# Tourism, Hospitality, and Destination Management Concentration

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>RPTA 114</td>
<td>Introduction to Hospitality and Travel</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 216</td>
<td>Resort and Lodging Operations</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 314</td>
<td>Sustainable Travel and Tourism Planning</td>
<td>4</td>
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<tr>
<td>RPTA 317</td>
<td>Hospitality, Convention and Meeting Management</td>
<td>4</td>
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**Approved electives**

Select from the following, with a minimum of 4 units upper division.

**Resort & Lodging Experience Management**

- AGB 260 Agribusiness Data Literacy
- AGB 327 Agribusiness Data Analysis
- AGC 301 New Media Communication Strategies in Agriculture
- BUS 207 Legal Responsibilities of Business
- BUS 302 International and Cross Cultural Management
- BUS 382 Organizations, People, and Technology
- BUS 418 Listening to the Customer
- BUS 419 Strategic Marketing Measurement
- BUS 421 Marketing Analytics and Business Intelligence
- BUS 446 International Marketing
- ECON 221 Microeconomics
- GRC 377 Web and Print Publishing (F)
- JOUR 312 Public Relations
- PSC/UNIV 391 Appropriate Technology for the World’s People: Development

**RPTA 321** Visitor Services in Experience Industry Management

**RPTA 330** Directed Field Experience

**RPTA 350** Sport and Event Venue Management

**RPTA 400** Special Problems for Advanced Undergraduates

**RPTA 412** Tourism and Outdoor Applications Seminar

**RPTA 450** Resource and Grant Development

**RPTA/NR 472** Leadership Practice

**STAT 252** Statistical Inference for Management II

**WVIT 343** Branded Wine Marketing

**WVIT 433** Wine Sales and E-Commerce

**Tourism Planning & Destination Management**

- BUS 207 Legal Responsibilities of Business
- BUS 302 International and Cross Cultural Management
- BUS 310 Introduction to Entrepreneurship

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**BUS 418** Listening to the Customer

**COMS 201** Advanced Public Speaking

**CRP 212** Introduction to Urban Planning

**CRP 214** Land Use and Transportation Studies

**CRP/ES 215** Planning for and with Multiple Publics

**CRP 334** Cities in a Global World (D5)

**ECON 221** Microeconomics

**GEOG 308** Global Geography (D5)

**GRC 377** Web and Print Publishing (F)

**JOUR 312** Public Relations

**JOUR 331** Contemporary Advertising

**JOUR 342** Public Relations Writing and Editing

**PSY 201** General Psychology (D4)

**PSY 212** Interpersonal Communication

**PSY 252** Social Psychology

**PSY 351** Group Dynamics

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**Food and Beverage Experience Management**

- BUS 207 Legal Responsibilities of Business
- BUS 302 International and Cross Cultural Management
- BUS 310 Introduction to Entrepreneurship
- BUS 418 Listening to the Customer
- BUS 446 International Marketing
- COMS 201 Advanced Public Speaking
- ECON 221 Microeconomics
- FSN 121 Fundamentals of Food
- FSN 210 Nutrition (B5)
- FSN 250 Food and Nutrition: Customs and Culture (D4, USCP)
- FSN 275 Elements of Food Safety
- FSN 319 Food Technology for the Consumer (F)
- FSN 321 Contemporary Issues in Food Choice and Preparation
- FSN 341 Fermented Foods
- FSN 343 Institutional Foodservice I
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<tr>
<td>FSN 344</td>
<td>Institutional Foodservice II</td>
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<tr>
<td>GRC 377</td>
<td>Web and Print Publishing (F)</td>
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<tr>
<td>JOUR 312</td>
<td>Public Relations</td>
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<tr>
<td>JOUR 331</td>
<td>Contemporary Advertising</td>
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<td>JOUR 342</td>
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<tr>
<td>RPTA 320</td>
<td>Strategic Event Planning</td>
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<td>Leadership Practice</td>
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<tr>
<td>WVIT 102</td>
<td>Global Wine and Viticulture</td>
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<tr>
<td>WVIT 343</td>
<td>Branded Wine Marketing</td>
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<tr>
<td>WVIT 344</td>
<td>Direct to Consumer Wine Sales</td>
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<tr>
<td>WVIT 433</td>
<td>Wine Sales and E-Commerce</td>
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<tr>
<td>WVIT 444</td>
<td>Wine Marketing Research and Market Analysis</td>
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Total units 24

1 Consultation with advisor is recommended prior to selecting approved electives; bear in mind your selections may impact pursuit of post-baccalaureate studies and/or goals.

2 If any of these courses is taken to meet a support elective area requirement, it cannot be double-counted as an approved elective.