

# RECREATION and TOURISM MANAGEMENT




## SAN DIEGO STATE UNIVERSITY

L. Robert Payne School of  
Hospitality & Tourism Management

Enriching Lives through Programs and Places



The Payne School Office is located in the *Adam's Humanities Bldg., Room 4158*.  
Office Hours: Monday - Thursday 9am - 5pm Friday 10am - 2pm

[www.sdsu.edu/htm](http://www.sdsu.edu/htm) • (619) 594-4964 •  [htmasst@sdsu.edu](mailto:htmasst@sdsu.edu)



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@HTM\_Jobs



@payneschool



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# Welcome Letter

Dear **Recreation and Tourism Management** student,

Welcome to the Recreation and Tourism Management (RTM) Program, in the School of Hospitality and Tourism Management, at San Diego State University (SDSU).

The RTM Program continues to be a leading undergraduate program based on faculty scholarship, outstanding student graduates, progressive educational techniques and innovative courses, and successful collaborations with community agencies.

You will have many opportunities to learn and grow as an RTM major. Depending on your interests in Recreation Systems Management, Outdoor Recreation Management, or Sustainable Tourism Management, exciting career opportunities are available. Our program provides excellent professional opportunities to contribute to the community from a business or governance standpoint. You may also choose to seek international exchange or study abroad experiences as part of your degree. You can gain experiential learning through a tremendous base of professional service settings, both local and national, to include municipal and private agencies. We also have an active student association that we encourage you to become a part of.

Our degree emphasis in Recreation Systems Management has produced many professionals in both the private and public sectors of recreation and related tourism services. Our emphasis in Outdoor Recreation Management has produced many students who have taken up careers as Environmental Educators, Outdoor Program Managers and Natural Resource Managers. Sustainable Tourism Management Emphasis that addresses job opportunities such as Destination Managers, Tourism Directors, and Travel Service Managers. You will find that there are many professionals who work cooperatively with the program at SDSU to support students in their preparation for career work.

Because of our relatively small size, we can offer a personable and friendly atmosphere in which you will have the chance to know your fellow students and the faculty who are experts in the subject matter.

Given our location, you will find almost limitless opportunities to gain professional experience through fieldwork and internship coursework. The RTM program relies on significant community/agency support for educating our students. We have strong community connections and many agency partners we collaborate with.

You have selected an outstanding place, an outstanding university, and an outstanding program in which to complete your undergraduate studies and pursue a career. We offer a stellar liberal arts education, a strong foundation for entering a diverse range of professional work, and excellent background for those who wish to pursue graduate studies.

We wish you great success in the RTM Program at SDSU, and we are highly supportive of your decision to seek a career in the field of recreation and tourism management. To provide you with any additional information you are seeking, we encourage you to contact us if we can assist you further.

Thank you for joining our family of dedicated students, faculty, and professionals.

Best wishes,

Faculty and Staff  
Recreation and Tourism Management Program  
School of Hospitality and Tourism Management  
College of Professional Studies and Fine Arts  
San Diego State University

# RTM/HTM Contacts

L. Robert Payne School of Hospitality & Tourism Management

[www.sdsu.edu/htm](http://www.sdsu.edu/htm)

## Payne School office

Telephone (619) 594-4964

Email [htmasst@sdsu.edu](mailto:htmasst@sdsu.edu)

Hospitality and Tourism Management

Director **Carl Winston** [carl.winston@sdsu.edu](mailto:carl.winston@sdsu.edu)

Administrative Coordinator **Renata Pawluk** [rpawluk@sdsu.edu](mailto:rpawluk@sdsu.edu)

Student Center for Professional Development

RTM Major Advisor **Corinne Youngholm** [cyoungholm@sdsu.edu](mailto:cyoungholm@sdsu.edu)

Internship Coordinator **KJ Lecesne** [klecesne@sdsu.edu](mailto:klecene@sdsu.edu)

RTM Student Advisors [rtmldadvising@gmail.com](mailto:rtmldadvising@gmail.com)

For inquiries regarding **admission requirements**, please visit the SDSU website:  
[www.sdsu.edu](http://www.sdsu.edu) (click under the “future students” tab).

International Students – please contact the

International Student Center at (619) 594-1982 or via email: [isc.reception@sdsu.edu](mailto:isc.reception@sdsu.edu)

The L. Robert Payne School of Hospitality and Tourism Management encompasses two fields of study: Hospitality and Tourism Management (HTM) and Recreation Tourism Management (RTM). Although we are under one school and have similarities, each program has its own specifications. This packet is specifically for RTM.

## **RTM – Recreation Tourism Management**

Social Science orientated Degree

Offers 3 emphasis: Outdoor Resource Management  
Recreation Systems Management  
Sustainable Tourism Management

SDSU also offers a RTM minor.

## **HTM – Hospitality and Tourism Management**

Business orientated Degree

Offers 4 emphasis: Hotel Operations and Management  
Meetings and Events Operations and Management  
Restaurant Operations and Management  
Tribal Gaming Operations and Management

SDSU also offers a Master’s in Hospitality and Tourism Management and Meetings and Events  
<https://ces.sdsu.edu/two-powerful-masters-programs-one-life-changing-community>

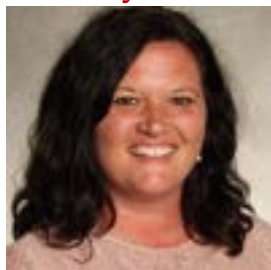
# Who's Who at ...

**Larry Beck**



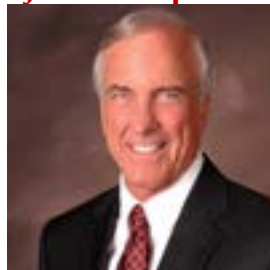
**RTM Professor**

**Mandy Brown**



**HTM Lecturer**

**Jeff Campbell**



**Director of HTM  
Masters**

**Frank Carson**



**RTM Lecturer**

**Alana Dillette**



**HTM Assistant  
Professor**

**Candy Flynn**



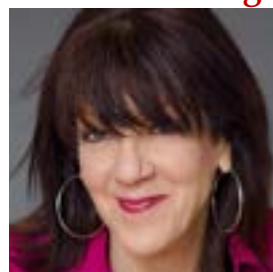
**Masters Student  
Experience  
Manager**

**Ed Fuller**



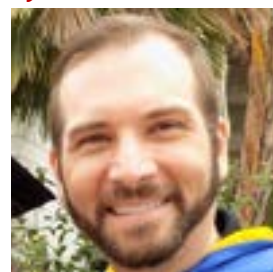
**HTM Lecturer**

**Sue Greenberg**



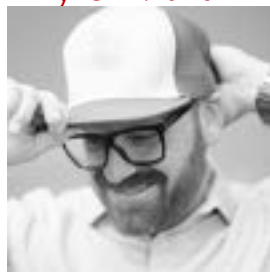
**HTM/ RTM  
Lecturer**

**Jason Hemmens**



**RTM Lecturer  
RTSA Advisor**

**Tyler Martin**



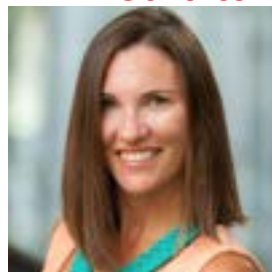
**HTM Lecturer**

**Renata Pawluk**



**Program  
Coordinator**

**Erin Scholes**



**HTM Lecturer**

**Lori Sipe**



**HTM Associate  
Professor  
SCREAM Advisor**

**Jess Ponting**



**RTM Associate  
Professor**

**Mark Testa**



**HTM Professor  
Foodies Advisor**

**Desiree Warren**



**Administrative  
Assistant**

**Carl Winston**



**Director  
NSMH and MESA**

**Corinne Youngholm**



**Student  
Experience  
Manager**

# the Payne School

## Introduction

**Michael Corr**



**HTM Lecturer**

**Amy Cowden**



**HTM Lecturer**

**Julia DeBeers**



**HTM Lecturer**

**Crystal DeSoto**



**RTM Lecturer**

**Kellen Hernandez**



**HTM Lecturer**

**Patrick Higgins**



**HTM Lecturer**

**Christina Jeffries**



**Director of  
Professional  
Development  
LMSA Advisor**

**Mohsen Khaleghi**



**HTM Lecturer**

**KJ LeCesne**



**RTM Internship  
Advisor**

**Sandra Ponting**



**HTM Assistant  
Professor**

**Ben Ramaeker**



**RTM Lecturer**

**Thomas Sayer**



**HTM Lecturer**

**Katherine Spilde**



**HTM Professor  
TGSA Advisor**

**Kim Stull**



**Masters Program  
Coordinator**



# RTM History

## Academics

RTM has been a beloved member of SDSU's curriculum for decades. In the 1950s, SDSU launched courses in recreation administration, and, as a result of their popularity, the Department of Recreation was formed in the early 1960s as part of a Division of Health, Physical Education and Recreation (HPER). The first bachelor's degree in recreation administration was offered during this same decade, and the Department of Recreation added courses in travel and tourism in the late 1970s to continue its growth. In 1989, the department changed its name to the Department of Recreation, Parks and Tourism to better describe its curricular offerings and, as the program moved into the new century, the faculty continued to modify and enhance the program.

In 1999, the Hospitality and Tourism Management Program started at SDSU. With the HTM program's growth, major presence in the San Diego business community, and high academic standards, as well as the Department of Recreation, Parks, and Tourism's long-standing history, the School of Hospitality & Tourism Management was established in 2006. Housed in the College of Professional Studies and Fine Arts (PSFA), HTM director Carl Winston was appointed director of the school. In 2009, The J. Willard and Alice S. Marriott Foundation invested \$2.4 million to endow the school's Student Center for Professional Development, further advancing its potential to create industry leaders.

## MAJOR PREPARATION & WORK EXPERIENCE

Recreation Administration is an impacted major and students wishing to declare this as a major must meet the following criteria:

- a. Complete preparation for the major;
- b. Complete a minimum of 60 transferable semester units;
- c. Have a minimum cumulative GPA of 2.3.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

There are three choices for emphasis in this major: 1) Outdoor Recreation Management, 2) Recreation Systems Management, or 3) Sustainable Tourism Management (starting Fall 2008). Each has its own Prep program and Upper Division Major program with some overlap in courses in each. Note the entire Preparatory and Upper Division Programs on the attached sheets.

All RTM Majors are required to complete 125 hours of Supervised Field Work (RTM 284) and 250-400 hours in an Internship.

RTM 284. Supervised Field Work: 125 hours' experience in recreation leadership. Observation and participation in community recreation leadership. Practical experience in a variety of recreational settings. Eight hours per week at an agency.

RTM 498. Internship in Recreation and Tourism Management (6 or 12 units): Twenty off-campus hours required per week for 6-unit program, or 40 off-campus hours required per week for 12-unit programs. Prerequisites: Consent of instructor or department chair, completion of all required lower division recreation courses, and completion of both Standard or Multimedia First Aid certificate and CPR certificate by end of semester. For six unit internship: 250 hours of professional work experience in recreation and tourism management. For 12 unit internship: 500 hours required Credit for course requires completion of ePortfolio. Maximum credit 12 units.



# OUTDOOR RESOURCE MANAGEMENT EMPHASIS

## Bachelor of Science Degree in Recreation Administration

### 2022- 2023 General Catalog Requirements

NOTE: The following requirements are subject to change. Please consult your emphasis advisor prior to planning your classes.

#### Preparation for the Major (28 Units)

<b>Required:</b>	
RTM 200 or	Recreation Travel and Self Awareness (3) or
PSFA 100	Sustainable Self-Development
RTM 284	Supervised Field Work (3)
HTM 201	Intro to Hospitality and Tourism Management (3)
HTM 219	Hospitality and Recreation Tourism Professions (3)
BIO 100 OR 101	General Biology OR World of Animals (3)
GEOG 102	Principles of Cultural Geography (3)
GEOG 104	Geographic Information Science and Spatial Reasoning (3)
GEOL 100	Planet Earth (3)
GEOL 101	Dynamics of the Earth Laboratory (1)
PSY 101	Introductory Psychology (3)

#### Upper Division Requirements (48 Units)

<b>Required:</b>	
RTM 301	Service Leadership Development (3)
RTM 304	Leisure and Tourism (3)
RTM 305	Wilderness and Leisure Experience (3)
RTM 351	Recreation Therapy and Special Populations (3)
RTM 360	Recreation and Tourism Management (3)
RTM 404	Cross-Cultural Perspectives in Tourism (3)
RTM 470	Global Travel and Tourism Management (3)
RTM 485	Outdoor Recreation Planning & Policy (3)
RTM 487	Environmental and Cultural Interpretation (3)
RTM 489	Outdoor Leadership and Adventure Programming (3)
RTM 498	Internship in Recreation Systems (6 or 12)

#### Electives (6 Units Selected From)

RTM 396W	Writing in Recreation Setting (3)
RTM 483	Outdoor Education and Camp Administration (3)
RTM 484	Directed Leadership (3)
RTM 496	Experimental Topics (3)
ANTH 402	Dynamics of Biocultural Diversity (3)
BIO 315	Ecology and Human Impacts on the Environment (3)
BIO 327	Conservation of Wildlife (3)
GEOG 370	Environmental and Natural Resource Conservation (3)
GEOG 570	Environmental Resource Conservation (3)
GEOG 572	Land Use Analysis (3)
GEOG 575	Geography of Recreational Land Use (3)
GEOL 301	Geology of National Parks and Monuments (3)
OCEANS 320	Oceans of Change (3)
PHIL 332	Environmental Ethics (3) or SUSTN332 Environmental Ethics (30)
REL S 376	Nature, Spirituality, Ecology (3)

*Other upper division courses may be substituted with approval of the advisor.*

# Recreation Systems Management

## Bachelor of Science Degree in Recreation Administration

### 2022-2023 General Catalog Requirements

NOTE: The following requirements are subject to change. Please consult an advisor prior to planning your classes.

Preparation for the Major (27 Units)	
<b>Required:</b>	
RTM 200	Recreation, Travel, and Self-Awareness (3)
RTM 284	Supervised Field Work (3)
RTM 290 OR	Quantitative and Qualitative Literacy in Tourism (3)
MIS 180	Principles of Information Systems (3)
BIO 100 OR 101	General Biology (3) OR World of Animals (3)
HTM 201	Introduction to Hospitality and Tourism Management (3)
HTM 219	Hospitality, Recreation, and Tourism Professions (3)
OR MATH 120	Calculus for Business Analysis (3)

#### Electives (9 units selected from)

ACCTG 201	Financial Accounting Fundamentals (3)
CDF 135	Principles of Family Development (3)
ECON 101	Principles of Economics (3)
ECON 102	Principles of Economics (3)
FIN 240	Legal Environment of Business (3)
HTM 223	Hospitality Managerial Accounting and Controls (3)
PSY 101	Introductory Psychology (3)
SOC 101	Introductory Sociology: The Study of Society (3)

#### Upper Division Requirements (48 Units)

<b>Required:</b>	
RTM 301	Service Leadership Development (3)
RTM 304	Leisure and Tourism (3)
RTM 305	Wilderness and Leisure Experience (3)
RTM 360	Recreation & Tourism Management (3)
RTM 404	Cross- Cultural Perspectives of Tourism (3)
RTM 470	Global Sustainable and Tourism Management (3)
RTM 498	Internship in Recreation Systems (6 or 12)

#### RTM/HTM Electives (9 units selected from)

RTM 340	Conduct of Recreational Sports (3)
RTM 351	Recreation Therapy and Special Populations (3)
RTM 396W	Writing in Recreation Settings (3)
RTM 475	Commercial Recreation and Attraction Management (3)
RTM 483	Outdoor Education and Camp Administration (3)
RTM 489	Outdoor Leadership and Adventure Programming (3)
HTM 435	Sporting Events and Festival Management (3)
HTM 495	Innovation in the Experience Economy (3)

#### Electives (9 Units Selected From)

BA 350	Management and Organizational Behavior (3)
BA 370	Marketing (3)
MGT 352	Human Resource Management (3)
PSY 340	Social Psychology (3)
PA 350	Contemporary Urban Issues (3)
SOC 355	Sociology of Race and Ethnicity (3)
SOC 444	Juvenile Delinquency (3)

# SUSTAINABLE TOURISM MANAGEMENT EMPHASIS

## Bachelor of Science Degree in Recreation Administration

### 2022- 2023 Catalog Requirements

NOTE: The following requirements are subject to change. Please consult an advisor prior to planning your classes.

#### Preparation for the Major (25 Units)

Required:	
RTM 200	Recreation, Travel and Self-Awareness (3)
RTM 284	Supervised Field Work (3)
ECON 101	Principles of Economics (3)
ECON 102	Principles of Economics (3)
GEOG 101	Principles of Physical Geography (3)
GEOG 101L	Physical Geography Laboratory (1)
HTM 201	Intro to Hospitality and Tourism Management (3)
HTM 219	Hospitality Recreation & Tourism Professions (3)
HTM 223	Hospitality Managerial Accounting and Controls (3)

#### Upper Division Requirements (45 Units)

Required (30 units):	
RTM 301	Service Leadership Development (3)
RTM 304	Leisure and Tourism (3)
RTM 404	Cross-Cultural Perspectives of Tourism (3)
RTM 470	Global Travel and Tourism Management (3)
RTM 477	Sustainable Tourism Planning (3)
RTM 487	Environmental and Cultural Interpretation (3)
RTM 498	Internship in Recreation Systems (6 or 12)

**15 units selected from the following 5 competency areas.**

**At least 3 units from each of the following 5 competency areas.**

#### Electives (Environmental Sustainability – Select at least 1 Course)

BIO 315	Ecology and Human Impacts on the Environment (3)
GEOG 370	Environmental and Natural Resource Conservation (3)
GEOG 409	Global Climate Change (3)

#### Electives (Social/Cultural Sustainability, Social Justice and Equity – Select at least 1 Course)

RTM 351	Recreation Therapy and Special Populations (3)
HTM 370	Tribal Gaming: Cultural and Political Context (3) (Same course as AMIND 370)
ISCOR 301	Conflict and Conflict Resolution (3)
PHIL 332	Environmental Ethics (3) Also listed as SUST 332 Environmental Ethics (3)

#### Electives (Economic Sustainability – Select at least 1 Course)

ECON 455	Environmental Economics (3)
ECON 456	Economics of Energy Resources (3)

#### Electives (Sustainable Development – Select at least 1 Course)

ANTH 353	Sustainability and Culture (3)
SUSTN 353	Sustainability and Culture (3)
POL S 334	Politics of the Environment (3)
SUSTN 334	Politics of the Environment (3)

CONTINUED On Next Page



# SUSTAINABLE TOURISM MANAGEMENT EMPHASIS

CONTINUED From Previous Page

(Field Application - Select at least 1 course)	
RTM 305	Wilderness and Leisure Experience (3)
RTM 360	Recreation and Tourism Management (3)
RTM 489	Outdoor Leadership and Adventure Programming (3)
HTM 495	Innovations in The Experience Economy (3)

## International Experience Requirement

All majors in the sustainable tourism management emphasis are required to complete an international experience requirement. To meet this requirement, majors must complete one of the following with the preapproved and written consent of the undergraduate adviser:

1. International Field Trip;
2. International Internship;
3. International Student Exchange;
4. CSU Study Abroad Program; or International Professional Engagement.

*Scholarships are available for International Experience. The International Experience should meet the student learning outcomes of the emphasis in sustainable tourism management.*

## RTM Minor

### Minor in Recreation Administration

2022-2023 General Catalog Requirements

Minor Requirements (15 Units)	
<b>Required:</b>	
HTM 201	Introduction to Recreation and Tourism Management (3)
RTM 304	Leisure and Tourism (3)
RTM 305 OR	Wilderness and the Leisure Experience (3) OR
RTM 487	Environmental and Cultural Interpretation (3)
RTM 404	Cross-Cultural Perspectives of Tourism (3)
<b>Electives (Select 1 Course)</b>	
RTM 351	Recreation Therapy and Special Populations (3)
RTM 360	Recreation and Tourism Management
RTM 470	Global Sustainable Tourism Management (3)
RTM 475	Commercial Recreation and Attractions Management (3)
RTM 484	Directed Leadership (3)
RTM 489	Outdoor Leadership and Adventure Programming (3)
RTM 499	Special Study (3)
<i>Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed in residence at San Diego State University.</i>	

# RTM EMPHASIS and CAREER PATHS

## Outdoor Resource Management Emphasis

Focus on conservation, outdoor recreation planning, park administration, natural science, environmental interpretation, outdoor education, outdoor leadership, adventure programming, ecological preservation and environmental sustainability. Rewarding and meaningful careers enhancing the quality of life for residents and visitors, preserving and managing natural, historic, and cultural resources.

### Careers Include:

- Outdoor resource management planners
- Outdoor education specialists
- Outdoor program leaders
- Professional writers and photographers
- Zoo, park, forest, wildlife rangers with various agencies
- Naturalists
- Outdoor guides
- Interpretative guides

## Recreation Systems Management Emphasis

Leadership and management skills for organization, administration, and supervision of recreation, park, and tourism agencies in public, commercial and private settings. Prepares graduates for jobs in delivering leisure services in the public, non-profit and for profit recreation profession.

### Careers Include:

- Program specialist/ manager in municipal recreation and intramural recreation
- Athletic director in municipal recreation
- Manager for military recreation programs
- Camp director recreational camp programs
- Organization/manager for planning in youth and family non-profit agencies
- Manager in state or federal park and recreation agencies
- Special events planner for parks, municipal, or commercial organizations
- Self-employment in commercial recreation, health and fitness settings, and tourism ventures

## Sustainable Tourism Management Emphasis

Develop skills to plan, organize, assess, and manage sustainable tourism. Incorporates international learning experiences to explore tools and strategies to minimize negative and maximize positive economic, socio-cultural and environmental impacts of tourism. Sustainable tourism is the fastest growing segment of the world's largest industry.

### Careers Include:

- Sustainable product development
- Sustainable tours, accommodations, transportation, attractions, tour wholesaling and retailing
- Destination marketing organizations
- Visitors bureaus and state tourism commissions
- Green meetings and events
- Tourism related non-profits

# Scholarships

## WHY SHOULD YOU APPLY FOR A SCHOLARSHIP?

### IT'S FREE MONEY!

Companies set aside funds to give out as scholarships and it just sits there until someone applies for it,  
BUT NO ONE DOES!

If you apply you have a very good chance of getting the scholarship.

### IT'S EASY TO APPLY!

Once you write one scholarship essay, it is easy to write the rest. Just tweak it to fit the new scholarship you are applying for.

If it takes you (at the most) 2 hours to finish the application for the scholarship and you win the \$4000 scholarship that means you just got paid \$2000 an hour!

## RTM SCHOLARSHIP INFORMATION

**Scholarship Opportunities** – check out the list of opportunities either online at <https://htm.sdsu.edu/students/scholarships> (or on the HTM website under scholarships) or view the Scholarship binder in the HTM office.

**Scholarships for International Students** – check out the opportunities either online at <https://htm.sdsu.edu/students/scholarships> (or on the HTM website under scholarships) or view the Scholarship binder in the HTM office.

### Scholarship Websites & Essay Tips –

Use <http://www.fastweb.com> \*\*Highly recommended\*\*

Create a profile about yourself and then they send you an email with updates on scholarships that match your profile. There is a scholarship for everyone! Including left handed skateboarders!

Be sincere

Don't be afraid to get personal

They like to hear something unique

Check your spelling, grammar, etc!

Contact your school advisors for help

**Apply for a Study Abroad Scholarship** to help with your airfare, up to \$1,200 (or 80%) provided by a generous donor! This scholarship is exclusively for HTM and RTM students. Email [htmassist@sdsu.edu](mailto:htmassist@sdsu.edu) for the application or ask for a copy at the HTM office.

## Where to find out about study abroad programs?

- Global Education Office: [https://newscenter.sdsu.edu/student\\_affairs/isc/studyabroad.aspx](https://newscenter.sdsu.edu/student_affairs/isc/studyabroad.aspx)
- SDSU GE Study Abroad Approvals site which contains all approved courses for general education across a host of institutions in study abroad <https://sunspot.sdsu.edu/gestudyabroad/user/homepage.html>. Students studying abroad must continue the advising center to meet with an adviser and file the study abroad academic approval form as part of the advising process. However, advisers and students will be able to use the site to identify courses pre-approved for the various areas of the General Education requirements. The site is one of the links (under Advising) on the Academic Advising Center homepage at [sdsu.edu/advising](https://sdsu.edu/advising). This list will continue to grow as new courses are approved and added.
- HTM Office - check out the HTM Study Abroad Binder located in the HTM office (just ask for it).



# Study Abroad

The L. Robert Payne School of Hospitality & Tourism Management is passionate in providing international experiences for our students. Hotel and Meeting and Events students are required to participate in an international study abroad to graduate. Restaurant and Tribal Gaming students are highly encouraged to study abroad. It's an AMAZING experience. Study abroad for a year, a semester, or a summer. There are lots of options.

## Why should you study abroad?

To **enhance your education**: A study abroad experience adds a new perspective to your studies. You will see things from another point of view, which will help you to develop your analytical and critical thinking skills.

To **build your resume**: Study in another country adds a new dimension to your career planning. In an age of global economies and technology, experience abroad distinguishes your background from the rest.

To **develop your self-awareness**: We sometimes impose limitations on ourselves that hinder our progress toward our goals. By leaving the familiar behind and encountering different people and places you gain a better

## RTM SCHOLARSHIP INFORMATION

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**Scholarships for International Students** – check out the opportunities either online at <https://htm.sdsu.edu/students/scholarships> (or on the HTM website under scholarships) or view the Scholarship binder in the HTM office.

## VISIT AZTEC SCHOLARSHIPS

Check out their website: <https://sacd.sdsu.edu/financial-aid/scholarships/sdsu-aztec-scholarships>

Have questions? Visit the Student Financial Center: <https://sdsu.zoom.us/j/87293575613>



Portugal, Spain



Sydney, Australia



Edinburgh, Scotland



"Do not let fear stop you from experiencing the best things in life like taking a selfie in the crater of a volcano!"

"I loved every moment from meeting other students to the food. Having the opportunity to travel is something that I will cherish forever."

"The world is filled with tons of unbelievably stunning places. Take the opportunity to experience them yourself. Not to mention that international friendships are probably the coolest thing you could get out of it all!"

# Pathways to Excellence



The J. Willard and Alice S. Marriott Student Center for  
Professional Development

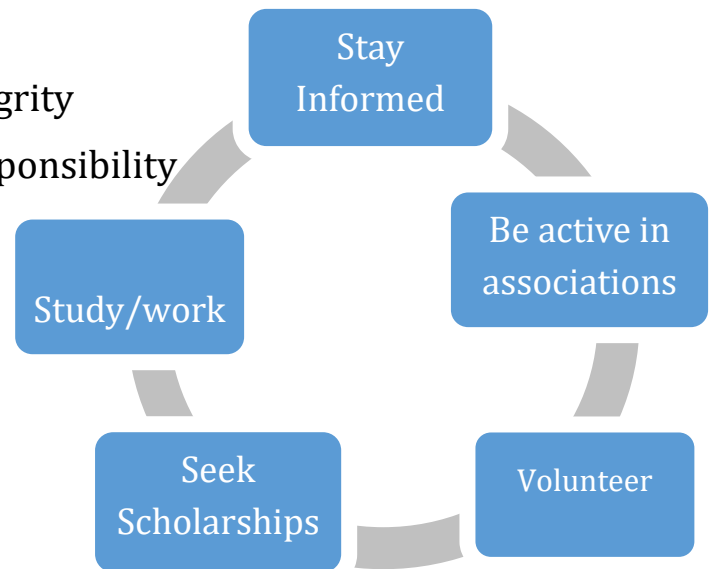
## We Expect You...

### Attitudes

- To strive for excellence
- To be honest: Live honor and integrity
- To practice self-reliance: take responsibility
- To have realistic expectations

### Behaviors

- Focus
- Professional communication
- Don't over commit
- Give Credit
- Have a plan: Make strategic choices for your future
- To be prepared: Demonstrate commitment and interest
- To Demonstrate Good Manners: Give respect to earn respect
- Punctuality: Being on time is being late
- Professional attire: 'A day' means 'A attire'



### Standards

## We Promise...

- To put you first
- To challenge you
- To make learning fun
- To provide opportunity
- To be honest



**SAN DIEGO STATE  
UNIVERSITY**  
L. Robert Payne School of  
Hospitality & Tourism Management

# Standards



# Dress Code

## First impressions are Lasting impressions!

HTM enjoys a relaxed and comfortable environment. However, every now and then we need to step up our game and make the right impression for industry professionals who visit us on campus. These events

### MEN:

- ✓ Traditional business suit
- ✓ Long-sleeve shirt
- ✓ Tie in conservative pattern
- ✓ Clean dress shoes with black socks

### WOMEN:

- ✓ Business suit or jacket
- ✓ Business pants or knee-length skirt with not dramatic slit (wear stockings)
- ✓ Conservative blouses and shirts
- ✓ Mid-heeled or flats closed-toe shoes
- ✓ Minimum jewelry and make-up

### A DAY – Business Attire



### B DAY – Business Casual



### C DAY – Casual



### TIPS:

- ✓ Color scheme should stay neutral (eg. Navy blue, black or dark gray)
- ✓ Clothing is wrinkle-free
- ✓ If you have multiple piercings, either take out all the earrings or keep one set in
- ✓ If you have tattoos, cover them
- ✓ Practice good hygiene
- ✓ Easy on the fragrances

# Professional Associations

**The California Park & Recreation Society's (CRPS)** mission is to advance the park and recreation profession through education, networking, resources and advocacy. <http://www.cprs.org/>



**California Travel Association (CalTravel)** is the influential unified voice for California's travel and tourism industry. CalTravel protects and enhances the interests and investments of the California travel and tourism industry through advocacy, collaboration, and education. <http://caltravel.org/>

**The International Ecotourism Society (TIES)** is a program of the International Tourism Collective, dedicated to promoting ecotourism. Founded in 1990, TIES has been on the forefront of the development of ecotourism, providing guidelines and standards, training, technical assistance, and educational resources. TIES' global network of ecotourism professionals and travelers is leading the efforts to make tourism a viable tool for conservation, protection of bio-cultural diversity, and sustainable community development. <http://www.ecotourism.org/>



**The International Association of Amusement Parks and Attractions (IAAPA)** is the largest international trade association for permanently situated amusement facilities worldwide. <http://www.iaapa.org/>

**National Recreation and Park Association (NRPA)** is the leading non-profit organization dedicated to the advancement of public parks, recreation and conservation. Our work draws national focus to the far-reaching impact of **successes generated at the local level.** <http://www.nrpa.org/>



**The National Association for Interpretation (NAI)** is a 501(c)(3) not-for-profit professional organization dedicated to advancing the profession of heritage interpretation, currently serving about 5,000 members in the United States, Canada, and over thirty other nations. Individual members include those who work at parks, museums, nature centers, zoos, botanical gardens, aquariums, historical and cultural sites, commercial tour companies, and theme parks. Commercial and institutional members include those who provide services to the heritage interpretation industry. <http://nirsa.org/>

**NIRSA** comprises and supports leaders in collegiate recreation. As college and university students develop into future leaders, NIRSA members support their learning and growth by fostering lifelong habits of wellbeing. Leadership, teamwork, dedication, and respect are among the many skills exercised by inclusive competition, fitness, and recreation. <http://nirsa.org/>



**U.S. Travel Association:** The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.1 trillion in economic output and supports 15.1 million American jobs. <https://www.ustravel.org/>

# Student Associations

## Recreation and Tourism Student Association (RTSA)

*Provides opportunity for professional growth both on campus and in the local community in the Recreation and Tourism Industry*

- ☐ Network with industry professionals.
- ☐ Develop professional skills.
- ☐ Give back to the community.



rtsa.sdsu@gmail.com



RTSA\_SDSU



RTSA.SDSU



## Meetings and Events Student Association (MESA)

*To provide students with opportunities to get involved with the industry on a more personal level*

- ☐ Network with industry leaders and students
- ☐ Attend and volunteer at top hospitality events.
- ☐ Build a resume with hands-on planning experience.
- ☐ Have fun!



mesa.sdsu@gmail.com



Mesa\_sdsu



## Students Creating Rides, Entertainment, Attractions and Memories (SCREAM)

*Providing students of all majors opportunities to get more involved within the Attractions and Entertainment Industries.*

- ☐ Networking Opportunities
- ☐ Exposure to both industries
- ☐ Venue & attraction tours
- ☐ Professional & creative development



sdsuscream@gmail.com



sdsuscream





# Student Associations

## National Society of Minorities in Hospitality (NSMH)

*Promoting and ensuring minority success in the fields of hospitality*

- ☐ Develop professional skills
- ☐ Experience a diverse group of people
- ☐ Nationally run student organization
- ☐ Network with students and industry professionals



sdsu@nsmh.org



sdsunsmh



## Foodies

*Promotes the universal love for food, restaurants, and the hospitality industry*

- ☐ Join if you have a passion for food!
- ☐ Learn about food and beverage.
- ☐ Network with students and restaurant professionals.
- ☐ Come hungry!



sdsu.foodies@gmail.com



foodiessdsu



## Lodging Management Student Association (LMSA)

*A platform for hospitality students to bridge the gap between college and the professional lodging*

- ☐ Networking opportunities
- ☐ Behind the scenes tours
- ☐ Community involvement
- ☐ Social Events
- ☐ Professional development



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lmsa\_sdsu



## Tribal Gaming Student Association (TGSA)

*Provides insight to the world of Tribal Gaming and its many benefits to the Native American and surrounding communities through poverty alleviation, cultural revitalization and nation building*

- ☐ Raise awareness of tribal government gaming.
- ☐ Learn about the American Indian culture



TGSA.sdsu@gmail.com



TGSA.SDSU



Get Involved

# “The Couches”

We encourage ALL Payne School students to come “hang out” on our couches in the HTM office (AH 4158). It is a great opportunity to:

- get to know other HTM students
- meet faculty and staff
- find out about current HTM activities
- meet industry professionals



## Frequently Asked Questions

### *Is this major impacted?*

Yes, the Recreation and Tourism Management program is impacted. Recreation Administration is an impacted major and students wishing to declare this as a major must meet the following criteria: a. Complete preparation for the major; b. Complete a minimum of 60 transferable semester units; c. Have a minimum cumulative GPA of 2.3. To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

### *Do I have to finish all of my lower division course work before I take upper division courses?*

No, but you must meet the course prerequisites if there are any. You may take lower division courses and upper division courses simultaneously only after consulting with your emphasis advisor. For instance, let's say you have IDS 180 to complete as your only remaining lower division course. You could enroll in that class and upper division courses during the same semester depending on approval by your advisor.

### *If I declare my major today, how long before my status will change with the university?*

Your Change of Major status changes as soon as you take the form to the Registrar's Office and it is inputted into the computer (Web Portal). It is that fast and simple!

### ***Do I have to meet the prerequisites for courses before I enroll?***

Many of the upper division courses in recreation and tourism management have prerequisites that each student must meet prior to enrollment. In some special instances, course prerequisites are waived by the faculty member teaching the course for serious and compelling reasons. If you do not meet the course prerequisites but have a serious and compelling reason, please see the course's instructor prior to enrolling.

### ***What are some typical jobs that graduates are hired into upon graduation?***

A Recreation and Tourism Management graduate can look forward to a position in the profession from the following examples: Director of Recreation, Director of Tourism, Environmental Educator, Interpretive Naturalist, Outdoor Program Manager, Natural Resource Manager, Natural History Writer, Park Ranger, Athletics Supervisor, Sports Coordinator, Camp Director, Special Events Supervisor, Aquatics Director, Park Superintendent; Facilities Supervisor, Waterfront Director, Program Specialist, Boating Activities Coordinator, Programs Coordinator, Family Recreation Director, Convention Planning Specialist, Recreation Marketing Coordinator, Sports Marketing Supervisor, etc.

### ***I see these courses titled Field Work and Internship? What are they and how do I fulfill the requirements for each one of them?***

Field Work and Internship are two practicum courses required of all graduates. Each requires a significant amount of work under the guidance and supervision of a recreation and tourism professional. The primary course requisite is placement in a position in an organization in the profession. Course work centers on the experience and more fully prepares students for a career in the profession. Faculty members supervise the experience and grade (credit/no credit) the students on the quality of their work as well as assignments connected with the experience. Students can be remunerated for their work and may travel anywhere in the world to complete the experience. Graduates in this major have worked in Spain, Germany, England, Iran, France, New Zealand, Australia, Japan, Mexico, Canada, and, of course, all fifty states within the United States. Most stay locally within San Diego County but can be completed virtually anywhere in the world

### ***How will I fulfill the International Experience for the emphasis in Sustainable Tourism Management? Is International Experience required for all emphasis areas?***

Only the Sustainable Tourism Management emphasis requires *International Experience*. The *International Experience* may be fulfilled if you engage in any one or combination of the following depending on your interests: international student exchanges, study abroad, internships, and/or professional opportunities during the Degree Program (which could include cross-U.S. border, Mexico and/or Canada, activities). Scholarships are available for *International Experiences*. The *International Experience* is also required to be course-transferable, based on student learning outcomes delineated by the Program. Students must consult with the Sustainable Tourism Management emphasis advisor before pursuing *International Experiences*.





## Recreation & Tourism Management



**SAN DIEGO STATE UNIVERSITY**

L. Robert Payne School of  
Hospitality & Tourism Management

