

OUTDOOR RECREATION INDUSTRY STUDIES

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 services, 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. 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 outdoor industry business, resort and ski area management, public lands management, outdoor education, conservation nonprofits, professional guiding, and adventure filmmaking.

Contact Information

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Programs of Study

Bachelors/Minors

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