

## Recreation, Parks, and Tourism

College of Health and Human Services ■ Undergraduate Programs

### Degrees and Programs Offered

B.A. in Recreation, Parks, and  
Tourism Administration  
Minor in Recreation  
Certificate in  
Youth and Human Services  
Nonprofit Agency Administration  
M.S. in Recreation

### Career Options

Activity Director (spa/resort)  
Adventure Therapist  
Aquatic Facilities Operator  
Arts and Crafts Director  
Attractions Manager  
Backcountry Ski Guide  
Camp Director  
Campus Recreation Coordinator  
Challenge Course Facilitator  
Childcare Provider  
City Manager  
Community Center Director  
Conference and Event Planner  
Employee Recreation Manager  
Environmental Educator  
Executive Director (nonprofit)  
Exposition/Trade Show Director  
Expressive Arts Therapist  
Fitness/Wellness Instructor  
Hospitality Industry Worker  
Interpretive Specialist  
Leisure Consultant  
Leisure/Wellness Counselor  
Leisure Education Specialist  
Leisure Industry Entrepreneur  
Lifestyle Coach  
Military Recreation Consultant  
Municipal Recreation Leader  
Naturalist  
Outdoor Adventure Guide  
Outdoor Recreation Specialist  
Park Administrator  
Park Concessionaire  
Parks Manager  
Park Planner  
Park Ranger  
Park Superintendent  
Play Therapist  
Playground Safety Inspector  
Professional Storyteller  
Program Director  
Recreation Program Supervisor  
Recreation Retailer/Dealer  
Recreation Therapist  
River Guide  
Senior Center Activities Director  
Social Director (Cruise ship)  
Special Events Coordinator  
Tennis or Golf Club Manager  
Tour Director/Guide  
Travel Agent  
University Activity Director  
Volunteer Coordinator  
Youth Leader  
Youth Sports Coordinator

### Career Outlook

Every year, millions of people spend an increasing amount of time in pursuit of beneficial recreation, leisure, and touristic experiences. As the world's leading industry, recreation and leisure/tourism spending accounts for approximately one trillion dollars a year – a third of all consumer spending. According to the Occupational Outlook Handbook published by the U.S. Department of Labor, the overall employment in the leisure/tourism and hospitality industry will grow by 17.8%. The arts, entertainment, and recreation division will grow by 28% and add 497,000 new jobs by 2012.

This demand for full-time, trained recreation, park, and tourism professionals are needed to assess, plan, implement, and evaluate programs and services in community recreation centers, after school programs, youth organizations (e.g., YMCA), private camps, marinas, theme parks, visitor bureaus, event planning organizations, national and state parks, and other areas within the leisure service delivery system. Thus, the recreation profession offers diverse employment opportunities for individuals who are enthusiastic, enjoy working with people, and have acquired the necessary professional skills.

### Program

The Recreation, Parks, and Tourism Department at San Francisco State University, in existence since 1946, has established a reputation for excellence. The faculty members are well-qualified instructors that represent a broad range of skills, interests, and expertise within the profession and discipline. A Bachelor of Arts in Recreation, Parks, and Tourism Administration is an accredited program offered through the Department. Accreditation provides credibility and broader recognition within the academic and professional community. Employers can be assured that graduates from our Department are fully qualified to enter the profession and have the knowledge, skills, and experience necessary to become community leaders, advocates, and social change agents.

In developing the above competencies, the program delivers academic content that centers on the latest marketing, programming, and event planning techniques; leadership, management, and administration strategies; assessment and evaluation methodologies; and sustainable/green practices. Students continue through the curriculum until fully qualified for placement as full-time paid interns during their last spring semester.

The Department also offers three additional programs: (1) an undergraduate minor designed to complement majors in such diverse fields as child and adolescent development, business, education, psychology, theatre arts, environmental studies, urban studies, geography, and biology, (2) a graduate program designed for students with experience who wish to pursue advanced training in the areas of community building, collaborative leadership, tourism, and management, and (3) a certificate for students interested in the nonprofit sector can also obtain a certificate in Youth and Human Services Nonprofit Agency Administration; and courses intended to fulfill general education requirements.

The program's most important resource is the diversity and vitality of the San Francisco Bay Area. Its unduplicated myriad of agencies, institutions, and leisure enterprises makes the region a focal point and living laboratory for local, state, and national parks, international tourism, and commercial, municipal, and nonprofit recreation.

### Vision

The Recreation, Parks, and Tourism Department in the College of Health and Human Services at San Francisco State University envisions a California where all residents are adequately prepared and situated to realize quality in all that comprises their life's pursuits. The Department mission and goals are to:

- Foster an innovative learning community among students, faculty, university, and the recreation, parks, and tourism profession through a foundation of quality education, service, and research.
- Provide students, faculty, and professionals with competencies and theoretically-based instruction by way of experiential and community service learning opportunities.
- Advocate the importance, values, and benefits of recreation, parks, and tourism in society through stewardship, civic engagement, social responsibility, public policy and awareness, and professional participation.
- Develop and strengthen relationships/partnerships with the recreation, parks, and tourism profession through the communication, dissemination, and application of research and best practices.



# Recreation, Parks, and Tourism

College of Health and Human Services ■ Undergraduate Programs

## FOR MORE INFORMATION

### Department of Recreation, Parks and Tourism

HSS 307  
415-338-2030  
Email: recdept@sfsu.edu  
Web: <http://recdept.sfsu.edu>

### How to apply

Apply online through CSUMentor: [www.csumentor.edu](http://www.csumentor.edu). It's the easiest and fastest way to apply. For more information about SF State admissions, visit the SF State Prospective Student Web site: [www.sfsu.edu/future](http://www.sfsu.edu/future).

### Reaching SF State by mail

To reach any SF State department or program by mail, write to the specific office, followed by:  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132

### By phone

University Information  
415/338-1111

### Admissions Office

415/338-1634 or 6486  
E-mail: [ugadmit@sfsu.edu](mailto:ugadmit@sfsu.edu)

### SF State on the Internet

For access to the University Bulletin (catalog), Class Schedule, and other campus information, visit SF State on the Web: [www.sfsu.edu](http://www.sfsu.edu)

## Bachelor of Arts in Recreation, Parks, and Tourism Administration

The degree prepares students for full-time careers in the nonprofit, private and public sectors of the leisure service delivery system—one of America's largest industries. Students desiring to major in recreation are encouraged to consult with the Department of Recreation, Parks, and Tourism. Transfer students should consult with the Department upon initial enrollment at the University.

### Foundation

	<i>Units</i>
RPT 200 Introduction to Recreation, Parks, and Tourism	
RPT 225 Information Technology in Recreation, Parks, and Tourism	
RPT 300 Leadership in Recreation, Parks, and Tourism	
RPT 390 Leisure Travel and Tourism	
RPT 400 Program Planning in Recreation, Parks, and Tourism	
RPT 410 Foundations of Therapeutic and Inclusive Recreation	
RPT 500 Organization of Recreation, Parks, and Tourism Services	
RPT 520 Parks and Outdoor Recreation Resources	
RPT 550 Planning and Evaluation of Recreation, Parks, and Tourism	
RPT 660 Professional Issues in Recreation, Parks, and Tourism	
Total for Foundation	30

### Emphasis Area

Students select a minimum of 6 units from the following list of courses based on interest and adviser approval. Suggested Emphasis Areas and related courses:

#### Commercial Recreation/Tourism and Events (RPT 340, 460, 540, 605, 670)

#### Community Recreation/Wellness (RPT 330, 340, 440, 445, 650, 670)

#### Outdoor Recreation/Natural Resources (RPT 230, 360, 430, 605, 640)

#### Nonprofit Recreation/Human Services (RPT 330, 370, 440, 470, 570, 650, 670)

RPT 230 Growth Through Adventure	
RPT 330 Arts and Crafts for Leisure	
RPT 340 Conference, Event Planning, and Management	
RPT 360 Outdoor Recreation Leadership	
RPT 370 Principles of Nonprofit Administration	
RPT 430 Ecology of Outdoor Recreation	
RPT 440 Urban Recreation and Leisure Services	
RPT 445 Recreation Therapy and the Expressive Arts	
RPT 460 Recreation Destination Resorts	
RPT 470 Care Break: Alternative Spring Break Service	
RPT 540 Start-Up and Administration of Recreation, Event and Tourism Enterprises	
RPT 560 Current Practices in Parks, Recreation, and Leisure Services	
RPT 570 Developing and Managing Resources in Nonprofit Agencies	
RPT 605 Ecotourism Principles and Practices	
RPT 640 Recreational Use of National Parks and Protected Areas	
RPT 650 Facilitating Leisure Wellness	
RPT 670 Advanced Conference Event Planning and Management	
Total for emphasis	6

### Internship

In the final spring semester, students complete a 6 unit Directed Field Experience and a 6-unit Directed Management Experience (RPT 680 and RPT 690) within an appropriate recreation, parks, or tourism setting. A minimum of 800 hours of paid or volunteer work in recreation settings, completion of all foundation and emphasis area courses, and fulfillment of all General Education requirements are required prior to enrolling in the Directed Field and Management Experience courses.

RPT 680 Directed Field Experience in Recreation, Parks, and Tourism	
RPT 690 Directed Management Experience in Recreation, Parks, and Tourism	
Total for internship	12

Additional course work is required for students seeking internships in settings that require special skills; such course work is prescribed in consultation with an adviser.

**Total for major** **48**

### Minor Program

#### Required Core *Units*

RPT 200 Introduction to Recreation, Parks and Tourism	
or	
RPT 420 Leisure and Contemporary Society	
RPT 400 Program Planning in Recreation, Parks, and Tourism	
Total for core	6

#### Interest Area

In consultation with an adviser, students select a minimum of 9 units from the following electives according to the following areas of interest:

#### Commercial Recreation/Tourism and Events (RPT 340, 390, 460, 540, 605, 670)

#### Community Recreation/Wellness (RPT 330, 340, 380, 410, 440, 445, 650, 670)

#### Nonprofit Recreation/Human Services (RPT 340, 370, 410, 440, 470, 570, 650)

#### Outdoor Recreation/Natural Resources (RPT 230, 360, 430, 520, 605, 640)

also find course titles in left hand column

RPT 380 Developmental Play Processes	
RPT 390 Leisure Travel and Tourism	
RPT 410 Foundations of Therapeutic Recreation	
RPT 520 Parks and Outdoor Recreation Resources	
Total for interest area	9

### Internship

In the final spring semester, students complete a 6 unit Directed Field Experience (RPT 680) in an appropriate recreation or leisure services setting. A minimum of 400 hours of paid or volunteer work in recreation settings and completion of all core and interest area courses are required prior to enrolling in the Directed Field Experience.

RPT 680 Directed Field Experience in Recreation, Parks, and Tourism	
<b>Minimum total for minor</b>	<b>21</b>