## TOURISM, HOSPITALITY, AND DESTINATION MANAGEMENT CONCENTRATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</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>
</tr>
<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 Leadership and Organizations
- 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 (B7)
- 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 393 Hospitality Sales and Service
- RPTA 400 Special Problems for Advanced Undergraduates
- RPTA 412 Advanced Experience Industry Management Applications
- 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
- BUS 418 Listening to the Customer
- BUS 446 International Marketing
- 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 (B7)
- JOUR 312 Public Relations
- JOUR 331 Contemporary Advertising
- JOUR 342 Public Relations Writing and Editing
- PSY 201 General Psychology (E)
- PSY 212 Interpersonal Communication
- PSY 252 Social Psychology
- RPTA 318 Destination Marketing & Management
- RPTA 320 Strategic Event Planning
- 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 Advanced Experience Industry Management Applications
- RPTA 420 Festival and Event Management
- RPTA 450 Resource and Grant Development
- RPTA/NR 472 Leadership Practice
- WVIT 343 Branded Wine Marketing
- WVIT 345 Wine Marketing Research and Market Analysis
- WVIT 433 Wine Sales and E-Commerce

### 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 (E, USCP)
- FSN 275 Elements of Food Safety
- FSN 319 Food Technology for the Consumer (B7)
- FSN 321 Contemporary Issues in Food Choice and Preparation
- FSN 341 Fermented Foods
- FSN 343 Foodservice Operations I
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<tbody>
<tr>
<td>FSN 344</td>
<td>Foodservice Operations II</td>
</tr>
<tr>
<td>GRC 377</td>
<td>Web and Print Publishing (B7)</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>
<td>Public Relations Writing and Editing</td>
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<td>RPTA 320</td>
<td>Strategic Event Planning</td>
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<tr>
<td>RPTA 321</td>
<td>Visitor Services in Experience Industry Management</td>
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<tr>
<td>RPTA 330</td>
<td>Directed Field Experience ³</td>
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<tr>
<td>RPTA 350</td>
<td>Sport and Event Venue Management</td>
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<tr>
<td>RPTA 400</td>
<td>Special Problems for Advanced Undergraduates</td>
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<tr>
<td>RPTA 412</td>
<td>Advanced Experience Industry Management Applications</td>
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<tr>
<td>RPTA 420</td>
<td>Festival and Event Management</td>
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<tr>
<td>RPTA 450</td>
<td>Resource and Grant Development</td>
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<tr>
<td>RPTA/NR 472</td>
<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 345</td>
<td>Wine Marketing Research and Market Analysis</td>
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<tr>
<td>WVIT 433</td>
<td>Wine Sales and E-Commerce</td>
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<tr>
<td>Total units</td>
<td>24</td>
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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.

3 A maximum of 4 units of RPTA 330 may be applied to approved electives.