# RECREATION AND TOURISM MANAGEMENT

## What can I do with this degree?

<table>
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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. |
|   | 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. |
| Hospitality  
Facilities Management  
Resort Management  
Event Planning | 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></td>
<td>Rehabilitation hospitals  Nursing homes  Acute care hospitals  Psychiatric facilities  Community mental health centers  Senior centers  Adult daycare centers  Residential facilities for people with special needs  Substance abuse centers  Correctional facilities  Recovery centers  Educational facilities  Camps and outdoor recreational programs</td>
<td>Demonstrate ability to work as part of an interdisciplinary team.  Obtain therapeutic recreation emphasis or graduate degree in area.  Earn relevant licensure or certification.  Learn to be patient, tactful, and persuasive.  Possess ingenuity and imagination.  Have good physical coordination.  Develop an interest in working with all types of people.  Gain experience through volunteering in related organizations.</td>
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<td><strong>GOVERNMENT</strong></td>
<td>City, county, or regional government agencies including parks and public recreation programs  State and federal government agencies including parks, forests, wildlife areas and water resources  Department of Defense  Military bases in U.S. and foreign countries  Correctional facilities  Conservation organizations  Rehabilitation centers</td>
<td>Learn federal, state, and local job application procedures.  Obtain experience with government agencies.  Become active in local recreation programs and activities.  Volunteer to lead teams or organize committees in local recreation leagues.  Take additional coursework in wildlife, turf management, exercise science or other related field.</td>
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<td><strong>SOCIAL SERVICE</strong></td>
<td>Camps  Children's homes  Correctional facilities  Senior centers  Youth programs  Special Olympics  Community programs for people with special needs  Nonprofit and social service organizations  Community centers  Religiously affiliated organizations</td>
<td>Obtain experience with camps, youth groups, etc. through summer jobs and volunteer positions.  Get involved in campus activities and seek leadership roles.  Learn to work well with a wide variety of people.</td>
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<td><strong>FITNESS</strong></td>
<td>Fitness centers&lt;br&gt;Corporate fitness centers&lt;br&gt;Weight reduction facilities&lt;br&gt;Sports and entertainment centers&lt;br&gt;Athletic clubs&lt;br&gt;Adult care facilities&lt;br&gt;Sports clinics&lt;br&gt;Self employment</td>
<td>Obtain experience and expertise in various athletic and fitness areas.&lt;br&gt;Work at on-campus recreational facilities.&lt;br&gt;Obtain relevant certifications such as personal trainer or fitness instructor.&lt;br&gt;Develop excellent physical coordination and condition.&lt;br&gt;Get involved in related professional organizations.</td>
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<td>Health Club Management&lt;br&gt;Fitness Instructing&lt;br&gt;Dance Instructing&lt;br&gt;Coaching&lt;br&gt;Athletic Training</td>
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<td><strong>RECREATION RETAILING</strong></td>
<td>Department stores&lt;br&gt;Specialty shops&lt;br&gt;Sporting goods stores&lt;br&gt;Outdoor outfitters</td>
<td>Minor in business. Learn basic business principles.&lt;br&gt;Gain experience in direct sales and customer service.&lt;br&gt;Develop skills in management and motivation of others.&lt;br&gt;Get experience in promotion and special events.&lt;br&gt;Acquire skills in inventory management including purchasing, stock control, and merchandise display.&lt;br&gt;Develop expertise in a recreational interest such as hiking, fishing, paddling, skiing, or hunting.</td>
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<td>Management&lt;br&gt;Buying&lt;br&gt;Small Business Ownership</td>
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<td><strong>EDUCATION</strong></td>
<td>Universities/colleges&lt;br&gt;Elementary/secondary schools</td>
<td>Earn a graduate degree for teaching and administration at the college and university level.&lt;br&gt;Learn the process for teacher certification in the K-12 system.&lt;br&gt;Get involved in recreation sports or intramurals as an undergraduate student.</td>
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<tr>
<td>Teaching&lt;br&gt;Research&lt;br&gt;Coaching&lt;br&gt;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.