

# RECREATION, PARKS AND TOURISM ADMINISTRATION (RPTA)

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## RPTA Courses

### RPTA 101. Introduction to the Experience Industry. 4 units

Term Typically Offered: F, W, 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

Term Typically Offered: F, W  
CR/NC

Prerequisite: Recreation, Parks and Tourism Administration majors only.

Orientation to Experience Industry Management and Recreation, Parks, and Tourism Administration fields. Development of two- to four-year plan toward graduation. Exploration of skills, learning strategies, and problem solving for college success. Career planning in experience industry management and introduction to professionalism. 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 laboratory.

### 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 121. Theories and Frameworks of Experience Design. 4 units

Term Typically Offered: F, W, SP  
Prerequisite: RPTA majors or Event Planning and Experience Management minors.

Foundational knowledge, introductory frameworks, and entry level experience design theory. Human-centered design. Examine experience design in terms of the experience industry as well as broader concepts of experience. Creative tools and processes including design thinking, narrative storyboarding, and experience mapping. 4 lectures.

### RPTA 160. Introduction to Sport Management. 4 units

Term Typically Offered: F, SP  
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. Course may be offered in classroom-based or hybrid format. 4 lectures.

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

Term Typically Offered: F,W,SP,SU  
2020-21 or later catalog: GE Area D2  
2019-20 or earlier: GE Area D2 or D3  
History and theoretical framework 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. Course may be offered in an online or hybrid format. 4 lectures. Fulfills GE Area D2 (GE Area D2 or GE Area D3 for students on the 2019-20 or earlier catalogs).

### RPTA 203. Resource Law Enforcement. 3 units

Term Typically Offered: TBD  
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 210. Experience Design. 4 units

Term Typically Offered: F, W, SP  
Prerequisite: Recreation, Parks, and Tourism Administration major; and sophomore standing.

Methods of experience design, program planning, theme creation, execution, and evaluation in experience industry settings. Interrelationship of built and natural resources with structured and co-created experiences. Emphasis on experience design, program planning, and scheduling. Course may be offered in classroom-based, online or hybrid format. 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: TBD  
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 255. Leadership and Diverse Groups. 4 units**

Term Typically Offered: F, W, SP

2019-20 or later catalog: GE Area E

2017-19 or earlier catalog: GE Area D4

Development and application of leadership skills in recreation activity settings. Emphasis on leadership techniques for working with groups consisting of people from diverse populations, such as people with disabilities or special needs, diverse social and cultural groups, and diversity of ages. Course may be offered in classroom-based, online, or hybrid format. 3 lectures, 1 activity. Fulfills GE Area E (GE Area D4 for students on the 2017-19 or earlier catalogs).

**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 Class Schedule will list topic 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

Sustainability Related

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

Sustainability Focused

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

Sustainability Focused

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, SP

Prerequisite: RPTA major or Event Planning and Experience Management minor; 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. Course may be offered in classroom-based or hybrid format. 3 lectures, 1 activity.

**RPTA 318. Destination Marketing & Management. 4 units**

Term Typically Offered: W

Prerequisite: RPTA major or Event Planning and Experience Management minor; 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, SP

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. Course may be offered in classroom-based, online, or hybrid format. 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 Marketing and the Fan Experience. 4 units**

Term Typically Offered: SP

Prerequisite: one of the following: RPTA major, Event Planning and Experience Management minor, or Exercise and Sport Studies minor; and junior standing.

Exploration of professional sports and intercollegiate athletics through the lens of sport marketing and the fan experience. Development of marketing strategies employed to increase attendance, enhance attendee experiences, and build fan loyalty. 4 lectures.

**RPTA 325. Leadership in Outdoor Experiences. 4 units**

Term Typically Offered: SP

Prerequisite: RPTA 205, RPTA 255, 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 Class Schedule will list topic selected. Total credit limited to 8 units. 3 lectures, 1 activity.

**RPTA 328. Environmental Leadership and Community Engagement. 4 units**

Term Typically Offered: F, W, SP

2020-21 or later: Upper-Div GE Area D

2019-20 or earlier catalog: GE Area D5

Sustainability Focused

Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); one lower-division course in GE Area D; and completion of GE Area E (GE Area D4 for students on the 2017-19 or earlier catalogs).

Theories and practices of leadership and community engagement for a wide range of environmental issues. Development of personal leadership skills and methods for effectively working with non-profit organizations, governmental agencies, community groups, and the private sector to advance sustainability principles. 4 lectures. Crosslisted as NR/RPTA 328. Fulfills GE Upper-Division D (GE Area D5 for students on the 2019-20 or earlier catalogs).

**RPTA 330. Directed Field Experience. 4 units**

Term Typically Offered: F,W,SP,SU

CR/NC

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 12 hours per week. Total credit limited to 8 units. Credit/No Credit grading only.

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

Term Typically Offered: F, W, SP

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. Course may be offered in classroom-based or hybrid format. 3 lectures, 1 laboratory.

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

Term Typically Offered: F, 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 393. Hospitality Sales and Service. 4 units**

Term Typically Offered: TBD

Prerequisite: RPTA major, Event Planning and Experience Management minor, or Sales minor; junior standing; and RPTA 114.

Hospitality sales and service in the convention and event industry, with emphasis on customer organization characteristics, site selection, sales, and service provision. Hotel and venue sales, contract negotiation, sales management and catering/event service operations. 4 lectures.

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

Term Typically Offered: F,W,SP,SU

Prerequisite: RPTA 210 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, RPTA 255, or RPTA 257; RPTA 210; 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. Advanced Experience Industry Management Applications. 1-4 units**

Term Typically Offered: W, SP  
Prerequisite: RPTA 210.

Selected topics on aspects of experience industry management. Field trip may be required. The Class Schedule 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 416. Interpreting Experience Industry Data Analytics. 4 units**

Term Typically Offered: F, W, SP  
Prerequisite: RPTA 360.

Interpretation of data and metrics used in the experience industry. Exploration of methods to measure customer experiences and translate data into strategic decisions. Analytics software (CRM, PowerBI) will be used to visualize datasets. Techniques for interpreting datasets and building compelling presentations. 3 lectures, 1 laboratory.

**RPTA 420. Strategic Event Implementation. 4 units**

Term Typically Offered: F, W, SP  
Prerequisite: RPTA 320 and junior standing.

Management strategies and practices for small to large-scale community festivals and events. Emphasis on strategy, 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 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: W  
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**

Term Typically Offered: F, W, SP  
CR/NC  
Prerequisite: RPTA majors only and junior standing. Recommended: Enrollment two quarters prior to RPTA 465.

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

**RPTA 465. Internship. 12 units**

Term Typically Offered: F,W,SP, SU  
CR/NC  
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; or 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 Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 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: F, W, SP  
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: TBD  
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: TBD  
Prerequisite: Graduate standing.

Theories of recreation and leisure; conceptual and theoretical foundations of leisure; the role of leisure behavior in modern day society. The Class Schedule 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: TBD  
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 Class Schedule will list topic selected. Total credit limited to 12 units. 1 to 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 Class Schedule will list topic selected. Total credit limited to 12 units. 1 to 4 laboratories.

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

Term Typically Offered: TBD  
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: TBD  
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.