



PARKS, RECREATION & TOURISM

BACHELOR OF SCIENCE

Shape your future with experiential learning and professional development opportunities

The Parks, Recreation & Tourism (PRT) major is perfect for anyone who loves both the outdoors and travel! Students will become leaders in fast-growing fields that help people maximize personal and social benefits of their leisure time, recreation experiences, and travel adventures. You'll learn to create and deliver high quality recreation and tourism services that enrich peoples' lives, create livable communities, and preserve cultural and natural environments. Vermont's landscape and amenities offer an ideal laboratory to support learning about sustainable recreation and tourism.

WHAT WILL YOU LEARN?

Classes integrate natural and social sciences, and you'll learn to create and manage satisfying, sustainable recreation and tourism environments. We teach students how to apply principles and practices that create products and services to enhance societal well-being and environmental quality. We offer professional skills training for careers, and every student participates in an internship in a professional setting of their choice. Internships often lead to full-time, career-track jobs.

WHAT WILL YOU DO AFTER YOU GRADUATE?

The Parks, Recreation & Tourism major will prepare you for jobs including: mountain resort manager, event manager, park ranger, environmental educator, outdoor and sports equipment sales rep, microbrewery manager, landscape architect, fitness facility owner, sporting goods manufacturer, marketing director, youth program manager, natural resource specialist, restaurant owner, outdoor guide, media producer, and sports marketer, among others.



WHAT OUR ALUMNI SAY

"The UVM PRT program helped me build a solid foundation for my 20+ year career in the action sports and outdoor industry with an amazing combination of classroom education, real world experience, and exposure to industry leaders. I would not be where I am today without my PRT education."

ISSA SAWABINI, Partner, Fuse Marketing



"The Recreation Management Program* provides a great foundation for graduates to excel in the outdoor recreation industry. The structure of the program allows students to gain a broad knowledge that can be directly applied in the real world."

JOHN HAMMOND, President, Sugarbush

"The recreation & tourism industry has so many varied career opportunities and the Recreation Management major* gave me the skills to succeed... I use my degree every single day at a job that I absolutely love that isn't your standard 9-5 and lets me spend lots of time exploring the great outdoors. Not everyone is able to say that!"

KATIE BACEVICIUS, Product Director, Country Walkers/VBT Bicycle Touring

STUDENTS TAKE COURSES ABOUT:

- Parks & protected areas management
- Tourism & sustainable communities
- Leisure behavior
- Healthy lifestyles, healthy communities
- Entrepreneurship in recreation & tourism
- Parks & human well-being
- Ski area management
- Outdoor recreation planning
- Environmental interpretation
- Human health & the environment
- Environmental education
- Resort marketing & management
- Ecotourism
- Visitor & guest services
- Sustainable landscape design
- Outdoor leadership

TYPICAL INTERNSHIPS & EMPLOYERS OF OUR STUDENTS:

- US National Park Service
- US Forest Service
- US Fish & Wildlife Service
- Vail Resorts/Stowe Mountain Resort
- Alterra Mountain Company/Sugarbush Resort
- Vermont Ski Areas Association
- YMCA
- Fuse Sports Marketing
- Hilton Hotels
- Marriott Hotels & Resorts
- Basin Harbor Resort
- Line Skis
- Country Walkers/VBT Bicycle Touring
- Burton Snowboards
- LandWorks Landscape Architecture
- Municipal Parks & Recreation Departments



* Recreation Management Program is now called Parks, Recreation & Tourism Program