

OUTDOOR RECREATION INDUSTRY STUDIES

Program Description

The Outdoor Recreation Industry Studies degree program prepares students to enter the world of outdoor industry business management, sales and marketing, adventure services, guide services, outdoor education, public lands management, conservation advocacy, and adventure leadership. The Outdoor Recreation Industry Studies degree 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 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. At more than 2% of the GDP and over \$880B in consumer spending per year, the outdoor recreation industry is a powerhouse economic driver that demands a highly skilled workforce. Students will gain qualifications for jobs in such fields as outdoor industry business, resort and ski area management, public lands work, outdoor education, camp administration, conservation nonprofits, professional guiding, and adventure filmmaking.

Contact Information

Outdoor Recreation Industry Studies
Maverick Center (MC) 242
970.248.2159

Programs of Study

Bachelors/Minors

- [Outdoor Recreation Industry Studies \(BS\)](#)
- [Outdoor Recreation Studies \(Minor\)](#)