



# Recreation Management

COLLEGE OF SCIENCE AND HEALTH

## Undergraduate Programs

### MAJOR:

- Recreation Management

### MINOR:

- Recreation Management

## Sample Courses

The strength of the recreation management major is its innovative curriculum design. With the help of alumni and employers, faculty members have crafted a curriculum that prepares students for a wide range of recreation-related positions. The recreation management program offers three different emphasis areas (Tourism, Community Based Recreation, and Outdoor Recreation) that allows students to study and prepared for careers most closely related to their interests.

### CORE COURSES WITHIN THIS PROGRAM

(courses that all students take):

- Foundations of Recreation
- Introduction to Recreation Management
- Leadership and Programming in Recreation
- Environmental Ethics, Outdoor Recreation and Natural Resources
- Contemplative Leisure
- Leisure in a Diverse Society
- Evaluation Methods and Practices
- Civic Engagement in the Recreation Profession
- Principles of Management in Recreation
- Planning for Park and Recreation Facilities
- Risk Management in Leisure Service Organizations
- Budgeting or Revenue Management
- Professional Preparation
- Internship

### SAMPLE EMPHASIS AREAS COURSES INCLUDE:

#### Tourism:

- Principles and Practices of Tourism
  - Eco-Tourism
  - Sustainable Tourism
  - Meetings, Conventions, and Event Planning
- #### Community Recreation:
- Introduction to Community Recreation
  - Maintenance of Recreation Facilities
  - Operation and Management of Aquatic Facilities
  - Youth Development
  - Camp Administration

#### Outdoor:

- Outdoor Adventure Leadership
- Introduction to Outdoor Recreation
- Recreation Resource Management
- Environmental Education
- Eco-Tourism
- Camp Administration

## Department Overview

One of the largest undergraduate programs in the United States, the recreation management program at UWL is the only nationally accredited recreation management program in Wisconsin. The mission of the program is to train students in the skills of the recreation profession and instill an appreciation of the vital role of leisure in people's lives. An experiential approach to our teaching makes students uniquely competitive in the job market and provides an excellent transition into the recreation profession. The program serves students interested in a range of recreation agencies upon graduation, among them governmental parks and recreation departments, YMCAs, Boys and Girls Clubs, camps, environment education centers, recreation facilities on military bases, and various tourism enterprises, including resorts.

## Professional Associations

- National Recreation and Parks Association and National Playground Safety Institute | [www.nrpa.org](http://www.nrpa.org)
- Wisconsin Parks and Recreation Association | [www.wpra.org](http://www.wpra.org)
- Resort and Commercial Recreation Association | [www.rcra.org](http://www.rcra.org)
- International Association of Amusement Parks and Attractions | [www.iaapa.org](http://www.iaapa.org)
- Association of Experiential Education | [www.aee.org](http://www.aee.org)
- Meeting Professionals International (MPI) | [www.mpiweb.org/](http://www.mpiweb.org/)
- American Hotel and Lodging Association (AHLA) / [www.ahla.com/](http://www.ahla.com/)
- The International Ecotourism Society (TIES) | [www.ecotourism.org/](http://www.ecotourism.org/)
- Association of Outdoor Recreation and Education | [www.aore.org](http://www.aore.org)
- National Intramural-Recreational Sports Association | [www.nirsa.net](http://www.nirsa.net)
- Wisconsin Intramural-Recreation Sports Association | [www.mywirsa.com](http://www.mywirsa.com)
- North American Association of Environmental Educators | [www.naaee.org](http://www.naaee.org)
- National Outdoor Leadership School | [www.nols.edu](http://www.nols.edu)
- American Camp Association | [www.acacamps.org](http://www.acacamps.org)

Recreation Management &  
Therapeutic Recreation Department  
2036 Health Science Center  
608.785.8207  
[www.uwlax.edu/sah/rmtr](http://www.uwlax.edu/sah/rmtr)

View degree requirements:

[www.uwlax.edu/catalog](http://www.uwlax.edu/catalog)

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### Department Features

The rigorous accredited curriculum offers extensive classroom preparation for those who want to work in the broad field of recreation. An outstanding feature of the department is the required capstone experience of a 12-week professional internship. The internship program is designed to serve as a student's transition from the university curriculum to the profession.

All students in the program must also complete an additional 100 hours of hands-on professional experience prior to their internship.

### ACCREDITATION

UWL is accredited by the Council of Accreditation of Parks, Recreation, and Tourism of the National Recreation and Park Association. The newly revised curriculum exceeds national accreditation standards and is a key factor in the department's national reputation.

### FACULTY

Currently, the department has 15 faculty members specifically trained in recreation management and therapeutic recreation. The faculty members take pride in being student-oriented. Faculty members play an important role in the educational and professional development of each student. Students are assigned a faculty adviser who is available for advisement on registration, internships, and professional development throughout their academic career. All of the faculty members are involved in leadership positions with national and state recreation professional associations. They also perform research and write extensively on important topics in the recreational field, and several are nationally and internationally renowned scholars.

### THE RECREATION MAJORS CLUB

The Recreation Majors Club has been established to meet the professional and service needs of our students. In addition to being extremely active on campus and in the community, students within this organization regularly attend regional and national conferences where they obtain valuable knowledge, professional contacts, and professional experience.

### ADMISSION REQUIREMENTS

Students in recreation management must maintain a GPA of 2.5 or higher.

### Career Opportunities

Graduates of the recreation management major find career opportunities as directors, associate directors, associate managers, coordinators and specialists in many of the following areas:

- National, state, county, or city parks and recreation agencies
- Army Corps of Engineers
- Resorts
- Military MWR recreation (civil service)
- Commercial recreation enterprises
- Convention centers
- Cruise lines
- Department of Natural Resources
- Visitors bureaus
- University and campus recreation
- Theme and water parks
- Camp agencies
- Boys and Girls Clubs
- Outdoor adventure programs
- Environmental education centers
- Golf facilities
- Aquatic centers
- YMCA/YWCA

The rigorous undergraduate curriculum also provides a solid foundation for those choosing to pursue a graduate degree in recreation management.

### Occupational Outlook

Recreation management majors, upon graduating, are eligible to take the Certified Park and Recreation Professional examination through the National Recreation and Parks Association (NRPA), a valuable credential for professional advancement. In the commercial area, students are also eligible to take the Certified Commercial Recreation Professional (CCRP) Examination.

The placement rate for recreation management majors is consistently above 90 percent in locations around the U.S. Employment opportunities are diverse and exceed most other professional fields. The National Recreation and Park Association points out: "Parks and recreation personnel have the assistance of a national organization in finding new and challenging positions." The National Recreation and Park Association and the Resort and Commercial Recreation Association operate modern referral services to assist agencies in filling staff vacancies and to help students in the field find the kind of employment which interests them and for which they are qualified.