# Tourism, Hospitality, and Destination Management Concentration

**RPTA 114**  Introduction to Hospitality and Travel  4  
**RPTA 216**  Resort and Lodging Operations  4  
**RPTA 314**  Sustainable Travel and Tourism Planning  4  
**RPTA 317**  Hospitality, Convention and Meeting Management  4  

**Approved Electives** 1, 2  
Select from the following, with a minimum of 4 units upper-division: 8  

### 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  
- **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 3  
- **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 434**  Wine Sales and E-Commerce  

### Food & Beverage Experience Management  
- **BUS 207**  Legal Responsibilities of Business  
- **BUS 302**  International and Cross Cultural Management  
- **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  
- **ECON 221**  Microeconomics  
- **GEOG 308**  Global Geography  
- **GRC 377**  Web and Print Publishing  
- **JOUR 312**  Public Relations  
- **JOUR 331**  Contemporary Advertising  
- **JOUR 342**  Public Relations Writing and Editing  
- **PSY 201**  General Psychology  
- **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 3  
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- **BUS 302**  International and Cross Cultural Management  
- **BUS 310**  Introduction to Entrepreneurship  
- **BUS 418**  Listening to the Customer  
- **COMS 201**  Advanced Public Speaking  
- **CRP 212**  Introduction to Urban Planning  
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1. **Tourism Planning & Destination Management**  
2. **Food & Beverage Experience Management**  
3. **Resort & Lodging Experience Management**
Tourism, Hospitality, and Destination Management Concentration

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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.

3 A maximum of 4 units of RPTA 330 may be applied to Approved Electives.