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**Senate Review and Recommendation 2015**

INSTITUTE FOR TOURISM AND RECREATION RESEARCH (ITRR)

## Scope

The Institute’s mission is “to provide leadership, direction, and information to assist the tourism and recreation industry in making informed decisions about planning, marketing, policy, and management.” The Institute conducts annual and occasional research projects and produces reports as well as an online database. Further, it makes presentations to industry and other interested organizations.

## Mission

The Institute provides students with opportunities for experiential learning by integrating both undergraduate and graduate students into ongoing research. It also links students with tourist industry. Further it provides outreach to the larger community for both the College of Forestry and Conservation and the Department of Society and Conservation.

## Does ECOS consider this controversial?

No. The Institute serves a valuable purpose to the university and to outside constituencies. It is revenue neutral.

## Relationship with academic units

The Institute’s leader serves as a research professor in the department. In addition, the institute funds two to four graduate students each year. As noted above, the Institute provides both graduate and undergraduates with hands-on experience doing research.

## Revenue neutral

The Institute is funded primarily through the Lodging Facility Use Tax. Other sources of funding come from cooperative agreements, grants, and contracts. Its projected budgets show slightly lower expenses than income.

## Objectives

Both the internal and external reviews indicate that the Institute is meeting its objectives. It contributes to UM’s academic mission, and it projects a positive image of UM. External constituencies indicate that they value the work of ITRR.

## External Review

Dr. Schneider of the University of Minnesota Tourism Center provided a positive external review of the Institute, stating, in summary, "ITRR appears responsive, innovative, and consistently productive in all measures." Schneider praised the Institute leader and staff and recommended considering additional hires and increased space to manage the Institute's increasing workload.

## Recommendation

Continue

## Justification

The Institute provides valuable services to external constituencies through its reports and presentations. It contributes academically to UM by providing courses through its director and by providing research opportunities for undergraduate and graduate students. Projected budgets indicate that the Institute will continue to take in more money than it expends.