

**Kay Jensen**

**From:** Cynthia Moyer [cmoyer@calpoly.edu]  
**Sent:** Wednesday, December 01, 2010 7:51 AM  
**To:** Susan Olivas  
**Cc:** 'Kay Jensen'  
**Subject:** Re: Prerequisite Project/Catalog Review - RPTA 460

Hi Susan-

We could have done a better job in the listing of the RPTA 460 prerequisites provided on the course modification form. As listed, it suggests that RPTA 360 is only recommended, when in fact, it is required. Below is the correct prerequisite list:

Prerequisite: STAT 217, STAT 218, STAT 251 or STAT 252, RPTA 360 with C- or better, ENGL 310, senior standing. Recommended: CSC 110 or CSC 113.  
Thanks for checking-  
Cynthia

✓ 12/1/10 KJ

On 11/30/2010 4:10 PM, Susan Olivas wrote:

- > Hi Cynthia,
- >
- > We've received two different prerequisite change requests for RPTA 460.
- >
- > 1. Per the Prerequisite Project spreadsheet received from the college, requirements are to be changed to "Prerequisite: STAT 217 or STAT 218 or STAT 252, RPTA 360 with C- or better, ENGL 310, senior standing."
- >
- > 2. Per the attached course modification received with phase 1 of the 2011-2013 catalog review cycle, requirements are to be changed to "Prerequisite: STAT 217, STAT 218, STAT 251 or STAT 252, junior standing. Recommended: CSC 110 or CSC 113, RPTA 360 with C- or better, ENGL 310, senior standing."
- >
- > Please advise which of the above are the prerequisites that should be in place for RPTA 460, effective with the 2011-2013 catalog?
- >
- > Thanks,
- >
- > Susan
- >
- > ~~~~~
- >
- > Susan Olivas
- >
- > Office of the Registrar
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- > ~~~~~
- >

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## Susan Olivas

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**From:** Chris A. Carr [ccarr@calpoly.edu]  
**Sent:** Wednesday, November 17, 2010 1:00 PM  
**To:** Andrew Schaffner; Kay Jensen; Susan Olivas  
**Cc:** Richard P. Thompson; dcerf  
**Subject:** BUS 212 and CAFES

Good afternoon.

I leave town tomorrow and cannot make the committee meeting on TH or FR.

Before leaving town I wanted to write and confirm that the Accounting area and CAFES were able to resolve the following items re BUS 212:

- HCS proposed catalog changes - for them to list BUS 212 as proposed is fine
- Sports Managment - same
- Dairy Science - same

If questions let me know. Thanks.

Chris Carr

# **Curriculum Proposal**

## **2011 – 2013 Catalog**

# **RECREATION, PARKS, & TOURISM ADMINISTRATION**

**RECREATION, PARKS, & TOURISM ADMINISTRATION**  
**College of Agriculture, Food, and Environmental Sciences**  
**California Polytechnic State University**  
**San Luis Obispo, CA 93407**

**MAY 19, 2010**

2011 – 2013 Catalog Development  
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RECREATION, PARKS, & TOURISM ADMINISTRATION  
Cal Poly State University

MEMORANDUM

Date: May 19, 2010

To: Academic Programs and Academic Senate Curriculum Committee

Via: Dr. William Hendricks, RPTA Department Head

Via: Dr. Robert Flores, <sup>RAF</sup>Chair, CAFES Curriculum Committee

Via: Dr. Mary Pedersen, Associate Dean, CAFES

From: Cynthia Moyer, Chair, RPTA Curriculum Committee

RE: Curriculum Package for 2011-2013

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Attached is the Recreation, Parks, & Tourism Administration proposed curricular changes for the 2011- 2013 catalog. The table of content includes a summary of proposed changes along with support rational.

**Outline for Request for Approval of a  
NEW CONCENTRATION**

1. **Title of the proposed concentration.**  
**Sport Management**
  
2. **Major program.**
  - a. Indicate the name of the major under which the proposed concentration will be offered.  
**Recreation, Parks, & Tourism Administration**
  
  - b. List the title(s) of existing concentrations under the major.
    - **Tourism Planning and Management**
    - **Outdoor, Adventure, and Resource Recreation**
    - **Event Planning and Management**
  
3. **Department proposing to offer the concentration.**  
**Recreation, Parks, & Tourism Administration**

**4. Educational objectives of the proposed concentration.**

*Describe the educational skills students will acquire from completing the concentration.*

**Upon completion of the sport management concentration, students will:**

- **Explain that sport is a microcosm of society and is influenced by cultural traditions, social values, and psycho-social experiences;**
- **Explain the concepts of management and leadership and describe the various skills, roles, and functions of sport managers;**
- **Identify and explain moral issues related to sport in its intrinsic and extrinsic dimensions;**
- **Apply fundamental marketing concepts to the sport industry and understand sport as a product, and those unique aspects of the sport consumer and product markets;**
- **Apply and evaluate principles of interpersonal communication, mass communications, public relations, and interaction with the public, particularly related to sport agencies;**
- **Explain why budget and finance is a critical component of all sport-related industries and evaluate economic principles related to sport's fit in the national economy;**
- **Explain the legal concepts within the sport workplace and evaluate the role of sport governance agencies, including their authority, organizational structure, and functions.**

**These objectives are based on the requirements of the program approval standards established by the National Association for Sport and Physical Education and the North American Society for Sport Management (NASPE/NASSM) through the *Sport Management Program Standards and Review Protocol (2000)*. These organizations are considered the professional (NASPE) and scholarly (NASSM) societies governing sport management programs in North America.**

**5. Need for the proposed concentration.**

- a. Provide information demonstrating student interest.



The Recreation, Parks & Tourism Administration department has been offering a Sport Management Emphasis Area for approximately 20 years. The emphasis, as evidenced by the courses being listed, was not centered on the present-day conception of sport management. This conception is broad and includes community-based sport but one that has also been heavily influenced by a business or professional model for sport characterized by the intercollegiate and professional sport contexts. Due in part to student interest, Dr. Brian Greenwood was hired as a tenure-track faculty member specializing in sport management in fall 2007.

Dr. Greenwood developed RPTA 160: Introduction to Sport Management. The course was taught initially as a special topics course (RPTA 470) in fall 2008 with 22 students and again in fall 2009 with 33 students. The fall 2009 enrollment included 12 non-RPTA majors.

Student numbers in the concentration or emphasis area can be somewhat misleading for several reasons. Students are not required nor encouraged to formally declare a concentration until 4 quarters prior to their anticipated graduation. Therefore, estimates are based upon student surveys with nearly one-quarter of students grouped under minor/undecided. In addition, some students choose a more blended approach (i.e., declare one concentration but take courses in others). The estimate of sport management specific students for 2008-2009 was 37 students (13.6% of the 273 students in the major).

- b. Indicate the current enrollment in the major and existing concentrations. Current (2008-2009) major enrollment is 273 students. The major offers two concentrations and three advisor approved areas.

Concentrations:	Student Enrollment %
1. Tourism Planning and Management:	14.6
2. Outdoor, Adventure, and Resource Recreation	6.8
3. Special Event Management	38.8
Advisor Approved Areas:	
1. Sport Management	13.6
2. Community Services Management	1.9
Other: Minor/undecided	24.3

- c. Indicate the anticipated enrollment in the proposed concentration, and the impact on the future enrollment in the major and existing concentration(s).

**We anticipate the enrollment in sport management to continue to rise and peak at approximately 20% of total RPTA major enrollment (approximately 60 students if major enrollment is 300). Due to the strong connection between sport and event planning and management (i.e., every athletic contest is a special event), the impact may be felt by the special event management concentration. However, we would not view that impact as a negative but rather as increasing opportunities for our students in that those students who may have been more narrowly focused on special events (such as weddings) realize the vast opportunities available in sport management also.**

- d. If the concentration will prepare students for specialized career opportunities, please indicate.

**Management positions with sport entities ranging from high school interscholastics to professional sports are considered specialized, so career preparation is essential. The required and elective courses in the proposed concentration have been carefully chosen to prepare students for these specialized careers.**

**A sampling of the career titles of recent graduates of Recreation, Parks, & Tourism Administration hired for sport-related occupations working for private, nonprofit or public organizations include:**

- Premium Seats Coordinator
- Business Development Associate
- Assistant Athletic Director
- Inside Sales Representative
- Sports Information Director
- Assistant Director of Marketing
- Gameday Operations Manager

- e. If completion of the concentration prepares the student to acquire licensure or certification, please indicate the course requirements of the agency.

**Not applicable**

**6. Curriculum.**

- a. List all courses required for the proposed concentration (include number, title, and units of credit).

<sup>1</sup> Approved electives ..... 8  
*Select 8 units from the following, with a minimum of 6 units upper division:*  
 AGB 314, 455;  
 BUS 207, 215, 347, 387, 418;  
 COMS 212, 301, 419;  
 EHS 225;  
 FSN 250 (D4/USCP);  
 GRC 377 (Area F);  
 JOUR 331, 342;  
 KINE 280;  
 PSY 319;  
 RPTA 313, 321, 330, 400, 412, 414, 450;  
 TH 230/330

*New*  
~~\*\*\*~~ Sport Management Concentration  
 RPTA 160 Introduction to Sport Management ..... 4  
 RPTA 320 Special Event Planning ..... 4

<sup>1</sup> Approved electives ..... 20  
*Select 20 units from the following, with a minimum of 10 units upper division:*  
 BUS 207, 387, 407, 418;  
 COMS 213, 301;  
 ECON 221;  
 EHS/RPTA 430;  
 GRC 377 (Area F);  
 JOUR 331, 342;  
 KINE 266, 323 (D5/USCP), 324 (D5/USCP);  
 PSY 256;  
 RPTA 214, 321, 330, 400, 420, 450

**Outdoor, Adventure, and Resource Recreation Concentration**

RPTA/NR 112 Parks and Outdoor Recreation ..... 4  
 RPTA 302 Environmental/Wilderness Education ..... 4  
 RPTA 325 Outdoor and Adventure Leadership ..... 4

<sup>1</sup> Approved electives ..... 16  
*Select 16 units from the following, with a minimum of 6 units upper division:*  
 BIO 227, 263, 306, 307, 325, 401, 427;  
 BUS 207, 310, 382, 387, 418, 446;  
 COMS 322;  
 EHS 337†;  
 ES/NR 360 (C4/USCP);  
 GEOG 308 (D5);  
 JOUR 331, 342;  
 KINE 280;  
 LA 363†;  
 MSL 111;  
 NR 140, 141, 142, 204, 208, 306, 318, 350, 360 (C4/USCP), 416;  
 PSY 311 (D5);  
 RPTA 203, 214, 275, 311, 314, 321, 330, 400, 410, 412, 414, 450

**Tourism Planning and Management Concentration**

RPTA 214 Introduction to Travel and Tourism ..... 4  
 RPTA 314 Sustainable Travel and Tourism Planning ..... 4  
 RPTA 317 Convention and Meeting Management ..... 4  
 RPTA 414 Commercial Recreation Enterprise ..... 4

<sup>1</sup> Approved electives ..... 12  
*Select 12 units from the following, with a minimum of 6 units upper division:*  
 BUS 207, 302, 310, 387, 418, 446, 451;  
 COMS 201, 331;  
 CRP 310, 427;  
 ECON 221, 222;  
 GEOG 308 (D5);  
 JOUR 331, 342;  
 PSY 319, 351;  
 RPTA 320, 321, 330, 400, 412, 415, 420, 450

Individualized Course of Study ..... 28

28  
 20  
 28  
 16  
 28

<sup>1</sup> 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.

† Can be utilized as a major or concentration course, but not both.

✓6/8/10 Kj

6 or 10?

**Required Courses (8 units)**

**RPTA 160 - Introduction to Sport Management (4)**

**RPTA 320 - Special Event Planning (4)**

**Elective Courses (minimum of 20 units)**

**BUS 207 - Legal Responsibilities of Business (4)**

**BUS 387 - Organizational Behavior (4)**

**BUS 407 - Managing People in Global Markets (4)**

**BUS 418 - Listening to the Customer (4)**

**COMS 213 - Organizational Communication (4)**

**COMS 301 - Business & Professional Communication (4)**

**ECON 221 - Microeconomics (4)**

**EHS/RPTA 430 - Sports Field Constr & Management (4)**

**GRC 377 - Web & Print Publishing (Area F) (4)**

**JOUR 331 - Contemporary Advertising (4)**

**JOUR 342 - Public Relations Writing & Editing (4)**

**KINE 266 - Psychology and Sociology of Physical Activity (4)**

**KINE 323/4 - Sport, Gender, Media (D5/USCP) (4)**

**PSY 256 - Developmental Psychology (4)**

**RPTA 214 - Introduction to Travel & Tourism (4)**

**RPTA 321 - Visitor Services in Recreation (4)**

**RPTA 330 - Directed Field Experience (3-9 units)**

**RPTA 400 - Special Problems for Advanced Undergraduates (1-8 units)**

**RPTA 420 - Festival & Event Management (4)**

**RPTA 450 - Resource & Grant Development (4)**

- select a minimum of \_\_\_\_\_  
units upper division.

**Note:** Should not increase student demand for these classes, since the courses have been listed in the current Advisor Approved course list and/or listed in other concentrations.

- b. List all courses required for the major (include number, title, and units of credit).

**Major Courses:**

- RPTA 101 Introduction to Recreation, Parks and Tourism (4)
- RPTA 110 Career Planning in Recreation, Parks and Tourism (1)
- RPTA 205 Leadership and Facilitation (4)
- RPTA 210 Introduction to Program Design (4) or
- RPTA 260 Recreational Sport Programming (4)
- RPTA 252 Recreation and Special Populations (4)
- RPTA 342 Legal Aspects of Recreation, Parks and Tourism (4)
- RPTA 350 Recreation Areas and Facilities Management (4)
- RPTA 360 Assessment and Evaluation of Recreation, Parks & Tourism (4)
- RPTA 405 Recreation, Parks and Tourism Management (4)
- RPTA 413 Tourism and Protected Area Management (4)
- RPTA 424 Financing Recreation, Parks and Tourism Services (4)
- RPTA 460 Research in Recreation, Parks and Tourism (4)
- RPTA 461 Senior Project (3)
- RPTA 463 Pre-Internship Seminar (1)
- RPTA 465 Internship (6)

**Support Courses:**

- BUS 212 Financial Actg for Nonbusiness Majors (4)
- BUS 346 Principles of Marketing (4)
- ENGL 310 Corporate Communications (4)
- JOUR 312 Introduction to Public Relations (4)
- MATH 118 Pre-Calculus Algebra (B1) (4)
- STAT 217 Intro to Stat Concepts/Methods (B1) (4)

- c. List all courses required for the existing concentration(s) (include number, title, and units of credit).
1. **Tourism Planning and Management Concentration:**
    - RPTA 214 Introduction to Travel and Tourism (4)
    - RPTA 314 Travel and Tourism Planning (4)
    - RPTA 317 Convention and Meeting Management (4)
    - RPTA 414 Commercial Recreation Enterprise (4)
  2. **Outdoor, Adventure, and Resource Recreation Concentration**
    - RPTA 112 Parks and Outdoor Recreation
    - RPTA 302 Environmental and Wilderness Education
    - RPTA 325 Outdoor and Adventure Leadership
  3. **Special Event Management**
    - RPTA 214 Introduction to Travel and Tourism (4)
    - RPTA 317 Convention and Meeting Management (4)
    - RPTA 320 - Special Event Planning (4)
    - RPTA 420 - Festival & Event Management (4)

- d. Indicate new courses to be developed for the concentration and include Course Description forms.

**None at this time**

**7. Faculty.**

- a. List faculty members who would teach in the proposed concentration, and include their rank, appointment status, date and field of highest degree earned, and professional experience.

**All required concentration courses will be taught by current full-time faculty.**

**RPTA 160 will be taught by Brian Greenwood, Ph.D. (2007) who is full-time probationary faculty at the rank of assistant professor. In addition to over 7 years teaching experience, Greenwood has 8 years of professional experience in various sport positions (e.g., club sports through Campus Recreation, nonprofit sports-based youth development, professional sport ticketing/box office, intercollegiate sports information & academic support, and interscholastic coaching).**

**RPTA 320 will be taught by Kendi Root, CMP (1994), 23 years professional experience in event and hospitality management.**

- b. Indicate if additional faculty will be needed to support the program.

**None at this time**

**8. Instructional Resources.**

- a. List instructional resources needed to implement the concentration (library holdings, facilities, equipment, etc.)

**No additional resources required at this time**

- b. List any additional instructional resources that will be needed to support the concentration, and indicate the source of funding.

**No additional resources required at this time**

## New Concentration – Library Comments Form

CONCENTRATION: Sport Management

DEPARTMENT: Recreation, Parks & Tourism Administration

COLLEGE: College of Agriculture, Food and Environmental Sciences

COLLEGE LIBRARIAN: Katherine O'Clair

DATE: May 17, 2010

Check all that apply:

[ X ] The Library's existing collections and selection practices support this course.

[ ] Additional Library materials needed to support this course can be acquired using existing collections funds.

[ ] Additional Library materials needed to support this course are required and cannot be acquired using existing collections funds. (Attached details if appropriate.)

[ X ] Other comments:

The library has sufficient resources to support this new concentration, including monographs, serials and databases (e.g., SPORTDiscus, ABI Inform, Emerald). Students should be encouraged to utilize Link+ and Interlibrary Loan for needed materials not held at Kennedy Library. Faculty should consult with the College Librarian should specific materials be needed for courses in this concentration in the future (acquisition is dependent on current library materials budgets).

Cc: (1) Library Collection Management Team:

Associate Dean, Public Services

Head, Information Resources and Archives

(2) Library Representative to Academic Senate Curriculum Committee

*Last update April 22, 2010*

**M e m o r a n d u m**

**To:** Camille O' Bryant, Department Head  
Kinesiology

**Date:** 10/20/2010

**From:** Bill Hendricks, Department Head  
Recreation, Parks, & Tourism Administration

**File:**

**Copies:**

**Subject: DEVELOPMENT OF SPORT MANAGEMENT CONCENTRATION**

After offering a Sport Management Advisor Approved Elective Area for approximately 20 years, the Recreation, Parks, & Tourism Administration Department included a proposal for a Sport Management Concentration for the 2011 – 13 catalog. Attached is a list of courses required for the concentration. Upon request, a full copy of the concentration proposal is available for your review.

As requested by the Academic Senate Curriculum Committee, please indicate your acknowledgement of the concentration proposal, along with any concerns you have regarding this new development.

Program (Major/Concentration/Minor): RPTA – Sport Management

Approximate number of students enrolled in program: Approximately 37

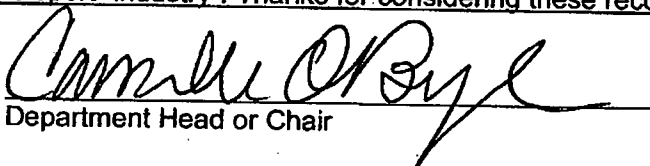
Reason for change: Development of formal course of study to prepare students to work in the sport management field.

Please check the appropriate box and return one copy to me.

I acknowledge the proposed change.

Concerns regarding the proposed curriculum change

I am pleased to acknowledge the proposed change and would recommend that the RPTA faculty considering eliminating KINE 411 – Psycho/Social Aspects of Physical Activity from the list of courses required in this concentration. That course is not relevant to "sport" management. I also recommend that the RPTA faculty consider requiring KINE 323 – Sport and Gender AND KINE 324 – Sport, Media and American Popular Culture; as those two courses would be very relevant for any student entering a career in the sport "industry". Thanks for considering these recommendations.

  
Department Head or Chair

11/8/10  
Date



# **New Course Proposal**

# **Course Modifications**

# **Course Description Editorial Changes**

## RPTA-RECREATION, PARKS, and TOURISM ADMINISTRATION

### RPTA 101 Introduction to Recreation, Parks and Tourism (4)

History, philosophy, theory, and organization of recreation and leisure services. Exploration of the recreation, parks, and tourism profession; emphasis upon functions, areas, facilities, clientele, and career opportunities. 4 lectures.

### RPTA 110 Career Planning in Recreation, Parks and Tourism (1) (CR/NC)

Development and application of philosophy, learning strategies, and problem solving for career planning in recreation, parks, and tourism. Credit/No Credit grading only. 1 activity. Prerequisite: Recreation, parks and tourism administration majors only.

### RPTA 112 Parks and Outdoor Recreation (4)

Introduction to park and outdoor recreation systems. History, philosophy, policy and principles of outdoor recreation, wilderness, park management, environmental education, outdoor education, and natural resources recreation at the local, regional, national, and international levels. Field visits. 3 lectures, 1 activity. ~~Crosslisted as NR/RPTA 112.~~

### RPTA 127 Leisure Behavior (4)

Sociological, psychological, and cultural aspects of leisure behavior. Needs, motivations, constraints, values and benefits explored. 4 lectures. Prerequisite: Majors only.

### RPTA 160 Introduction to Sport Management (4)

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 203 Resource Law Enforcement (3)

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)

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. Prerequisite: Recreation, Parks, and Tourism Administration majors only, RPTA 101, sophomore standing or consent of instructor.

### RPTA 210 Introduction to Program Design (4)

Methods of program planning, organization, implementation and evaluation in public and private settings. Interrelationship of needs and interests of people, physical settings, and activity content. Emphasis on program construction and scheduling in recreation, parks, and tourism services. 3 lectures, 1 activity. Prerequisite: Recreation, Parks, and Tourism Administration majors only, RPTA 101, sophomore standing or consent of instructor.

### RPTA 214 Introduction to Travel and Tourism (4)

History and development of travel and tourism. Examination of different sectors of the tourism industry. Supply and demand for tourism products and services. Effects of tourism on individual cultures and the natural environment. Travel motivations. Field visits required. 4 lectures. Prerequisite: RPTA 101 with C- or better, or consent of instructor.

### RPTA 252 Therapeutic Recreation and Special Populations (4)

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

### RPTA 260 Recreational Sport Programming (4)

Philosophy, foundations, policy and techniques underlying recreational sport programs in public, private and commercial settings. Methods of program planning, organization, implementation and evaluation with emphasis on program construction and scheduling. 3 lectures, 1 activity. Prerequisite: RPTA 101, sophomore standing or consent of instructor.

Delete ✓ 6/8/10 kj

**RPTA 270 Selected Topics (1-4)**

Directed group study of selected topics. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 lectures. Prerequisite: Open to undergraduate students and consent of instructor.

**RPTA 275 Challenge Course Facilitation (2)**

Techniques and models used in challenge course leadership and facilitation. Emphasis on facilitation styles, challenge course terminology, facilitation models, safety guidelines, and industry best practices. 2 seminars. Prerequisite: RPTA 205 or consent of instructor.

**RPTA 300 Computer Applications in Resource Management (2)**

Resource management applications of microcomputers. Software programs include forest and natural resource management planning, forecasting, analysis of systems, and resource data base management for multiple use objectives. Use of forestry and natural resource examples. 1 lecture, 1 laboratory. Prerequisite: Consent of instructor. *Crosslisted as NR/RPTA 300.*

**RPTA 302 Environmental and Wilderness Education (4)**

Education and teaching techniques that apply to learning experiences in an outdoor environment. Impact of natural resource usage that affects sociological, biological and physical resources. Educational strategies for presenting environmental learning to grades K-12 in selected environments. 3 lectures, 1 activity. Prerequisite: RPTA 210 or RPTA 260 with C- or better, junior standing or consent of instructor.

**RPTA 311 Environmental Interpretation (4)**

Interpretation of the biological, physical and aesthetic values of the natural elements of our environment; organization and presentation of interpretive materials by oral, written, and display methods of communication. 3 lectures, 1 laboratory. Prerequisite: COMS 101 or COMS 102. *Crosslisted as NR/RPTA 311.*

*2011 proposed changes to NR/RPTA 311.*

**RPTA 313 Sustainable Tourism (4)**

Investigation of tourism industry from a sustainable tourism perspective. Ecotourism, agri-tourism, rural tourism, sustainable tourism development, and adventure travel. Emphasis on tourism that sustains social, cultural, heritage, and natural environments while generating economic development. 3 lectures, 1 laboratory. Prerequisite: RPTA 210 or RPTA 260 with C- or better, junior standing or consent of instructor.

**RPTA 314 Sustainable Travel and Tourism Planning (4)**

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 visits required. 3 lectures, 1 laboratory. Prerequisite: RPTA 210 or RPTA 260, RPTA 214 with C- or better, junior standing or consent of instructor.

**RPTA 317 Conventions and Meeting Management (4)**

Role of conventions and meeting management in the area of tourism. Factors involved in meeting planning for small and large groups to include committees, amenities, logistics of operations and evaluation. Field visits required. 3 lectures, 1 activity. Prerequisite: RPTA 210 or RPTA 260 with C- or better, junior standing or consent of instructor.

**RPTA 320 Special Event Planning (4)**

Major trends and successful practices in festival and event planning. Emphasis on conceptualization, analysis, and planning considerations of small to large-scale community events. Exploration of event management field as a profession. 3 lectures, 1 activity. Prerequisite: RPTA 210 or RPTA 260, junior standing or consent of instructor.

**RPTA 321 Visitor Services in Recreation, Parks, and Tourism (1-4)**

Management issues in meeting the needs of recreation, parks, and tourism organizations. Topics to include customer satisfaction, service quality, visitor management, 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. Prerequisite: RPTA 210, junior standing or consent of instructor.

**RPTA 325 Outdoor and Adventure Leadership (4)**

Theoretical principles and experience in leadership, judgment, and decision-making in outdoor and adventure settings. Total credit limited to 8 units. The Schedule of Classes will list topic selected. 3 lectures, 1 activity. Prerequisite: RPTA 205, junior standing or consent of instructor.

**RPTA 330 Directed Field Experience (3) (CR/NC)**

Practical work experience in related phases of recreation administration in organization or agency under qualified supervision. Minimum of nine hours per week. Credit/No Credit grading only. Total credit limited to 9 units. Prerequisite: RPTA 210 or RPTA 260 with C- or better and consent of instructor.

**RPTA 342 Legal Aspects of Recreation, Parks and Tourism (4)**

Legislative and legal aspects of public, private, commercial, and non-profit recreation, parks, and tourism agencies. Emphasis on risk management, liability, insurance, and negligence. Understanding of legal foundations and the legislative process. 4 lectures. Prerequisite: RPTA 210 or RPTA 260 with C- or better, junior standing or consent of instructor.

**RPTA 350 Recreation Areas and Facilities Management (4)**

Management of recreation areas and facilities: clientele considerations, facility and outdoor area site planning; day-to-day operations of common recreation areas and facilities. Agency visitation required. 3 lectures, 1 laboratory. Prerequisite: RPTA 210 or RPTA 260 with C- or better, junior standing or consent of instructor.

**RPTA 360 Assessment and Evaluation of Recreation, Parks and Tourism (4)**

Evaluation of recreation, parks, and tourism programs using a variety of research methodologies. Needs assessment, program evaluation, research design, and decision making based on data analysis. 3 lectures, 1 laboratory. Prerequisite: RPTA 210 with C- or better, STAT 217, junior standing. Recommended: CSC 110 or CSC 113.

**RPTA 375 Leisure and Community Resources (4)**

Investigation of community development principles, costs and benefits related to leisure, recreation, parks, and tourism. Emphasis on leisure, recreation, park and tourism resources, cultural and social dynamics, economic viability, quality of life, and environmental issues. 4 lectures. Prerequisite: Completion of GE Areas A1, A2, A3.

**RPTA 400 Special Problems For Advanced Undergraduates (1-4)**

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

**RPTA 405 Recreation, Parks and Tourism Management (4)**

The study, analysis, and practice of management processes as they are applied to recreation organizations: planning, organizing, motivating, and controlling. Emphasis upon application of theories, practices and case studies in specific recreation settings. 4 lectures. Prerequisite: RPTA 205, RPTA 210 or RPTA 260, senior standing or consent of instructor.

**RPTA 410 Resource Recreation Management (4)**

Practices of management of resource recreation on private and public lands. Consideration of the following management systems: biophysical, user/visitor, facilities, equipment, fiscal, personnel will be made in the provision of resource recreation services. Case studies in mass recreation and wilderness areas will be examined. 3 lectures, 1 laboratory. Some weekend labs necessary. Prerequisite: NR 112 or consent of instructor.

**RPTA 412 Tourism and Outdoor Applications Seminar (2-4)**

Selected topics on aspects of the tourism field. The Schedule of Classes will list topic selected. Field visits may be required. Total credit limited to 12 units, repeatable in same term. 2-4 seminars. Prerequisite: RPTA 210 or RPTA 260, RPTA 314 or RPTA 325, or consent of instructor. *Change effective Fall 2009.*

**RPTA 413 Tourism and Protected Area Management (4)**

Practices of tourism and recreation 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 management worldwide. 3 lectures, 1 laboratory. Prerequisite: RPTA 314 or consent of instructor.

**RPTA 414 Commercial Recreation Enterprise (4)**

Development of the domains of commercial recreation and related services. Role of entrepreneurial activity. Procedures for creating and managing a socially responsible commercial leisure service. 4 lectures. Prerequisite: BUS 212, BUS 346, RPTA 210 or RPTA 260 with C- or better and senior standing.

**RPTA 415 Adventure Programming and Planning (4)**

Exploration of the history, benefits, characteristics, goals, models, and applications of adventure programs. Emphasis on wilderness and outdoor programs, adventure tourism, inclusive programs, adventure education, planning, management, and implementation. 3 lectures, 1 activity. Prerequisite: RPTA 210 or RPTA 260, or consent of instructor.

**RPTA 417 Resource Recreation Planning (3)**

Development and analysis of resource recreation plans. Planning theory, types of plans, scheduling techniques, projecting supply and demand, application of models, and economic evaluations. Basic recreation planning skills examined. Examples emphasize planning for parks and recreation. 2 lectures, 1 laboratory. Prerequisite: NR 112 or consent of instructor.

**RPTA 420 Festival and Event Management (4)**

Management strategies and practices for small to large scale community festivals and events. Emphasis on sponsorship, marketing, staffing, production, and budgeting. 4 lectures. Prerequisite: RPTA 210 or RPTA 260, ~~BUS 346~~, junior standing, or consent of instructor. *delete ✓*

**RPTA 424 Financing Recreation, Parks and Tourism Services (4)**

Financing leisure 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. Prerequisite: BUS 212, RPTA 360 with C- or better, ENGL 310, senior standing.

**RPTA 430 Sports Field Construction and Management (4)**

Construction and maintenance of sports fields. Basic agronomics including sports field construction, sports turf establishment and maintenance, environmental issues, and personnel management. 3 lectures, 1 laboratory. Prerequisite: EHS 343, and junior standing. *Crosslisted as EHS/RPTA 430.*

**RPTA 450 Resource and Grant Development (4)**

Principles of all aspects of grantsmanship; researching grant funding resources from both the private and public sector, preparing the grant proposal, and grant administration. Field visits required. 4 lectures. Prerequisite: Junior standing.

**RPTA 460 Research in Recreation, Parks and Tourism (4)**

Research design, literature review, questionnaire and interview schedule construction, sampling methods, data array and analysis, and computer applications. Selection of senior project topic and proposal development. 3 lectures, 1 laboratory. Prerequisite: STAT 217, RPTA 360 with C- or better, ENGL 310, senior standing.

**RPTA 461 Senior Project (3)**

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

**RPTA 463 Pre-Internship Seminar (1) (CR/NC)**

Exploration of internship opportunities and practices. Internship selection process and procedures introduced. Recommended enrollment two quarters prior to RPTA 465. Credit/No Credit grading only. 1 seminar. Prerequisite: Senior standing.

**RPTA 465 Internship (6) (CR/NC)**

400 hours of full-time concentration-specific practical work experience over a ten-week period in an approved agency. Comprehensive involvement in agency program. Credit/No Credit grading only. 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.

**RPTA 470 Selected Advanced Topics (1-4)**

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

**RPTA 471 Selected Advanced Laboratory (1-4)**

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. Prerequisite: Consent of instructor.

**RPTA 472 Leadership Practice (1)**

Leadership styles used in the natural resources management and recreation administration professions. Study and practice in setting goals and objectives; developing, evaluating and implementing an entrepreneurial project plan; decision making and problem-solving. Total credit limited to 4 units. 1 laboratory. Prerequisite: Junior standing or consent of instructor. *Crosslisted as NR/RPTA 472.*

**RPTA 500 Individual Study (1-6)**

Advanced independent study planned and completed under the direction of a member of the department faculty. Total credit limited to 6 units. Prerequisite: Graduate standing and consent of department head.

**RPTA 502 Current Issues in Recreation, Parks, and Tourism (4)**

Societal issues that influence the management and delivery of recreation, parks, and tourism services. Critical investigation of current research and trends. 4 seminars. Prerequisite: Graduate standing or consent of instructor.

**RPTA 527 Leisure Behavior and Theory (4)**

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. Prerequisite: Graduate standing.

**RPTA 539 Graduate Internship in Recreation, Parks and Tourism (1-9)**

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. Prerequisite: Consent of internship instructor.

**RPTA 570 Selected Topics in Recreation, Parks and Tourism (1-4)**

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. Prerequisite: Graduate standing or consent of instructor.

**RPTA 571 Selected Advanced Laboratory in Recreation, Parks and Tourism (1-4)**

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. Prerequisite: Graduate standing and consent of instructor.

**RPTA 581 Graduate Seminar in Recreation, Parks and Tourism (1)**

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

**RPTA 599 Thesis in Recreation, Parks and Tourism (1-9)**

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. Prerequisite: Graduate standing and consent of instructor.



# **Curriculum Changes**

2009-11 Cal Poly Catalog

**Recreation, Parks, and Tourism Administration Department**

**BS Recreation, Parks, and Tourism Administration**

- 60 units upper division
- 2.0 GPA
- GWR
- USCP

\* = Required in Support; also satisfies GE  
 Note: No major, support or concentration courses may be taken as credit/no credit.

**MAJOR COURSES**

RPTA 101 Intro. to Recreation, Parks and Tourism	4
RPTA 110 Career Planning/Rec, Parks & Tourism	1
RPTA 205 Leadership and Facilitation	4
RPTA 210 Introduction to Program Design or RPTA 260 Recreational Sport Programming	4
RPTA 252 Therapeutic Rec. & Special Populations	4
RPTA 342 Legal Aspects of Rec, Parks/Tourism	4
RPTA 350 Recreation Areas and Facilities Mgt	4
RPTA 360 Assessment/Eval of Rec Parks/Tourism	4
RPTA 405 Recreation, Parks, and Tourism Mgt	4
RPTA 413/EHS 337 LA 363	4
RPTA 424 Financing Rec., Parks, & Tourism Svcs	4
RPTA 460 Research in Recreation, Parks/Tourism	4
RPTA 461 Senior Project	3
RPTA 463 Pre-Internship Seminar	1
RPTA 465 Internship	6
Concentration courses (see below)	28
<b>Total</b>	<b>83</b>

**SUPPORT COURSES**

BUS 212 Financial Actg for Nonbusiness Majors	4
BUS 346 Principles of Marketing	4
ENGL 310 Corporate Communications	4
JOUR 312 Introduction to Public Relations	4
MATH 118 Pre-Calculus Algebra (B1)*	4
(MATH 116 & 117 substitute)	
STAT 217 Intro to Stat Concepts/Methods (B1)*	4
<b>Total</b>	<b>24</b>

**GENERAL EDUCATION (GE)**

72 units required, 8 of which are specified in Support.  
 →See page 50 for complete GE course listing.  
 →Minimum of 12 units required at the 300 level.

**Area A Communication (12 units)**

A1 Expository Writing	4
A2 Oral Communication	4
A3 Reasoning, Argumentation, and Writing	4

**Area B Science and Mathematics (8 units)**

B1 Mathematics/Statistics * 8 units in Support	0
B2 Life Science	4
B3 Physical Science	4
B4 One lab taken with either a B2 or B3 course	

**Area C Arts and Humanities (20 units)**

C1 Literature	4
C2 Philosophy	4
C3 Fine/Performing Arts	4

C4 Upper-division elective	4
Area C elective (Choose one course from C1-C4)	4
<b>Area D/E Society and the Individual (20 units)</b>	
D1 The American Experience (40404)	4
D2 Political Economy	4
D3 Comparative Social Institutions	4
D4 Self Development (CSU Area E)	4
D5 Upper-division elective	4

**Area F Technology Elective (upper division) (4 units)**

<b>Total</b>	<b>64</b>
<b>FREE ELECTIVES</b>	<b>9</b>
<b>Total</b>	<b>180</b>

**CONCENTRATIONS (Select one)**

**Event Planning and Management Concentration**

RPTA 214 Introduction to Travel and Tourism	4
RPTA 317 Convention and Meeting Management	4
RPTA 320 Special Event Planning	4
<del>RPTA 414 Commercial Recreation Enterprise</del>	<del>1</del>
<del>1 Select one course from:</del>	<del>4</del>
<del>RPTA 314, 321, 330, 400, 412, 414, 450 (S 9-10)</del>	<del>4</del>
RPTA 420 Festival and Event Management	4
2 Approved electives	8

Select 8 units from the following, with a minimum of 6 units upper division:

- AGB 314, 455;
- BUS 207, 215, 347, 387, 418;
- COMS 212, 301, 419;
- EHS 225; 215 ✓
- FSN 250 (D4/USCP);
- GRC 377 (Area F);
- JOUR 331, 342;
- KINE 280;
- PSY 319; 316 ✓
- RPTA 313, 321, 330, 400, 412, 414, 450;
- TH 230/330;

**Outdoor, Adventure, and Resource Recreation Concentration**

RPTA/NR 112 Parks and Outdoor Recreation	4
RPTA 302 Environmental/Wilderness Education	4
RPTA 325 Outdoor and Adventure Leadership	4
2 Approved electives	16

Select 16 units from the following, with a minimum of 6 units upper division:

- BIO 227, 263, 306, 307, 325, 401, 427;
- BUS 207, 310, 382, 387, 418, 446;
- COMS 322;

1 If additional units are needed, the units will come from free electives available.

2 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.

EHS ~~337~~;  
 ES/NR 360 (C4/USCP);  
 GEOG 308 (D5);  
 JOUR 331, 342;  
 KINE 280;  
 LA 363<sup>†</sup>;  
 MSL 111;  
 NR ~~140~~, 141, 142, 204, 208, 306, 318, 350,  
 360 (C4/USCP), 416;  
 PSY 311 (D5);  
 RPTA 203, 214, 275, 311, 314, 321, 330, 400,  
 410, 412, 414, 450

437 ✓

Delete ✓

Sport Management ✓

28

**Tourism Planning and Management Concentration**

RPTA 214 Introduction to Travel and Tourism ..... 4  
 RPTA 314 Sustainable Travel and Tourism  
 Planning ..... 4  
 RPTA 317 Convention and Meeting Management 4 ✓  
 RPTA ~~414~~ Commercial Recreation Enterprise ..... 4  
 Approved electives ..... 12 16 ✓

Select ~~X~~ units from the following, with a minimum  
 of 6 units upper division/

BUS 207, 302, 310, 387, 418, 446, ~~451~~, ✓  
 COMS 201, ~~331~~, ✓  
 CRP 310, 427; 212, 214, 215, 334 ✓  
 ECON 221, 222;  
 GEOG 308 (D5); 301 (D5) ✓  
 JOUR 331, 342; ~~352~~ ✓  
 PSY 319, 351; 252 ✓  
 RPTA 320, 321, 330, 400, 412, 415, 420, 450 414 ✓  
 316, ✓

28

Individualized Course of Study ..... 28

<sup>†</sup> Can be utilized as a major or concentration course, but not both.

<sup>‡</sup> 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.

# **Program Description**

# Recreation, Parks, & Tourism Administration

Agricultural Sciences Bldg. (11), Room 217  
(805) 756-2702  
[www.nrm.calpoly.edu](http://www.nrm.calpoly.edu)

Department Head, William W. Hendricks

Marni Goldenberg                      P. Brian Greenwood  
Jerusha B. Greenwood              Jeffrey A. Jacobs

## ACADEMIC PROGRAMS

Recreation, Parks, and Tourism Administration – BS

The BS in Recreation, Parks, and Tourism Administration program is dedicated to excellence in teaching, developing professionals, and fostering dynamic and effective leaders. The major is accredited by the National Recreation and Park Association Council on Accreditation.

Recreation, parks, and tourism are mainstays of the American culture and a foundation of the United States economy, with over \$750 billion spent annually on leisure pursuits. U.S. households spend seven to eight percent of their income on recreation. The United States has been ranked as the top tourism earner in the world and generates over \$85 billion from international tourism. Tourists visit the 200 million acres of federal land, which the government has set aside for recreation. Although recreation, parks, and tourism provide activities for people from all walks of life, these industries also provide numerous jobs, both in this country and abroad.

Students are prepared for professional employment in public, non-profit, private, and commercial recreation, parks, and tourism organizations. Majors select a concentration in tourism planning and management; outdoor, adventure, and resource recreation; ~~or~~ event planning and management. In addition, students may select a course of study in ~~in sport management or~~ <sup>in</sup> community services management.

*✓* sport management. *6/8/10 KJ*

To prepare students for their professional careers, the major includes a 400-hour required internship (one quarter) in a recreation, parks, or tourism organization. Graduates qualify for diverse positions as recreation supervisors, park and recreation administrators, travel and tourism specialists, environmental educators, park rangers, park naturalists, outdoor recreation managers, recreation-related business owners, outdoor and adventure leaders, private recreation club managers, employee services and recreation specialists, adventure program planners, camp directors, chamber of commerce specialists, convention and visitor bureau program directors, meeting planners, special event planners, youth sports coordinators, professional and intercollegiate event managers and campus recreation directors.

Graduates employed in settings located in and out of the United States are planning, organizing, implementing and evaluating recreation, parks, and tourism services. Sound management skills developed in the program, and through practical and research applications, allow for career progress into executive management positions within the recreation, parks, and tourism industries.

Students have access to the program's field laboratories and also develop competencies in a myriad of sites, including leadership laboratories, environmental education centers, leisure businesses, and parks and recreation departments. Students plan and implement major special events and programs, as well as conduct applied research in required and elective coursework.

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 and Management.** Prepares students for employment for a variety of organizations and settings designing, planning and managing festivals and events. Areas of study includes event development and management, marketing and promotion, contract negotiation and sponsorship solicitation.

*sketch for pdf*

**Tourism Planning and Management.** Emphasizes preparation for employment in organizations that provide leisure products or services for national and international tourists. Students may choose to emphasize in areas such as: tourism planning, tourism marketing, resort management, and business opportunities.

*alpha*

**Outdoor, Adventure, and Resource Recreation.** Prepares students for employment in the planning, development, leadership, and management of outdoor recreation opportunities on public and private lands. Areas of study include adventure/eco-tourism and outdoor recreation management.

**Graduate Program**

Cal Poly offers a Master of Science degree in Agriculture with a specialization in Recreation, Parks, and Tourism Management. Please refer to the MS Agriculture section of the College of Agriculture, Food and Environmental Sciences.

*Sport Management ✓*  
*Prepares students for management positions with sport entities ranging from high school interscholastics to professional sports. Areas of study include sport marketing and promotion, sport ethics, sport structure and governance, sport for social change, and sport sponsorship.*

**Recommended Sequence: Major and Support Courses**

The following is a guide for scheduling Major and Support Courses. By following this sequence, students should meet prerequisites for Major coursework. Courses are not always offered during the quarter indicated. Please consult with your academic advisor and the current Class Schedule.

*Delete ✓*

1 <sup>st</sup> Year		
Fall	Winter	Spring
RPTA 101	RPTA 110	MATH 118
2 <sup>nd</sup> Year		
Fall	Winter	Spring
RPTA 210/260	RPTA 252	RPTA 205
BUS 212	STAT 217	RPTA Elective
3 <sup>rd</sup> Year		
Fall	Winter	Spring
RPTA 350	RPTA 360	RPTA 342
ENGL 310	RPTA Elective JOUR 312	RPTA 413/NR 410/ EHS 337/LA 363
BUS 346		RPTA Elective
4 <sup>th</sup> Year		
Fall	Winter	Spring
RPTA 405	RPTA 461	RPTA 465
RPTA 460	RPTA 424	
RPTA 463		