## RECREATION AND TOURISM MANAGEMENT

### What can I do with this degree?

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<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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| **COMMERCIAL RECREATION/TOURISM**  
  Travel/Transportation | Convention services  
  Travel agencies  
  Travel/tourism bureaus  
  Outdoor outfitters  
  Guide services  
  Ecotourism agencies  
  Cruise lines  
  Airlines  
  Bus lines  
  Rail travel | Develop strong programming, leadership and communication skills.  
  Obtain business skills with business minor or work experience.  
  Acquire foreign language skills and complete a study abroad experience.  
  Travel to different parts of the country or world to gain exposure to various cultures.  
  Join university organizations related to travel or recreation. |
| **Hospitality**  
  Facilities Management  
  Resort Management  
  Event Planning | Hotels, motels  
  Restaurants  
  Resorts  
  Taverns  
  Motor home parks  
  Campgrounds  
  Recreation communities  
  Theme parks  
  Private industry  
  Second home communities  
  Special events companies | Obtain experience working at resorts, hotels, recreation departments, or special events companies.  
  Work or volunteer for departments on campus that plan conferences.  
  Spend summers working at tourist attractions. |
| **Local Commercial Recreation**  
  Promotions and Specials Events  
  Facilities Management | Multipurpose sports clubs  
  Racquet clubs  
  Dance studios  
  Health and fitness clubs  
  Golf courses  
  Movie theaters  
  Skating rinks  
  Party services  
  Various entertainment providers  
  Festivals and fairs  
  Sport events  
  Vendors  
  Concessionaires | Learn membership sales techniques.  
  Develop in-depth knowledge and ability for skill area.  
  Gain experience through related part-time or summer jobs.  
  Work at on-campus recreational facilities.  
  Participate in event-planning for campus or community activities.  
  Join related campus organizations such as the campus entertainment board, cultural attractions committee, or student union. |
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<tr>
<td><strong>THERAPEUTIC RECREATION</strong>&lt;br&gt;Program Coordination&lt;br&gt;Administration</td>
<td>Rehabilitation hospitals&lt;br&gt;Nursing homes&lt;br&gt;Acute care hospitals&lt;br&gt;Psychiatric facilities&lt;br&gt;Community mental health centers&lt;br&gt;Senior centers&lt;br&gt;Adult daycare centers&lt;br&gt;Residential facilities for people with special needs&lt;br&gt;Substance abuse centers&lt;br&gt;Correctional facilities&lt;br&gt;Recovery centers&lt;br&gt;Educational facilities&lt;br&gt;Camps and outdoor recreational programs</td>
<td>Demonstrate ability to work as part of an interdisciplinary team.&lt;br&gt;Obtain therapeutic recreation emphasis or graduate degree in area.&lt;br&gt;Earn relevant licensure or certification.&lt;br&gt;Learn to be patient, tactful, and persuasive.&lt;br&gt;Possess ingenuity and imagination.&lt;br&gt;Have good physical coordination.&lt;br&gt;Develop an interest in working with all types of people.&lt;br&gt;Gain experience through volunteering in related organizations.</td>
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<td><strong>GOVERNMENT</strong>&lt;br&gt;Outdoor Recreation Planning&lt;br&gt;Parks&lt;br&gt;Natural Resource Management&lt;br&gt;Recreation Management&lt;br&gt;Program Management&lt;br&gt;Administration</td>
<td>City, county, or regional government agencies including parks and public recreation programs&lt;br&gt;State and federal government agencies including parks, forests, wildlife areas and water resources&lt;br&gt;Department of Defense&lt;br&gt;Military bases in U.S. and foreign countries&lt;br&gt;Correctional facilities&lt;br&gt;Conservation organizations&lt;br&gt;Rehabilitation centers</td>
<td>Learn federal, state, and local job application procedures.&lt;br&gt;Obtain experience with government agencies.&lt;br&gt;Become active in local recreation programs and activities.&lt;br&gt;Volunteer to lead teams or organize committees in local recreation leagues.&lt;br&gt;Take additional coursework in wildlife, turf management, exercise science or other related field.</td>
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<td><strong>SOCIAL SERVICE</strong>&lt;br&gt;Camp Management&lt;br&gt;Program Management&lt;br&gt;Community Center Management&lt;br&gt;Programming&lt;br&gt;Coaching</td>
<td>Camps&lt;br&gt;Children's homes&lt;br&gt;Correctional facilities&lt;br&gt;Senior centers&lt;br&gt;Youth programs&lt;br&gt;Special Olympics&lt;br&gt;Community programs for people with special needs&lt;br&gt;Nonprofit and social service organizations&lt;br&gt;Community centers&lt;br&gt;Religiously affiliated organizations</td>
<td>Obtain experience with camps, youth groups, etc. through summer jobs and volunteer positions.&lt;br&gt;Get involved in campus activities and seek leadership roles.&lt;br&gt;Learn to work well with a wide variety of people.</td>
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<td><strong>FITNESS</strong></td>
<td>Fitness centers</td>
<td>Obtain experience and expertise in various athletic and fitness areas.</td>
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<td>Health Club Management</td>
<td>Corporate fitness centers</td>
<td>Work at on-campus recreational facilities.</td>
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<td>Fitness Instructing</td>
<td>Weight reduction facilities</td>
<td>Obtain relevant certifications such as personal trainer or fitness instructor.</td>
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<td>Dance Instructing</td>
<td>Sports and entertainment centers</td>
<td>Develop excellent physical coordination and condition.</td>
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<td>Coaching</td>
<td>Athletic clubs</td>
<td>Get involved in related professional organizations.</td>
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<td>Athletic Training</td>
<td>Adult care facilities</td>
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<td>Sports clinics</td>
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<td>Self employment</td>
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<td><strong>RECREATION RETAILING</strong></td>
<td>Department stores</td>
<td>Minor in business. Learn basic business principles.</td>
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<td>Management</td>
<td>Specialty shops</td>
<td>Gain experience in direct sales and customer service.</td>
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<td>Buying</td>
<td>Sporting goods stores</td>
<td>Develop skills in management and motivation of others.</td>
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<td>Small Business Ownership</td>
<td>Outdoor outfitters</td>
<td>Get experience in promotion and special events.</td>
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<td>Acquire skills in inventory management including purchasing, stock control, and merchandise display.</td>
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<td>Develop expertise in a recreational interest such as hiking, fishing, paddling, skiing, or hunting.</td>
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<td><strong>EDUCATION</strong></td>
<td>Universities/colleges</td>
<td>Earn a graduate degree for teaching and administration at the college and university level.</td>
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<td>Teaching</td>
<td>Elementary/secondary schools</td>
<td>Learn the process for teacher certification in the K-12 system.</td>
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<td>Research</td>
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<td>Get involved in recreation sports or intramurals as an undergraduate student.</td>
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<td>Coaching</td>
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<tr>
<td>Administration</td>
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GENERAL INFORMATION

- Obtain summer, part-time, internship, or volunteer experience in camps, playgrounds, recreation/fitness centers, social service organizations, hotels, tourist attractions, etc.
- An undergraduate degree is sufficient for entry-level recreation positions. A graduate degree may be required for administrative positions and teaching/research positions at universities and colleges.
- Obtain a broad liberal arts and cultural background including knowledge/skills in athletics, music, arts and crafts, nature, dance, drama, and club structure.
- Obtain certification in first aid and safety, CPR, or lifeguarding depending upon your interests.
- Enjoy the outdoors and/or be willing to work outdoors.
- Develop physical agility and stamina for your career.
- Develop good verbal and written communication skills.
- Join related professional associations. Attend state/national professional association conferences.
- Cultivate the ability to motivate others.
- Possess the ability to enjoy life and positively interact with others.
- Obtain competence and skills in special area(s) of interest.
- Learn to work effectively with people of various ages and backgrounds.
- Possess a cooperative attitude toward others as well as common sense in understanding and dealing with people and situations.
- Demonstrate the ability to work as part of a team.
- Obtain knowledge of U.S. and world geography, history and social customs. Consider taking foreign language depending on your career interests.
- Develop leadership and supervisory skills in coordinating and directing others in various activities.
- Consider participating in the Walt Disney College Program.