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, adventure programming, expedition planning 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, tourism, risk management, stewardship and sustainability.

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—including retail and manufacturing—resort and ski area management, state and national park service, outdoor education, camp administration, and professional guiding.

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)