EXPERIENCE INDUSTRY MANAGEMENT DEPARTMENT

OVERVIEW
Cal Poly’s Experience Industry Management Department teaches students how to design, co-create, deliver and manage experiences that impact quality of life and economic vitality. This knowledge equips graduates to facilitate experiences across all sectors of industries related to tourism, hospitality, travel, event planning, outdoor recreation management, community recreation, sport management, and destination marketing.

MAJOR
RECREATION, PARKS AND TOURISM ADMINISTRATION

MINOR
EVENT PLANNING AND EXPERIENCE MANAGEMENT

CONCENTRATIONS
• EVENT PLANNING AND EXPERIENCE MANAGEMENT
• SPORT AND RECREATION MANAGEMENT
• TOURISM, HOSPITALITY AND DESTINATION MANAGEMENT

PROMOTE HEALTHY LIFESTYLES
PROTECT MEMORABLE PLACES
FACILITATE LIFE-ENHANCING EXPERIENCES

I appreciate how the Experience Industry Management Department makes it easy for you to get hands-on learning. For the past two years, I have found my internships through a career fair the department helps host. Last summer I was a weddings intern at the Cliffs Hotel & Spa, and more recently I was the events intern at Launch, Inc. I can now imagine what a job in the events industry will be like after graduation.”

SUSANNA HOFFMAN, recreation, parks and tourism administration major
Faculty and students work closely together in and outside of the classroom to facilitate and create optimal experiences at events, programs, venues and destinations in one of the world’s largest and most dynamic industries.

The mission of our nationally accredited program is to advance leadership and knowledge in experience industry management. Faculty, students and alumni of the program accomplish this mission through a vision of cultivating leaders and innovators in industries that promote healthy lifestyles, protect memorable places and facilitate life-enhancing experiences for individuals, communities and a global society. Students take classes in leadership, management, experience design, finance, law, experiential marketing, customer experiences, and other areas to prepare them for careers in the vast experience industry.

DEPARTMENT HIGHLIGHTS

LEARN BY DOING

Students in the Experience Industry Management Department have special opportunities to explore the field and apply what they’re learning, in and out of the classroom. Study abroad courses, like the Sustainable Tourism course in the Dominican Republic, promote global citizenship with other diverse cultures. Unique industry partnerships, including the Junior Giants and the Catalina Island Conservancy, provide opportunities for students to apply what they learn in the classroom and build their professional networks.

BEST IN THE NATION

Cal Poly’s Experience Industry Management Department has been named the third-best department in the nation for the study of parks, recreation and leisure, according to a report by the higher education research firm College Factual.

ON THE JOB

CAREERS

- Catering and sales managers
- Corporate event planners
- Destination marketing directors
- Event and experiential marketing specialists
- Experience designers
- Hospitality sales executives
- Hotel managers
- Outdoor recreation leaders
- Park and recreation directors
- Park rangers
- Recreation business owners
- Sport and event venue managers
- Sport supervisors
- Sustainable travel and tourism operators

TOP EMPLOYERS

- George P. Johnson
- Salesforce
- San Francisco Giants

STUDENT CLUBS

- Experience Industry Management Club
- Rho Phi Lambda