

# Recreation Administration and Leisure Studies

College of Health  
and Human Services

## Recreation Administration and Leisure Studies Program

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## B.S. in Recreation Administration

Emphasis:

- Leisure Services Management

## Minor in Recreation Administration

## Certificate in Adventure-Based Programming

## Certificate in Sports and Entertainment Facility Management

## Certificate in Serving At-Risk Youth

## Certificate in Special Event Planning

## Recreation Administration

The program offers a Bachelor of Science degree in Recreation Administration for individuals who are committed to the recreation and leisure services profession. The major in Recreation Administration and Leisure Studies prepares students with the knowledge, understanding, ability, and skill necessary to successfully function in professional positions related to the major.

Faculty are committed to providing a high quality professional preparation program in recreation and leisure services, founded on a competency based curriculum. Our graduates acquire specific skills as identified by practitioners, faculty, and the National Recreation and Park Association. These competencies are related to leadership, program planning, recreation and leisure oriented activities, budgeting, evaluation of programs and personnel, history, professional ethics, philosophy, research techniques, marketing and public relations, communication skills, organizational systems, laws and legislation,

facility management and administration, and therapeutic techniques. In addition, students can choose between four specializations in leisure service management: (1) community recreation and youth services, (2) commercial recreation, (3) adventure recreation and tourism, (4) sports and entertainment facility management.

## Curriculum

Accredited by the National Recreation and Park Association Council on Accreditation, the program offers a B.S. and a Minor in Recreation Administration. Preparation is provided within the major for the leisure services management emphasis area.

Students in the recreation administration major complete a core of courses. These courses are designed to assist students in acquiring competencies related to the content of courses in principles of recreation, leadership, group dynamics, and leisure behavior. Courses also cover legal and financial aspects of recreation service, advanced program planning, organization and administration of leisure services, and professionalism.

Within the leisure services management emphasis, students develop specific skills in the areas of communication, human behavior, youth services, entrepreneurship, and adventure-based recreation and tourism, finance, business management, marketing, funding, resources, program planning and supervision, and facility management.

Under the guidance of a practitioner, students in recreation administration and leisure studies are encouraged to acquire 1,000 hours of paid or voluntary hands-on experience in a variety of recreation, clinical, or leisure services agencies. In addition, they serve full-time internships with commercial recreation and tourism enterprises, public recreation agencies, nonprofit organizations, park-oriented agencies, hospitals, rehabilitation centers, and other service organizations.

Students may apply for an Honors Internship (out of state) if they achieve a major GPA of 3.3 and a cumulative GPA of 3.0. Additional requirements must also be met.

## Career Opportunities

Recreation and leisure comprise the second largest industry in the United States. Fresno State graduates have been very successful in securing professional positions in city and county recreation departments, state and federal government agencies, non-profit agencies, convention and event centers, resorts and commercial recreation business,

schools, membership clubs, tourism services, youth agencies, special events, therapeutic recreation agencies, and many others.

## Faculty

Jody Hironaka-Juteau, *Coordinator*

L. Jay Fine

John Crossley

Michael Mahoney

Nancy Nisbett

## Bachelor of Science Degree Requirements

*Recreation Administration Major*

*Units*

## Major requirements .....65-68

The following core program courses are required of all candidates for this degree. Additional required courses dependent upon the selected emphasis area and specialization are outlined following the core program requirements.

### • Core Program

RLS 55, 73, 73L, 80, 101,  
125, 128, 128L, 179, 180 ..... 26

• Emphasis Area .....39-42

### Leisure Services Management Emphasis Area

RLS 133, 135, 139, 184 ..... 22

Select one of the special-  
izations listed below..... 17-20

### Specialization in Sports and Enter- tainment Facility Management

Complete RLS 117, 150,  
152, and 154;

ACCT 3 ..... (16)

Select from the following:

BA 18; COMM 103; HS  
143; MCJ 106, 152; MKTG  
150 ..... (3-4)

### Specialization in Community Recreation and Youth Services

Complete RLS 113, 117  
and 121 ..... (9)

Select from the following:

RLS 74, 75, 106, 146; CFS  
39, 136, 142; CRIM 120;  
EHD 107; GERON 10S,  
140; KINES 32; MCJ 106,  
152; MGT 133; PLSI 163;  
PSYCH 102; SSCI 150T  
(150T repeatable up to 2  
units) ..... (8-9)

### Specialization in Commercial Recreation

Complete RLS 117  
and 131 and ACCT 3

or 4A ..... (9)

Select from the following:

BA 18; COMM 103; ENTR  
81; HS 48; MCJ 106, 142, 152;

RLS 74, 146, 150, 192T (192T repeatable up to 2 units) ... (8)  
**Specialization in Adventure Recreation and Tourism**

Complete RLS 131 and 146 ..... (6)  
 Select from the following:  
 BIOL 100; COUN 174; ENTR 81; GEOG 135, 145T; GEOL 3; HS 48; KINES 122; RLS 74, 75, 80, 82, 84, 86, 88, 106, 113, 192T (192T repeatable up to 2 units) .... (11)

**Therapeutic Recreation Emphasis Area\*\***

RLS 142, 144A, 144B, 148, 187; PHYAN 33; PSYCH 166; CFS 38 ..... (36)  
 Select from the following:  
 RLS 74, 75, 106, 113, 117, 146, 192T (repeatable for up to 3 units); PSYCH 101, 102; COUN 174; CDDS 91; CFS 131, 136; CRIM 100, 120; SOC 143, 147, 168; GERON 103, 130, 132, 161; PHTH 105 ..... (3)

**General Education requirements..... 51**  
**Electives and remaining degree requirements ..... 1-7**  
**Total ..... 120\***

\* This total indicates that a maximum of 6 units in General Education also may be applied to 6 units of electives in the RLS major as follows: RLS 80 or GERON 10S in G.E. Breadth E1. Consult the department chair or faculty adviser for additional details.

\*\* As of fall 2004, the Therapeutic Recreation Emphasis has been suspended and is no longer taking admissions. Students with substantial coursework in this area should consult with the Department of Recreation Administration and Leisure Studies if they wish to pursue this emphasis area.

**Advising Notes**

1. CR/NC grading is not permitted in the recreation administration major with the exceptions of RLS 74, 75, 82, 84, 86, 88, 115, and 192T.
2. General Education and elective units may be used toward a minor (see *departmental minor*). Consult the appropriate department chair, program coordinator, or faculty adviser for further information.
3. Students who must complete a course to fulfill the Upper-Division Writing Skills requirement are advised to take BA 105W.
4. Only a grade of C or higher in RLS 55, 73, 73L, 80, and 101 will apply to the major in Recreation Administration.

**Recreation Administration Minor**

The Minor in Recreation Administration consists of 24 units. Students completing the minor develop a basic knowledge of leisure services management that has application in many diverse fields.

*Units*

RLS 55, 73, 73L, 125, 80 or 101 ..... 13  
 Select from RLS 113, 117, 131, 133, 135, 142, 146, or 150 ..... 9  
**Total ..... 22**

*Note:* The Recreation Administration Minor also requires a 2.0 GPA and 6 upper-division units in residence.

**Certificate in Serving At-Risk Youth**

The Certificate in Serving At-Risk Youth is awarded to students who successfully complete 12 units of upper-division coursework selected to provide an overview of the critical issues that face youth and the service concerns associated with meeting their needs. All coursework to be applied to this certificate must be completed with a minimum grade of C to be counted.

*Units*

**Required courses ..... 6**  
 RLS 113 ..... (3)\*  
 RLS 115 ..... (3)\*

**Elective courses ..... 6**  
 Select 6 units from the following:  
 CFS 133S, 136; COMM 164; CRIM 120; COUN 150; EHD 107; HS 110; MGT 133; PSYCH 101, 102; RLS 106, 117; SOC 143, 165; SWRK 128, 136  
**Total ..... 12**

\* RLS 115 must be taken concurrently with RLS 113.

**Certificate in Special Event Planning**

The Certificate in Special Event Planning is designed to prepare students to plan large community events such as street fairs, community festivals, convention center events, major fund-raising events, corporate events, and joint sponsorship events. Students must complete a minimum of 12 units of upper-division coursework with a grade of C or better in all classes.

The certificate is appropriate for those students seeking employment in community-based recreation agencies, corporate recreation, community nonprofit organizations, convention centers, and any business dealing with special event planning.

*Units*

**Required courses ..... 9**  
 RLS 115 ..... (3)\*  
 RLS 117 ..... (3)\*  
 RLS 135 or MKT 100S ..... (3)

**Elective courses ..... 3**  
 Select one class from the following:  
 MCJ 106 ..... (3)  
 MCJ 142 ..... (3)  
 MGT 133 ..... (3)  
 MGT 152 ..... (3)

**Total ..... 12**  
 \*RLS 115 and 117 must be taken concurrently.

**Certificate in Adventure-Based Programming**

The Certificate in Adventure-Based Programming is designed for students pursuing a professional interest in experiential education and wilderness activities within settings such as youth organizations, church groups, travel and tourism, and schools and colleges. Adventure education is explored through courses using group initiative and perceived risk activities to foster personal development. The certificate centers on preparing students to facilitate ropes courses, climbing walls, mobile initiative courses, and natural resource-based pursuits such as rock climbing, backpacking, cross-country skiing, and other outdoor activities.

All coursework to be applied to this certificate must be completed with a minimum grade of C to be counted.

*Units*

**Required courses ..... 9**  
 RLS 80 ..... (3)  
 RLS 106 ..... (3)  
 RLS 146 ..... (3)

**Elective courses ..... 6**  
 Select 6 units from the following:  
 COUN 174 ..... (3)  
 KINES 122 ..... (3)  
 RLS 113 ..... (3)  
 RLS 115 ..... (3)

**Total ..... 15**

**Certificate in Sports and Entertainment Facility Management**

The certificate in Sports and Entertainment Facility Management is awarded to students who successfully complete 15 units of upper-division coursework selected to provide students a foundation in this area. The certificate is appropriate for students with interest in stadiums, arenas, convention centers, performing arts centers, and other public assembly facilities. Students will learn about the operations, marketing, and management of these facilities, as well as gain related practical experience. All coursework to be applied to this certificate

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must be completed with a minimum grade of C or better.

	<i>Units</i>
<b>Required courses</b>	
RLS 115.....	3
RLS 117.....	3
RLS 150.....	3
RLS 152.....	3
RLS 154.....	4
<b>Total .....</b>	<b>16</b>

RLS 55 is recommended for RLS majors prior to RLS 150. RLS 115 must be taken concurrently with RLS 150. RLS 150 and 135 or MKTG 100S are prerequisites for RLS 152. RLS 152 and 154 must be taken concurrently.

## COURSES

### *Recreation and Leisure Studies (RLS)*

**RLS 10S. The Journey of Adulthood: Planning a Meaningful Life (3)**  
(See GERON 10S.) G.E. Breadth E1.

**RLS 55. Introduction to Recreation, Parks, and Tourism (3)**  
Philosophical, theoretical, and historical basis for recreation service in contemporary American society; exploration of the various facets of recreation, parks, and tourism including public, nonprofit, therapeutic, and commercial recreation. (CAN REC 2)

**RLS 73. Recreation Leadership and Programming (3)**  
Theoretical, philosophical, and practical basis for leadership and programming. Dynamics of leading recreation activities, developing basic program planning skills, and procedures for facility utilization.

**RLS 73L. Recreation Leadership and Programming Laboratory (1)**  
Concurrent enrollment with RLS 73. Practical leadership experience in classroom and supervised recreation settings.

**RLS 74. Games for All Ages (1)**  
Planning, design, and leadership techniques for a variety of games appropriate for diverse populations and age groups. *CR/NC* grading only. (Formerly RLS 192T)

**RLS 75. Adventure Ropes Course Experience (1)**  
An experiential journey of self-awareness, esteem building, and group processing through initiative games and high ropes elements. *CR/NC* grading only. (Course fee, \$30)

**RLS 80. Lifelong Learning in the Natural Environment (3)**  
Exploration of the social, psychological, and physiological implications of experiential learning and personal growth using experiences based in the natural environment. Dynamics of identifying personal interests and skills. Discovering resource-based learning opportunities in the leisure appropriate across the life stages. G.E. Breadth E1.

**RLS 82. Wilderness Survival Skills (1)**  
Back country skills for preventing or responding to emergency situations in the wilderness, such as fire and shelter building, signaling, and land navigation. Explores interpersonal and intrapersonal reactions to crisis situations. *CR/NC* grading only. (Formerly RLS 192T)

**RLS 84. Orienteering (1)**  
Fundamental skills and knowledge for travelling outdoors by map and compass, and by knowledge of natural features. *CR/NC* grading only. (Formerly RLS 192T)

**RLS 86. Backpacking in the Sierra Mountains (1)**  
Fundamental skills and knowledge for backpacking, car camping, and hiking in the Sierra Mountains or similar settings. Includes skills for camping, hiking, basic navigation, trip planning, and outdoor cooking, plus safety and environmental issues. *CR/NC* grading only. (Formerly RLS 192T)

**RLS 88. Rock Climbing (1)**  
Basic skills and knowledge of rock climbing including history, trends, equipment, climbing technique, top roping, knot tying, rappelling, training, safety, and environmental issues. *CR/NC* grading only. (Formerly RLS 192T)

**RLS 101. Leisure and Human Behavior (3)**  
Exploration of leisure as related to the individual and society. The forces and factors affecting its role on human behavior are examined within the context of current social issues. (Students may incur minimal expenses related to field trips.)

**RLS 106. Challenge Course Facilitation (3)**  
Facility-based adventure programming (e.g., ropes courses and climbing walls) taught on the E.D.G.E. Challenge course. Students will learn specific sequencing, processing, debriefing, and leadership techniques for adventure education. Covers competencies established by the Association for Challenge Course Technology.

**RLS 113. Serving At-Risk Youth (3)**  
Examination of the forces and factors that place youth at risk. Review of service models and leadership styles that affect outcomes for at-risk youths with emphasis on agencies that have developed successful program approaches

**RLS 115. Community Placements in Leisure Settings (1-3; max total 6)**  
Prerequisite: permission of instructor. Service oriented course designed to provide opportunities to observe, interact, and learn from community placements in leisure services. Hour requirements are supported through writing and discussion on issues and solutions. *CR/NC* grading only.

**RLS 117. Special Event Planning (3)**  
Special techniques and requirements for planning and conducting large community functions such as street fairs, community festivals, major fund-raisers, corporate events, and joint sponsorship. Emphasis on community laws and regulations, activity selection and planning, advertising, and funding. Field trips and/or other off-campus experiences will be required. (Students may incur minimal expenses related to field trips.)

**RLS 121. Community and Non-Profit Recreation Services (3)**  
Prerequisite: RLS 55 or concurrent enrollment. Philosophical foundations and future outlook of non-profit and municipal recreation programs. Review of service providers including organization, service provision, legal base, funding profiles, and current trends analysis. (Field trips may be required.)

**RLS 125. Understanding Special Populations in a Contemporary Society (3)**  
Introduction to diverse populations including terminology, etiology, legislation, facilities, trends, barriers, and relationship to leisure. Understanding alternative views of exceptionality and appreciating similarities and differences. Awareness of adaptations and other strategies to maximize opportunities for participation.

**RLS 128. Legal and Financial Aspects of Recreation, Parks, and Tourism (3)**  
Prerequisite: RLS 55, 73. Legal and financial aspects of recreation, parks, and tourism; funding sources, budget development and administration, legal issues, and risk management and their role in recreation administration.

**RLS 128L. Legal and Financial Aspects of Recreation, Parks, and Tourism Lab (2)**

Prerequisites: RLS 55 and concurrent enrollment with RLS 128. The lab emphasizes the development of budgets and data analysis methods for park, recreation, and tourism agencies through the use of a variety of computer programs.

**RLS 131. Foundations of Commercial Recreation and Tourism (3)**

Prerequisite: RLS 55. Historical and philosophical foundations of leisure service provisions by commercial recreation and tourism agencies. Review of selected service providers including organization, assessment, service provision, legal base, funding profiles, and current trends analysis. (Field trips may be required.)

**RLS 133. Recreation and Parks Facilities Planning and Operations (3)**

Prerequisite: RLS 55. Emphasis will be on the planning, management, and operations of recreation and parks facilities. Facility layout for use in activity presentation, safety procedures, staffing, risk management, and maintenance. (Field trips may be required.)

**RLS 135. Recreation, Parks, and Tourism Marketing (3)**

Prerequisite: RLS 55. Analysis and development of marketing and promotion strategies for recreation, parks, and tourism programs and services, and an in-depth analysis of recreation feasibility plans.

**RLS 139. Programming and Evaluation in Recreation, Parks, and Tourism (4)**

Prerequisites: senior standing or permission of instructor; RLS 128, 135. Concepts and methods in developing, operating, and evaluating recreation programs and services in leisure service settings. Emphasis on costing, scheduling, and marketing programs for a variety of client groups. (3 lecture, 2 lab hours)

**RLS 142. Foundations of Therapeutic Recreation Service (3)**

Prerequisites: RLS 55 and RLS 125 or permission of instructor. Historical review and future outlook of therapeutic recreation. Identification of interventions used for specific population groups. Review etiology characteristics, terminology and support systems. Facility design, use, and adaptation. Practical experience required.

**RLS 144A. Methods in Therapeutic Recreation (3)**

Prerequisite: RLS 142. Application of therapeutic recreation methods including assessment, program design, and evaluation.

**RLS 144B. Facilitation Techniques in Therapeutic Recreation (3)**

Prerequisites: RLS 142; RLS 144A. Practical experiences in applying therapeutic recreation intervention techniques.

**RLS 146. Adventure Based Programming (3)**

Adventure based programming skills will be explored through experiential activities on the Edge Ropes Course and other outdoor pursuits. (2 lecture, 2 lab hours) (Students will incur expenses related to required field trip.)

**RLS 148. Programming and Evaluation in Therapeutic Recreation (4)**

Prerequisites: senior standing or permission of instructor; RLS 144A, 144B. Planning therapeutic programs for special populations. Practical program experiences with disability groups required. (3 lecture, 2 lab hours)

**RLS 150. Sports and Entertainment Facility Management (3)**

Prerequisite: RLS 55 is recommended for RLS majors. Examination of the ownership and governance, function, programming, and management of sports and entertainment facilities, including arenas, performing arts centers, stadiums, and convention and conference centers. Covers economic impacts, professional associations, and career development in this industry.

**RLS 152. Sports and Entertainment Facility Booking, Promotion, and Box Office Operations (3)**

Prerequisites: RLS 150; RLS 135 or MKTG 100S, plus concurrent enrollment in RLS 154. Booking, promotion, and box office operations techniques for sports and entertainment facilities and their events.

**RLS 154. Sports and Entertainment Facility Operations (4)**

Prerequisites: RLS 150; RLS 135 or MKTG 100S, plus concurrent enrollment in RLS 152. Operations of sport and entertainment facilities including set-up configurations, event staffing, event production, security and crowd control, merchandise, food and beverage, ADA, risk management, house-keeping, and maintenance. Includes field trips. (3 lecture, 2 lab hours)

**RLS 179. Supervision and Administration in Recreation, Parks, and Tourism (3)**

Prerequisite: RLS 73. Preparation for a supervisory role in recreation, parks, and tourism agencies. Recruitment, motivation, performance evaluation training and development, and other supervisory and management practices.

**RLS 180. Senior Seminar (2)**

Prerequisite: may only be taken one or two semesters prior to internship. Trends and issues, current research, professionalism, and internship search procedures in recreation, parks, and tourism.

**RLS 184. Internship in Recreation, Parks, and Tourism (12)**

Prerequisites: completion of all major, General Education, and university graduation requirements. Honors internship requires placement approval in RLS 180. Directed supervisory experience with a nonprofit, public, or commercial recreation agency. Individual development in administration, supervision, program planning, and public relations. Reports and conferences required. (It is recommended before registering for internship that students have the equivalent of 1,000 hours of recreation related experience, either paid or volunteer, in a recreation service agency.)

**RLS 187. Internship in Therapeutic Recreation (12)**

Prerequisites: completion of all major, General Education, and university graduation requirements. Honors internship requires placement approval in RLS 180. Supervised, directed full-time experience in the field of therapeutic recreation; reports and conferences required. (It is recommended before internship registration that students have the equivalent of 1,000 hours of recreation related experience, either paid or volunteer, in the field of recreation service.)

**RLS 190. Independent Study (1-3; max total 6)**

See *Academic Placement — Independent Study*. Approved for *RP* grading.

**RLS 192T. Topics in Recreation, Parks, and Tourism (1-3; max total 8; repeatable with different topics)**

Investigation of selected topics related to administration, supervision and leadership in parks, recreation, leisure, and tourism settings. Workshops related to skills in leisure oriented activities.