

# RPTA 188: SACRAMENTO REGION CRAFT BEER INDUSTRY TOURISM

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## In Workflow

1. RPTA Committee Chair (tony@csus.edu)
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4. HHS Dean (maguirem@csus.edu)
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11. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Tue, 08 Oct 2019 22:01:04 GMT  
Anthony Sheppard (tony): Approved for RPTA Committee Chair
2. Tue, 08 Oct 2019 22:48:58 GMT  
Anthony Sheppard (tony): Approved for RPTA Chair
3. Tue, 15 Oct 2019 22:49:38 GMT  
Kisun Nam (knam): Rollback to Initiator
4. Thu, 17 Oct 2019 17:26:51 GMT  
Greg Shaw (sac14077): Approved for RPTA Committee Chair
5. Thu, 17 Oct 2019 17:29:47 GMT  
Greg Shaw (sac14077): Approved for RPTA Chair
6. Fri, 18 Oct 2019 19:35:30 GMT  
Kisun Nam (knam): Approved for HHS College Committee Chair
7. Mon, 21 Oct 2019 19:45:40 GMT  
Mary Maguire (maguirem): Approved for HHS Dean

Date Submitted: Thu, 17 Oct 2019 17:18:05 GMT

**Viewing: RPTA 188 : Sacramento Region Craft Beer Industry Tourism**

**Last edit: Thu, 17 Oct 2019 17:18:04 GMT**

Changes proposed by: Greg Shaw (101062685)

### Contact(s):

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### Catalog Title:

Sacramento Region Craft Beer Industry Tourism

### Class Schedule Title:

Sac Region Craft Beer Tourism

### Academic Group: (College)

HHS - Health & Human Services

### Academic Organization: (Department)

Recreation, Parks, and Tourism Administration

### Will this course be offered through the College of Continuing Education (CCE)?

No

**Catalog Year Effective:**

Fall 2020 (2020/2021 Catalog)

**Subject Area: (prefix)**

RPTA - Recreation, Parks, and Tourism Administration

**Catalog Number: (course number)**

188

**Course ID: (For administrative use only.)**

202631

**Units:**

3

Changes to a course's units impact any related programs. As a result, a corresponding change must also be submitted for those programs

**In what term(s) will this course typically be offered?**

Fall term only

**Does this course require a room for its final exam?**

Yes, final exam requires a room

**Does this course replace an existing experimental course?**

No

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

This Form A is to formalize an expansion of the Beer Tourism course that has informally taken place since the course was created. The course was originally proposed as a 1-unit course capitalizing on the popularity of craft beer as part of the wine tourism course. The content of the course immediately expanded and was essentially a three-unit course being taught with only 1-unit as identifiable credit. The standard practice was for students to take two units of RPTA 199 with the one-unit version of RPTA 188. This allowed them to have appropriate units to complete all of the associated work and give the students three-units of elective credit. Making the course into a three-unit class is a more appropriate way to give credit for the work and also have it show appropriately

This Form A also corrects the course's title which always contained the word "industry." However, that word was left out when the course was originally entered in the Sac State catalog and CMS. When CourseLeaf replaced the old catalog, the incorrect title remained.

RPTA 188: Sacramento Region Craft Beer Industry Tourism, is part of the department's agritourism-related offerings, complimenting RPTA 189: California Wine and Agritourism, and RPTA 187: Gastronomic Tourism.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

Introduction to visitation and tourism related to California's craft beer industry, specifically in the Sacramento region. This course will provide students with a basic knowledge of craft beer as one of several local products that combine to create a unique agritourism selling proposition for Sacramento. Tourism-related products (beer festivals and contests, beer trails, beer bikes, and beer apps), hospitality (brewery tasting rooms and beer retail), as well as beer laws, and beer pairings will also be discussed.

**Are one or more field trips required with this course?**

Yes

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Course Note: (Note must be a single sentence; do not include field trip or fee course notations.)**

Must be 21 or over to enroll in the course.

**Does this course have prerequisites?**

Yes

**Prerequisite:**

Declared RPTA major or minor, or instructor permission.

**Prerequisites Enforced at Registration?**

Yes

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Lecture

**Lecture Classification**

CS#02 - Lecture/Discussion (K-factor=1 WTU per unit)

**Lecture Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."**

1. Identify the basics of craft beer (Brewing ingredients and process, Beer statistics: ABV, SRM, IBU, Beer styles, tasting techniques and tips, Beer glassware, Pairing beer and food basics)
2. Identify and explain the different craft beer market segments.
3. Identify and explain key points in the global history of beer as presented in class lecture and readings.
4. Discuss the rise of beer tourism in California.
5. Classify tourism practices of craft brewers and identify the barriers for distribution.
6. Identify tourism trends in regards to craft beer (beer routes and maps, tours, tasting rooms, and apps).
7. Summarize the major beer events/contests in Sacramento and identify the prestige, number of visitors, number of contestants, revenues generated, and legal issues/concerns.
8. Contrast Sacramento's craft beer industry to other cities.
9. Categorize the beer consumer and differentiate sales in different market segments.
10. Contrast brewery tours in different cities.
11. Evaluate breweries and tasting rooms.
12. Compare and contrast craft beer organizations based on local government involvement.
13. Show evidence of networking with California Craft Brewers (through a class assignment).

**Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.**

RPTA 188 ASSIGNMENTS CO TOTAL POINTS PERCENTAGE  
 Assignments (6 @ 20 points each) 1,2,5,6,7,9,12,13 120 ≈17%  
 Field Trip Reviews (4 @ 30 points each) 1,2,6,8,9,11 120 ≈17%

Quizzes (10 @ 10 points each) 1,2,3,4,5,6,7,8,9,10 100 ≈14%  
Site Visit Critiques (3 @ 20 points each) 11,13 60 ≈8%  
Craft beer 101 Certificate 1 100 ≈14%  
Group presentation 2,8,10 50 ≈7%  
Mid-Term Exam 1,2,3,6,9, 50 ≈7%  
Final Exam 4,5,6,7,8,10,12 100 ≈14%  
TOTALS N/A 700 100%

Please see the course syllabus if the formatting is difficult to read in this box.

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

No

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

**I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.**

I/we agree

## **University Learning Goals**

### **Undergraduate Learning Goals:**

Competence in the disciplines  
Knowledge of human cultures and the physical and natural world  
Integrative learning  
Personal and social responsibility

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

## **GE Course and GE Goal(s)**

**Is this a General Education (GE) course or is it being considered for GE?**

No

**Please attach any additional files not requested above:**

RPTA\_188\_Syllabus.pdf

### **Reviewer Comments:**

**Kisun Nam (knam) (Tue, 15 Oct 2019 22:49:38 GMT):**Rollback: Committee approved the form with pending changes. Please refer to the discussion during meeting. Committee members from the department will provide the detailed changes to the chair/author. Once re-submitted, the chair may approve the proposal immediately.

Key: 4158