accreditation (COA) is accredited by the Council of Higher Educational Accreditation (CHEA)
- A number of key COA people are active TTRA members
- COA is currently in the process of setting up similar arrangements with the Resort and Commercial Recreation Association (RCRA) and the American Academy for Park and Recreation Administration
- TTRA would actively participate in the accreditation process. TTRA would seat a representative on the Council on Accreditation and would provide site visitors to evaluate programs' compliance with tourism learning outcomes established by TTRA
- TTRA would need to form a committee of academics and practitioners that would create the proposed standards. The process will take three plus years.
- TTRA would have a permanent seat on COA
- A \$500 per year fee is charged to TTRA to cover expenses of the representative at Council meetings.
- The overriding question is does this support TTRA’s mission “to increase the quality, value, effectiveness and use of research in travel marketing, planning and development”

Suggestions:

1. Determine whether this advances our mission and benefits our members
2. If it benefits our members, then move forward

Action Requested:

Do one of the following:

1. Approve it in concept and empower the management team to negotiate a contract
2. Delegate it to the management team or a specific taskforce to investigate further
3. Decline to get involved.