



ORGANIZATIONAL UNIT PROPOSAL FORM

(Revised November 2018)

DIRECTIONS: *Use this form when proposing a new school, college, center, institute or other organizational unit. Internal administrative changes, including but not limited to the addition or elimination of departments, do not require approval by the Academic Affairs Council or the Board of Regents.*

DATE OF REQUEST: July 14, 2023

Date of AAC Approval:

07-17-23

INSTITUTION: University of Nevada, Las Vegas

NAME OF PROPOSED UNIT: Tourist Safety Institute

Date of Board Approval:

DATE OF IMPLEMENTATION: Upon Approval

PART I

A. Action requested

The University of Nevada, Las Vegas requests approval to establish a Tourist Safety Institute, to be housed in the Greenspun College of Urban Affairs.

B. Brief description and purpose of proposed unit

The Tourist Safety Institute (TSI) will create actionable solutions concerning tourist safety and recommend public policies to enhance Nevada's tourism industry. The TSI will work closely with Nevada's communities, governments, and tourist industries to leverage their partnerships to support exciting, fun, resilient, and safe tourist environments and to build awareness of Nevada being a safety-focused destination. The TSI is designed to primarily serve Nevada, but will have implications for community resilience, tourism, and tourist safety both nationally and internationally.

C. Outline plans for the success of the proposed unit

Safety is, and will always be, one of the highest priorities for tourists. This TSI will serve Nevada by developing programs and policies that enhance tourist safety, increase tourists' awareness of safety, add value to the tourism industry, and enhance the overall resilience of the State of Nevada. Nevada will be viewed as the thought and action leader world-wide in creating the most exciting, innovative, and safe tourist experiences. These experiential outcomes have tremendous positive economic implications for Nevada in a highly competitive tourism market. The future of effective tourism involves communities being able to coordinate proactively and collaboratively to create tourist experiences that are safe, unique, immersive, and exciting.

The initial plan focuses on the first two years of its creation.

Year One:

Integrate faculty and staff into the TSI.

Coordinate external relations with the tourist industry throughout the state, as well as relevant agencies at the local, state, and federal level.

Begin developing a partnership network with relevant agencies around the world to collect, analyze, and disseminate best practices related to tourist safety.

Conduct baseline studies of perceptions of tourist safety locally and comparative analyses of tourist safety nationally and internationally, and conduct additional research related to tourist safety experiences and approaches.

Analyze data collected from external sources to develop tourist safety solutions.

Work with community partners to develop initial solutions to enhance tourist safety and community resilience.

Year Two:

Continue baseline studies and develop new approaches to community resilience and tourist safety to respond to community, government, and industry needs.

Present findings from year one work using multiple approaches (e.g., industry and agency briefs, white papers, conferences, podcasts, and videos).

Produce information that highlights Nevada's tourist safety focus for traditional and social media outlets.

Create governmental, community, and industry workshops that will provide analyses of tourist safety and community resilience solutions.

Provide policy recommendations to the State of Nevada and local stakeholders.

Work with community partners to proactively plan and coordinate for implementing solutions for tourist safety and community resilience.

PART II

A. Mission statement

The TSI's Mission is to develop community resilience solutions and policies that enhance the safety and well-being of Nevada's tourists and the tourism industry. Using research-based findings to develop solutions and best practices, we will enhance tourist experiences while benefitting local communities and stakeholders.

B. Goals and objectives

i. Teaching

At present, the TSI does not intend to offer any courses specific to TSI for academic credit. However, we do anticipate both undergraduate and graduate students will play a role in the Institute's activities through research and community/stakeholder engaged activities. Furthermore, we expect faculty involved in the TSI to incorporate their knowledge of the TSI's work, as well as information gained from working on TSI projects, into course content. Over time, we expect to develop academic and non-academic courses and programs (badges, certificates, minors) that will support workforce development and student learning.

ii. Research

Goal R1: Work with partners (e.g., local, state, and federal stakeholders) to identify baseline data on tourist safety.

Goal R2: Work with partners to identify opportunities to enhance community resilience and tourist safety.

Goal R3: Conduct comprehensive analyses of tourist safety issues from community citizens and partners and business/industry sector perspectives.

Goal R4: Conduct studies using secondary analysis of data, collect original data using surveys, geographic information systems, case studies, and participant observation.

iii. Service

The overall goal of the TSI is to translate research into actionable solutions, including:

Goal S1: Create recommendations and policy proposals.

Goal S2: Become a repository of data and information with regard to tourist safety and community resilience.

Goal S3: Use multiple sources to communicate identified potential solutions/best practices.

Goal S4: Develop training materials for use by partners and relevant industries.

C. Major participants or collaborators

i. Internal to campus

Twelve faculty members from the five academic units within the Greenspun College of Urban Affairs have been identified as the initial participants in the TSI. As more opportunities arise and the TSI develops, faculty and staff from other units within the University (and, more broadly, NSHE) will be invited to participate in those projects.

ii. External to campus

The TSI will develop partnerships with local governments (the Greenspun College of Urban Affairs and its faculty already have a history of working with local governments), state and federal agencies and their sub-units (Nevada Department of Public Safety, City of Las Vegas, Clark County, LVMPD, Homeland Security, Department of Justice, National Park Service, Bureau of Land Management, U.S. Forest Service, and the FBI). A major goal for the TSI's

initial year is to develop partnerships with private sector entities that identify with tourism (e.g., resorts, sporting franchises, entertainment venues, and other businesses). The Greenspun College of Urban Affairs has a working relationship with MGM Resorts International through the MGM Resorts Public Policy Institute, with the latter being housed in the Greenspun College of Urban Affairs, and other resort properties through less formal relationships.

D. Evidence of contact within and between affected academic units

The Greenspun College of Urban Affairs leadership has met with the chairs of each academic unit within the College. Involvement of faculty is currently focused on those individuals with direct connection to community resilience and tourist safety. Upon approval of the proposed institute, a more comprehensive communication plan will be implemented within the College and across the University.

E. Proposed physical location

The proposed institute will be housed in Greenspun Hall at UNLV. No new construction will be required. There will be some reallocation of space within Greenspun Hall to ensure that the TSI is accessible and fully operational.

F. Proposed organizational structure (include organizational structure within the campus)

In its initial development, the Dean will play a central role in the TSI's leadership. A committee of unit leaders and unit faculty will serve on a planning council. The council, in partnership with key community members (e.g., representatives of public safety and health agencies, hotel properties, etc.), will develop the initial priorities to achieve both research and service goals. Moving forward, members of the TSI will consider project leads and/or other leadership necessary to advance the TSI.

G. Activities to be sponsored (e.g. courses, seminars, research, and outreach) – indicate if courses or seminars will be offered through the proposed unit. Please specify if they will be offered for academic credit and applicable to a degree program. Give estimated enrollment.

At present, no academic credit courses will be offered specific to the TSI.

In year two, the TSI will provide workshops and guest speakers for industry, government, and other stakeholders. Enrollments in the workshops will be driven by our partners and industry needs. When possible and as appropriate students will be engaged in these workshops. The TSI will sponsor a program designed to provide background information to state legislators, local governments, and community stakeholders on policy issues and solutions related to tourist safety and community well-being.

H. Resource analysis – source of funds necessary for the proposed change (enrollment-generated state funds, reallocation of existing funds, grants, other state funds)

The Greenspun College of Urban Affairs has been appropriated \$1 million dollars in SB 341 for the biennium. These funds serve as the initial investment. The College is proposing to obtain additional funds through grants and contracts, as well as funds from the resort industry. The College's leadership has been working with several major resorts in Las Vegas to secure gifts.

Projected budget – identify portions of costs which will require state resources, grants, gifts and/or contracts

As mentioned above, funds for the first two years of the TSI come from state appropriations via SB 341.

Tourist Safety Institute Proposed Budget

Costs				
		Year One AY 23-24	Year Two AY 24-25	<u>Total</u>
Personnel				
Total of Salary and Fringe		\$294,300	\$298,900	\$593,200
Operations/Other		\$20,000	\$106,800	\$126,800
Total Direct Costs		\$314,300	\$405,700	\$720,000
Revenue		Year One	Year Two	<u>Total</u>
State appropriation via SB 341 to be spent by September 19, 2025				\$1,000,000
F & A Collected by institution (28%)				(\$280,000)
Total Revenue				\$720,000

Please attach any supporting documentation (i.e. support letters from community, industry).