

# OUTDOOR RECREATION INDUSTRY STUDIES

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## Program Description

The Outdoor Recreation Industry Studies program prepares students to enter the world of outdoor industry business management, product manufacturing, sales and marketing, adventure and guide services, outdoor education, public lands management, conservation advocacy, and adventure leadership. The Outdoor Recreation Industry Studies program recognizes the multifaceted nature of the outdoor industry, combining a wide range of coursework in outdoor leadership, business management, innovation and entrepreneurship, adventure planning, hospitality, risk management, stewardship, and technical outdoor skills.

Through study and experience, students completing the baccalaureate degree in Outdoor Recreation Industry Studies will be prepared to work in one of the largest growing segments of the economy. The outdoor recreation industry generates \$1.2 trillion in economic output annually (2.3% of GDP), comprises 3.1% of U.S. employees, and accounts for 5 million jobs in the United States. This industry is a powerhouse economic driver that demands a highly skilled workforce. Students will gain qualifications for careers in outdoor industry business and manufacturing, resort and ski area management, professional guiding, public lands management, outdoor education, event planning, conservation, and adventure filmmaking.

## Contact Information

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## Programs of Study

### Bachelors/Minors

- Outdoor Recreation Industry Studies (BS)
- Outdoor Recreation Studies (Minor)