Process

RPTA faculty met on October 24, October 31, and November 18 to respond to six questions relating to Tier 1 and Tier 2 of the Academic Program Narrative. In addition, RPTA faculty attended the university-wide workshops on October 17, October 24, and November 7. Responses to each of the six questions are detailed below.

Tier 1 – Higher Education Today

1a. What forces are shaping Cal Poly (and your discipline) today (which are likely to continue into the future and what new forces may come into play by 2030)?

Challenges:
- Changing funding model
- Dwindling funding program
- Smaller applicant pool to universities
- Changing k-12 common core – grading
- Work/life balance emphasis & challenges in society
- Tech/digital rate of change
- Increased adjunct faculty
- Increased outsourcing within the industry
- Speed of trends – lack of fluidity at Cal Poly [planning for catalog/course offerings 3 years out]
- Theory is a broad based knowledge; however not deep or depth is intermittent
- Affirmative action may be implemented
- Era of accountability – external measure of how successful our students are when they leave the university
- Pushback on some aspects of technology – drones within natural resources areas
- Cell phone free-zones implementation as self-regulation has not worked
- Obligated vs. leisure – discretionary time is reducing
- Dichotomy: emphasis on new trend of what grads need to be successful and CP growing grad program vs. RPTA emphasis on utilizing grads [putting them through paces] and faculty expectation

Opportunities:
- Hospitality being embraced by all sectors of travel, recreation, sports, parks, tourism, outdoor recreation, and event industries
- Blending of hospitality within all sectors – public, private, non-profit within traditional parks and recreation agencies, tourism organizations, destination management organizations
• Society’s desire for improved quality of life and memorable experiences
• Tourism explicit recognition as economic engine
• New research/new courses in experience management, hospitality, event planning, and tourism
• Increased diversity
• Privatization
• Events industry focus on graduates with an events focus rather than marketing focus
• Broader approach to hospitality industry – experience management movement beyond “heads in beds” and food and beverage
• Affirmative action may be implemented
• Empower students to do peer teaching and increased student-centered learning
• Trend towards knowledge in many things [broad as opposed to depth]
• More adherence to ‘active learning’ more recognition in active learning
• Outsourcing
• Event planning & management concentration – demand will continue
• Industry will have ‘events’ positions as opposed to marketing positions thus increasing demand for event planning students
• Push-back of ‘I’m on vacation’ – not responding to email or text messages – not on 24/7 availability
• Take back your time movement with increased vacations boosts economy – more delineation
• India/China/Brazil – will be highest visitation of tourists to U.S. in near future tourism
• Travelers will visit destinations online/Remotely

Tier 2 – Projections to 2030
2a. Who will our **students** be in 2030 (e.g., demographics, pre-college preparation)? What are their expectations and interests likely to be?

**Challenges:**
• First generation and diversity of students increasing
• More international students
• Due to immigration cycles first generation students will decrease
• International vs. California students –regulated by legislature
• High achievers – hard to measure improvement
• Common core K-elementary level of achievement
• Diversity – not an issue – not really an issue w/ inclusivity and acceptance in society
• Personal time used in pursuit of leisure
• Shortcut – fast images vs. information, students want bytes – force them into deeper thoughts
• We are not teaching them to filter information – critically
• Culture – work not as traditional as today -- will need to be more diverse – more satellite offices and working from home
• Students like to be entertained – engaged – method of learning will be more engaging and dynamic as students want to get their money’s worth
Opportunities:
- More attention to youth development in 2030 – students need a place to go with parents working, more societal pressures, anxiety, ADHD, etc. need for quality leisure
- Students’ acute awareness of social justice and environmental issues
- Increased interest in non-profits
- RPTA students – work to live – not work to just survive
- Grow RPTA to 500 students in hospitality – reach out internationally
- Students will desire less distinction between leisure & work – culture – such as Red Frog Events in Chicago

Tier 2 – Projections to 2030
2b. What will the global and regional economy be like in 2030 (and how are these forces relevant to your field or discipline)?

- China will be a leader in internationalization and globalization – recognize the differences: internationalization – boundaries and globalization: no boundaries
- 2030 global terrorism will affect entire globe more
- RPTA students in hospitality and event planning will have the opportunity for employment globally particularly in Asia and Europe
- Increased hospitality and event planning internships and partnerships globally
- 2030 VISA travel issues will dissolve
- Restrictions on work visas relaxing
- Length of travel – time diminished
- Nearly every country will embrace travel as an economic driver
- Regional – ‘Diablo Nuclear Power Plant’ will be shut-down/recommission due to current
- Diablo Canyon developed into ‘paradise’ natural resource
- Non-profits will fill void left by decreasing federal government funding and services
- Sustainability (cultural, economic, social, environmental) will be linked without question in the travel and hospitality industry

2c. What will we be preparing our graduates to do (in general, and in your discipline)?

- Create, manage, and market experiences
- Develop seamless travel, outdoor, destination, and hospitality experiences internationally
- Manage hospitality, tourism, lodging, destination management, and event planning organizations
- Corporate event planning for nearly every industry
- Provide travel and outdoor experiences for the world
- Manage global tourism, travel services and operations
- Create leisure, travel, and local experiences that understand food’s relationship to – building connections – buy local, and emphasis on specialty crops
- Emphasis on outdoor experiences and connection to nature for youth and diverse groups
- Plan, evaluate, lead, market events, programs & services
• Manage budgets, resources, and people
• Develop resources – human, physical, environmental
• Collaborate effectively
• Create community
• Develop youth as leaders for the future – positive youth development and positive psychology
• Be leaders in creating healthy communities and lifestyles
• Create inclusive leisure experiences – daily, weekly, monthly
• Become lifestyle and experience coaches and entrepreneurs
• Offering of blended virtual and actual travel experiences

Tier 2 – Projections to 2030
2d. What will our students need to learn to be successful (in general, and in your discipline)? What level(s) of education will they need (particularly in your discipline)?

• Analytics
• Problem solving, decision making, critical thinking
• Resourceful and research savvy
• Increased social capital, social justice and social equity need
• Planning of experiences at destinations, attractions, sports events, in communities
• Sustainability
• Leadership considering diverse cultures and groups
• Communication
• Health sciences
• Technology competencies
• Global citizenship
• Management in an experience based economy
• Cultural awareness & understanding
• Mobile applications and travel platforms
• Resource development to include sponsorships, partnerships, collaboration
• Negotiation and conflict resolution
• Exceptional customer/client/participant service
• Understand connection between STEM and social and behavioral sciences
• Understand food to table, farmer’s market, culinary and healthy food trends, wine/food pairings
• Understand evolving political process
• Community development, evolvement, changing landscape of public land management and municipal agencies
• Cal Poly minor in event planning
• M.S. and Ph.D. growth opportunities at all levels of event planning – non-profit, corporate, public, private
• Proliferation of professional certificate programs
Tier 2 – Projections to 2030
2e. What are the implications for emerging fields and integrated learning that goes beyond traditional disciplines?

- Opportunity to become the hospitality academic program leader on campus with upgrade of our hospitality and tourism management concentration to a major
- Recognized academic program contributor/leader in hospitality, environment and sustainability, health and well-being, and social justice
- Increased integration with technology [basic coding/templates]
- Increased communications mobile, graphically, social media
- Increased collaboration - project management, lifestyle management, culinary, food
- Hospitality and lodging finance and revenue management to include metrics, analytics, financial resource development, and entrepreneurship
- Evolvement of integrated leadership development