

EXPERIENCE INDUSTRY MANAGEMENT

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ACADEMIC PROGRAMS

Program name	Program type
Event Planning and Experience Management	Minor
Recreation, Parks, & Tourism Administration	BS

The Experience Industry is a cornerstone of American culture and critical to both the United States and global economies. Globally, the experience industry sees approximately \$980 billion in spending; in the United States, international tourism generates approximately \$240 billion and the US is consistently ranked as one of the top tourism earners in the world. The experience industry includes (but is not limited to) event planning, sport management, travel, hospitality, tourism, destination management, leisure, and parks and recreation, providing structured and co-created experiences that contribute to quality of life, economic vitality, sustainability, and social equity. The industry offers numerous experience management employment opportunities, both in the United States and abroad.

Students are prepared for professional employment in destination management and marketing, corporate, mega, and social event planning, sport promotion and game-day operations, experiential marketing, hospitality management, tourism operations, park management, community recreation, employee experiences, outdoor recreation leadership, and convention and meeting management. Students select a concentration in event planning and experience management; tourism, hospitality, and destination management; and sport and recreation experience management.

To prepare students for their professional careers, the major includes a required 400-hour internship (one quarter) with an organization within the experience industry management umbrella. Students must also complete 1,000 hours of paid or volunteer experience prior to the internship.

Graduates employed nationally and internationally strategize, design, create, plan, organize, execute and evaluate experience industry programs and services for visitors, guests, customers, and clients in a variety of settings. Management, marketing, and planning skills, developed through coursework and through practical, hands-on applications, allow for career progress into executive management positions within the experience industry.

Students develop those competencies through a myriad of partnerships developed by the department with local, state, national, and international organizations. These partnerships allow students, both in and out of the classroom, to gain valuable Learn by Doing experiences that set them apart from other entry-level professionals in the global market.

Undergraduate Program BS Recreation, Parks, and Tourism Administration

The Experience Industry Management (EIM) department prepares students to be leaders in an industry that promotes healthy lifestyles, protects memorable places, and facilitates life-enhancing experiences for individuals, communities, and the global society. The program is accredited by the Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT).

In addition to major requirements, the curriculum provides a full range of general education and support courses. These courses are designed to fully educate and prepare students for cultural diversity, community engagement, and international understanding in a global society.

Concentrations

Event Planning & Experience Management

Prepares students for a professional career in experience design, event planning, leadership, and management for a variety of structured and co-created experiences, including festivals, celebrations, conventions, meetings, and expositions, social life-cycle events, mega and hallmark events, sporting, international, and non-profit events. Courses focus on strategic event planning, marketing, structured experience and co-created experience design, implementation, and management.

Sport & Recreation Experience Management

Prepares students for management positions with sport and recreation entities ranging from professional sport franchises to community nonprofit organizations to adventure recreation outlets and intercollegiate athletic programs. Career elective tracks include: Professional Sport and Intercollegiate Athletics, Adventure Sport and Outdoor Recreation, Coaching and Sports-Based Youth Development, and Community and Nonprofit Recreation. Areas of study include: sport marketing and promotions, sport and environmental ethics, leadership and facilitation, special event planning, sports-based youth development, community relations, grant funding and development, and coaching.

Tourism, Hospitality & Destination Management

Prepares students for a professional career with organizations that provide experience industry products or services for national and international tourists. Students may choose to emphasize in areas such as resort and lodging experience management, tourism planning and destination management, food and beverage experience management, tour operations, tourism, hospitality, and destination marketing, and entrepreneurship.

Event Planning & Experience Management Minor

This minor prepares students for a professional career in experience design, event planning, leadership, and management for a variety of event genres including corporate events, conventions, festivals, meetings, exhibitions, mega and hallmark events, sporting, international, and non-profit events. Principles of experience design, structured and co-created experiences will be explored. Courses focus on strategic event design, planning, implementation, and management. Not open to RPTA majors. See department head to apply.

RPTA Courses

RPTA 101. Introduction to the Experience Industry. 4 units

Term Typically Offered: F, SP
Prerequisite: RPTA majors only.

History, philosophy, theory, and organization of the experience industry. Exploration of the experience industry profession; emphasis upon functions, areas, facilities, clientele, and career opportunities. 4 lectures.

RPTA 110. Orientation and College Success in Experience Industry Management. 1 unit

CR/NC
Term Typically Offered: F, W
Prerequisite: Recreation, Parks and Tourism Administration majors only.

Orientation to the Experience Industry Management department, the Recreation, Parks, and Tourism Administration major and concentration areas. Development of two- to four-year plan toward graduation. Exploration of skills, learning strategies, and problem solving for success in college life. Career planning in experience industry management. Credit/No Credit grading only. 1 activity.

RPTA 112. Introduction to Parks and Outdoor Recreation. 4 units

Term Typically Offered: F
Introduction to park and outdoor recreation systems. History, philosophy, policy, and principles of outdoor recreation, wilderness, park management, environmental education, outdoor education, visitor experiences, and natural resources recreation at the local, regional, national, and international levels. Field trips required. 3 lectures, 1 activity.

RPTA 114. Introduction to Hospitality and Travel. 4 units

Term Typically Offered: F, SP
History and development of the hospitality and travel industries. Exploration of different sectors of the hospitality and tourism industries, travel motivations, supply and demand for tourism products and services, trends and issues, and effects of tourism on individuals, cultures and the natural environment. Career opportunities in the hospitality and travel industries. Field trips required. 4 lectures.

RPTA 160. Introduction to Sport Management. 4 units

Term Typically Offered: W
Introduction to the philosophy, organization, issues and career paths of sport management. Emphasis on ethical decision-making and career opportunities in youth, interscholastic, intercollegiate, professional, and international sport. 4 lectures.

RPTA 201. Sociocultural Dimensions of Work and Leisure. 4 units

GE Area D3
Term Typically Offered: F,W,SP,SU
History and theoretical frameworks associated with the interplay between work and leisure in the United States; global perspective examining sociocultural differences and marginalization of groups; issues impacting work-life balance including technology, demography, geography, corporate culture, and career fields. 4 lectures. Fulfills GE D3.

RPTA 203. Resource Law Enforcement. 3 units

Term Typically Offered: W
Law enforcement applied to natural resource conservation on public and private lands. Examination of state and federal laws related to fish and wildlife management. Problems associated with implementation of resource laws examined. 3 lectures. Crosslisted as NR/RPTA 203.

RPTA 205. Leadership and Facilitation. 4 units

Term Typically Offered: TBD
Prerequisite: RPTA or FNR majors only, sophomore standing or consent of instructor.

Recreation, parks, and tourism leadership with small and large groups. Skills, knowledge, and abilities required of effective leaders in leisure organizations and settings. 3 lectures, 1 activity.

RPTA 210. Experience Program Design. 4 units

Term Typically Offered: F, W
Prerequisite: major or minor in Recreation, Parks, and Tourism Administration, or in Experience Industry Management; and sophomore standing.

Methods of program planning, experience design, organization, implementation and evaluation in public and private settings. Interrelationship of needs and interests of people, physical settings, structured and co-created experiences. Emphasis on experience and program design, planning, and scheduling. 3 lectures, 1 activity.

RPTA 216. Resort and Lodging Operations. 4 units

Term Typically Offered: SP
Prerequisite: major in RPTA, or minor in Event Planning and Experience Management, and sophomore standing.

Exploration of the technical operations integral to resort and lodging: food, beverage and restaurant; housekeeping and engineering; sales and catering departments; staff management and state, national, and international classification systems. Field trips required. 3 lectures, 1 activity.

RPTA 221. Professionalism and Customer Experiences. 4 units

Term Typically Offered: F, W
Prerequisite: major in RPTA, or minor in Event Planning and Experience Management, and sophomore standing.

Service qualities and behaviors across the experience industry, including recreation, parks, tourism, sport, events, outdoor and community environments. Professionalism and ethics, developing customer relationships, delivering memorable and meaningful customer experiences, and creating service-focused organizations. Developing competencies to enhance customer and participant experiences. 4 lectures.

RPTA 252. Therapeutic Recreation and Special Populations. 4 units

Term Typically Offered: TBD
Prerequisite: Recreation, Parks, and Tourism Administration majors only, sophomore standing or consent of instructor.

Introduction to special populations and therapeutic recreation. Specialized leadership and communication techniques. Modification requirements for programs, areas, facilities, equipment, and supplies. Exploration of disability rights issues, including legislation which impacts the delivery of recreation and leisure services. 3 lectures, 1 activity.

RPTA 257. Leadership and Diverse Groups. 4 units

Term Typically Offered: F, W, SP

Prerequisite: KINE or RPTA major; or Agricultural Leadership minor; and sophomore standing.

Development and application of leadership skills in experience industry settings. Emphasis on applicable leadership techniques for working with groups consisting of representatives from diverse populations such as those with disabilities or special needs, cultural and social differences, and diversity of ages. 3 lectures, 1 activity.

RPTA 260. Community Relations and Sports-Based Youth Development. 4 units

Term Typically Offered: SP

Prerequisite: Sophomore standing.

Philosophy, foundations, policy and techniques underlying community relations and sports-based youth development in public, private and commercial settings. Methods of program planning, organization, implementation and evaluation with emphasis on program planning and mission development. 3 lectures, 1 activity.

RPTA 270. Selected Topics. 1-4 units

Term Typically Offered: TBD

Prerequisite: Open to undergraduate students and consent of instructor.

Directed group study of selected topics. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 lectures.

RPTA 275. Facilitation and Teambuilding. 2 units

Term Typically Offered: W

Techniques and models used in leadership, facilitation, and teambuilding. Emphasis on leadership and facilitation styles and models, teambuilding and group dynamics, and working with various populations. Field trip required. 2 seminars. Crosslisted as MSL/RPTA 275.

RPTA 302. Environmental and Wilderness Education. 4 units

Term Typically Offered: TBD

Prerequisite: RPTA 210 with C- or better or consent of instructor; and junior standing.

Education and teaching techniques that apply to learning experiences in an outdoor environment. Impact of natural resource usage that affects sociological, cultural, biological and physical resources. Educational strategies for presenting environmental learning to grades K-12 in selected environments. 3 lectures, 1 activity.

RPTA 313. Sustainability in the Experience Industry. 4 units

Term Typically Offered: F, SP

Prerequisite: RPTA 210 with C- or better or consent of instructor; and junior standing.

Investigation of the experience industry from a sustainability perspective. Emphasis on facility design, industry practices, and services provisions in the Experience Industry Management field that sustain social, cultural, heritage, and natural environments while generating economic development. 3 lectures, 1 laboratory.

RPTA 314. Sustainable Travel and Tourism Planning. 4 units

Term Typically Offered: W

Prerequisite: RPTA 114 and RPTA 210 with C- or better or consent of instructor; and junior standing.

The planning and development of tourism destinations, agencies, and services from a sustainable development perspective. Emphasis on the economic, social and environmental impacts of tourism. Examination of alternative forms of tourism. Emphasis on sustainable tourism. Travel research and planning models. Field trips required. 3 lectures, 1 laboratory.

RPTA 317. Hospitality, Convention and Meeting Management. 4 units

Term Typically Offered: F

Prerequisite: major in RPTA, or minor in Event Planning and Experience Management, and junior standing.

Role of conventions, meetings management, and events in the hospitality and travel industry. Factors involved in meeting planning for small and large groups to include committees, amenities, operations logistics, venue selection, technology, virtual meetings, registration, catering arrangements, sustainable operations and evaluation. Field trips required. 3 lectures, 1 activity.

RPTA 318. Destination Management. 4 units

Term Typically Offered: TBD

Prerequisite: major in RPTA, or minor in Event Planning and Experience Management, and junior standing.

Examination of the development and critical roles that destination management and marketing organizations, destination management companies, and convention and visitors bureaus play in the tourism industry. Exploration of the major areas of destination management including service, roles and responsibilities, research, and product development. 4 lectures.

RPTA 320. Strategic Event Planning. 4 units

Term Typically Offered: F, W

Prerequisite: major in RPTA, or major in WVIT, or minor in Event Planning and Experience Management; and junior standing.

Strategy and successful practices in special event planning. Emphasis on conceptualization, strategy, analysis, and planning considerations of small to large-scale events. Exploration of event planning and experience management as a profession. 3 lectures, 1 activity.

RPTA 321. Visitor Services in Experience Industry Management. 1-4 units

Term Typically Offered: F, W, SP

Prerequisite: RPTA 210.

Management issues in meeting the needs of experience industry businesses and organizations. Topics to include customer satisfaction, service quality, visitor experiences, customer service skills and procedures, and creating a customer focused organization. The Schedule of Classes will list topic selected. Total credit limited to 12 units. 1-4 seminars.

RPTA 323. Sport Promotions and the Fan Experience. 2 units

Term Typically Offered: TBD

Prerequisite: major in RPTA, or minor in Event Planning and Experience Management, and junior standing.

Exploration of the world of professional sports and intercollegiate athletics through the lens of sport promotions and the fan experience. Development of an understanding of the promotional strategies employed to increase attendance, enhance attendee experiences before, during, and after the game, and build fan loyalty. 2 lectures.

RPTA 325. Leadership in Outdoor Experiences. 4 units

Term Typically Offered: SP

Prerequisite: RPTA 205 or RPTA 257; and junior standing.

Theoretical principles and experience in leadership, judgment, and decision-making in outdoor and adventure settings. Field trip required. The Schedule of Classes will list topic selected. Total credit limited to 8 units. 3 lectures, 1 activity.

RPTA 330. Directed Field Experience. 4 units

CR/NC

Term Typically Offered: F,W,SP,SU

Prerequisite: RPTA 210 with C- or better; and consent of instructor.

Practical work experience in related phases of the experience industry in an organization under qualified supervision. Minimum of 16 hours per week. Total credit limited to 12 units. Credit/No Credit grading only.

RPTA 342. Risk Management for the Experience Industry. 4 units

Term Typically Offered: F, W

Prerequisite: RPTA 210 with C- or better or consent of instructor; and junior standing.

Legislative and legal aspects of public, private, commercial, and non-profit experience industry organizations. Emphasis on risk management, including liability, insurance, and negligence. Understanding of legal foundations and the legislative process. Field trip may be required. 3 lectures, 1 laboratory.

RPTA 350. Sport and Event Venue Management. 4 units

Term Typically Offered: TBD

Prerequisite: major in RPTA, or minor in Event Planning and Experience Management, and junior standing.

Management of sport and event venues: clientele considerations, facility and outdoor area site planning; day-to-day operations of common sport and event venues from sport stadiums to multi-use wineries to city streets (e.g., parades, marathons, etc.). Field trip required. 3 lectures, 1 activity.

RPTA 360. Assessment and Evaluation of Experience Industry Management. 4 units

Term Typically Offered: F, W, SP

Prerequisite: RPTA 210 with C- or better or consent of instructor; STAT 217 or STAT 218 or STAT 251 or STAT 252; and junior standing.

Evaluation of experience industry programs using a variety of research methodologies. Needs assessment, program evaluation, research design, and decision making based on data analysis. 3 lectures, 1 laboratory.

RPTA 370. Experiential Marketing Strategies for Experience Industry Management. 4 units

Term Typically Offered: W, SP

Prerequisite: major in RPTA, or minor in Event Planning and Experience Management, and junior standing.

Core principles of experiential marketing within the realm of tourism, hospitality, and destination management; sport and recreation experience management, and event planning and experience management. Emphasis on strategies to actively engage consumers in experience industry settings. 4 lectures.

RPTA 400. Special Problems for Advanced Undergraduates. 1-4 units

Term Typically Offered: F,W,SP,SU

Prerequisite: RPTA 210 or RPTA 260 with C- or better and consent of instructor.

Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 8 units, with a maximum of 4 units per quarter.

RPTA 405. Principles of Experience Industry Management. 4 units

Term Typically Offered: F, W

Prerequisite: RPTA 205 or RPTA 257; RPTA 210; RPTA 221; and senior standing.

The study, analysis, and practice of management processes as they are applied to experience industry management organizations: planning, organizing, leading, and controlling. Emphasis upon application of theories, practices and case studies in experience industry management settings. 4 lectures.

RPTA 412. Tourism and Outdoor Applications Seminar. 1-4 units

Term Typically Offered: W, SP

Prerequisite: RPTA 210.

Selected topics on aspects of the tourism field. Field trip may be required. The Schedule of Classes will list topic selected. Total credit limited to 12 units, repeatable in same term. 1 to 4 seminars.

RPTA 413. Tourism and Protected Area Management. 4 units

Term Typically Offered: TBD

Prerequisite: RPTA 210 and junior standing.

Practices of tourism and recreation resource management in protected areas. History and principles of protected areas. Social, cultural, economic, and environmental benefits of and risks to protected areas and communities. Environmental stewardship in tourism and recreation resource management worldwide. 3 lectures, 1 laboratory.

RPTA 420. Festival and Event Management. 4 units

Term Typically Offered: W, SP

Prerequisite: RPTA 320 and junior standing.

Management strategies and practices for small to large scale community festivals and events. Emphasis on sponsorship, marketing, staffing, production, and budgeting. 4 lectures.

RPTA 424. Financial Management in the Experience Industry. 4 units

Term Typically Offered: F, W, SP

Prerequisite: AGB 214 or BUS 212; AGB 323 or BUS 215; RPTA 360 with C- or better or consent of instructor; and senior standing. Recommended: ENGL 310.

Financing experience industry products and services in public, private, commercial and voluntary settings. Emphasis on sources and methods of financing; operational/ financial cost analysis; forecasting, budgeting, pricing and fiscal master planning through use of computer technology. 4 lectures.

RPTA 450. Resource and Grant Development. 4 units

Term Typically Offered: TBD

Prerequisite: Junior, senior or graduate standing.

Explores principles of grant writing and resource development including: researching grant funding resources from both the private and public sector, preparing grant proposals, grant administration, partnerships, and sponsorships. 4 lectures.

RPTA 460. Senior Project in Experience Industry Management. 4 units

Term Typically Offered: F, W, SP

Prerequisite: ENGL 310 and completion of the Graduation Writing Requirement; RPTA 360 with a C- or better or consent of instructor; and senior standing.

Selection and completion of an individual senior project. Ability to collect data and/or synthesize and evaluate information and draw conclusions based on that process. Project results are presented in a formal oral and written report. Information synthesis and evaluation. Emphasis on critical thought and analysis of industry trends and issues. 3 lectures, 1 laboratory.

RPTA 461. Senior Project. 3 units

Term Typically Offered: TBD

Prerequisite: Senior standing and completion of RPTA 460 with C- or better or consent of instructor.

Completion, under faculty supervision, of an investigative project typical of problems which graduates must solve in their fields of employment. Required minimum of 90 hours. Analytical, formal report is required.

RPTA 463. Pre-Internship Seminar. 1 unit

CR/NC

Term Typically Offered: F, W, SP

Prerequisite: RPTA majors only and senior standing. Recommended: enrollment two quarters prior to RPTA 465.

Exploration of internship opportunities and practices. Internship selection process and procedures introduced. Credit/No Credit grading only. 1 seminar.

RPTA 465. Internship. 6-12 units

CR/NC

Term Typically Offered: F,W,SP,SU

Prerequisite: Minimum GPA of 2.0; 1,000 verified hours of advisor-approved paid and/or volunteer experience subsequent to high school; completion of all university coursework other than Internship; approval of Internship Coordinator.

400 hours of full-time concentration-specific practical work experience over a ten-week period in an approved organization. Comprehensive involvement in organization's programs and services. Credit/No Credit grading only.

RPTA 470. Selected Advanced Topics. 1-4 units

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group study of selected topics for advanced students. Open to under-graduate and graduate students. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1-4 lectures.

RPTA 471. Selected Advanced Laboratory. 1-4 units

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group laboratory study of selected topics for advanced students. Open to graduate and undergraduate students. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1-4 laboratories.

RPTA 472. Leadership Practice. 1 unit

Term Typically Offered: W

Prerequisite: Junior standing.

Tasks associated with development of personal leadership skills. Study and practice in setting goals and objectives; developing, evaluating and implementing a project independently and as part of a team; decision making and problem-solving emphasized. Total credit limited to 4 units. 1 laboratory. Crosslisted as NR/RPTA 472.

RPTA 500. Individual Study. 1-6 units

Term Typically Offered: F, W, SP

Prerequisite: Graduate standing and consent of department head.

Advanced independent study planned and completed under the direction of a member of the department faculty. Total credit limited to 6 units.

RPTA 502. Current Issues in Recreation, Parks and Tourism. 4 units

Term Typically Offered: SP

Prerequisite: Graduate standing or consent of instructor.

Societal issues that influence the management and delivery of recreation, parks, and tourism services. Critical investigation of current research and trends. 4 seminars.

RPTA 527. Leisure Behavior and Theory. 4 units

Term Typically Offered: F

Prerequisite: Graduate standing.

Theories of recreation and leisure; conceptual and theoretical foundations of leisure; the role of leisure behavior in modern day society. The Schedule of Classes will list topic selected. Constructs that contribute to contemporary understanding of leisure behavior. Connection of theories to individual research. Total credit limited to 8 units. 4 lectures.

RPTA 539. Graduate Internship in Recreation, Parks and Tourism. 1-9 units

Term Typically Offered: F, W, SP

Prerequisite: Consent of internship instructor.

Application of theory to the solution of problems of recreation, parks and tourism or related businesses in the field. Analyze specific management problems and perform general management assignments detailed in a contract between the student, the firm or organization, and the faculty advisor before the internship commences. Degree credit limited to 6 units.

RPTA 570. Selected Topics in Recreation, Parks and Tourism. 1-4 units

Term Typically Offered: TBD

Prerequisite: Graduate standing or consent of instructor.

Directed group study of selected topics for advanced students. The Schedule of Classes will list title selected. Total credit limited to 12 units. 1-4 seminars.

RPTA 571. Selected Advanced Laboratory in Recreation, Parks and Tourism. 1-4 units

Term Typically Offered: TBD

Prerequisite: Graduate standing and consent of instructor.

Directed group laboratory of selected topics for advanced students. The Schedule of Classes will list title selected. Total credit limited to 12 units. 1-4 laboratories.

RPTA 581. Graduate Seminar in Recreation, Parks and Tourism. 1 unit

Term Typically Offered: F

Prerequisite: Graduate standing.

Group study of selected developments, trends and problems in the field of recreation, parks and tourism. Total credit limited to 4 units. 1 seminar.

RPTA 599. Thesis in Recreation, Parks and Tourism. 1-9 units

Term Typically Offered: F, W, SP

Prerequisite: Graduate standing and consent of instructor.

Individual research in recreation, parks and tourism management under the general supervision of faculty, leading to a graduate thesis. Degree credit limited to 9 units. Students must enroll each quarter advisement is received.