

Parks, Recreation, & Tourism
Desirable Content Area & Technical Skills List

Content Area Skills:

- Environmental interpretation: create conducted and self-guided activities
- Planning for parks, outdoor recreation, sports management
- Marketing skills and knowledge of consumer behavior
- Managerial skills (personnel, administration, financial, planning, operations)
- Writing a business plan
- Interpersonal communication skills
- Analysis of tourism development impacts
- Risk analysis
- Observe/record/report field data
- Experience in use of field guides
- Leave No Trace
- Time management

Technical & Research Skills:

- Library and documentary research analysis
- Documenting methodologies
- Analyzing and interpreting data (qualitative and statistical analyses)
- Verbal and written communication
- Preparing planning documents
- Public speaking
- GIS, ArcGIS, etc.
- Microsoft Office (Word, PowerPoint, Excel, etc.)
- OneNote
- Teams

Certifications:

- Emergency Medical technician (EMT)
- Wilderness First Aid (WFA) and/or Wilderness First Responder (WFR)
- CPR/AED



Rubenstein School Core Competencies & Knowledge Areas:

COMPETENCIES

1. **Communication:** Employ effective speaking, writing, listening, and digital communication techniques.
2. **Teamwork:** Contribute to collaborative efforts, facilitate contributions of others, and address conflict directly and constructively.
3. **Working Across Difference:** Critically examine dimensions of difference and apply a nuanced understanding of power and privilege through effective communication.
4. **Problem Solving:** Design, evaluate, and employ appropriate frameworks in order to effect change and generate collaborative solutions to complex problems.
5. **Inquiry & Analysis:** Apply critical thinking skills and employ qualitative and quantitative methodologies in order to formulate questions and evaluate core knowledge areas.
6. **Integrative Learning:** Synthesize and transfer learning to complex situations across disciplinary boundaries through the application of critical reflection skills.

KNOWLEDGE AREAS

7. **Ecological Processes & Systems:** Identify and describe basic ecological processes and systems.
8. **Social Processes & Systems:** Identify, interpret, and analyze cultural, economic, historical, and political dynamics of environmental issues.
9. **Planning & Management:** Describe effective strategies in ecological planning, management, stewardship, and conservation of natural resources.
10. **Sustainability:** Discuss social, economic, and ecological principles of sustainability.