



HAUB SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES

Students interested in earning a B.S. in Outdoor Recreation & Tourism Management (ORTM) should contact haub.school@uwyo.edu for more information about the program and to schedule an appointment with an academic advisor. Undergraduate students earning a degree from the Haub School must fulfill one course in U.S. Diversity and one course in Global Awareness



Outdoor Recreation & Tourism Management

B.S. 78+ credit hours

FOUNDATIONS (16 credit hours)

- Foundations of Recreation & Tourism
- Natural & Cultural Resources of the West
- Foundations of Customer Service & Hospitality
- Tourism Theory & Practice
- Statistics I course

CORE TOPICS (28+ credit hours)

Business Fundamentals 3 courses

Recreation & Tourism 2 courses

Environment & Natural Resources 2 courses

- 1 course in environmental science
- 1 course in conservation or sustainability

People & Culture 2 courses

- 1 course in social science
- 1 course in culture/diversity

PROFESSIONAL SEMESTER (12 credit hours)

Cohort-based, project-driven classroom and off-campus elements

- Business Strategies for ORTM
- Human Dimensions of ORTM
- Recreation Venue Operations
- ORTM Capstone

INTERNSHIP (1 credit hours)

400 hour professional experience

CONCENTRATION (20+ credit hours)

As an area of focus, students will choose a concentration:

Business & Hospitality Management

Focus on hospitality, business management, marketing, and entrepreneurial ventures.

Outdoor Recreation Leadership

Lead, guide, and educate clients or manage recreation-related ventures and experiences.

Management of Recreation Resources

Manage and plan recreation experiences and infrastructure on public and private lands.

Cultural & International Tourism

Promote, interpret, and operate historic, cultural, and artistic attractions domestically or internationally.

Creative Studies in Recreation & Tourism

Students with interests outside designated concentrations can design a program of study.

Learning Outcomes

A student earning a B.S. in Outdoor Recreation & Tourism Management will

- demonstrate transdisciplinary synthesis and application;
 - link ecological and human communities to provide wise stewardship and conservation of natural resources,
 - understand tourism & outdoor recreation theories and best practices,
 - explore entrepreneurial and business management strategies,
- design, implement, and evaluate sustainable and emergent services, experiences, and opportunities;
- lead and build diverse, collaborative teams;
 - apply and evaluate ethical, resourceful leadership solutions to challenges and solutions within the industry,
- manage dynamic relationships and skillfully demonstrate communication best practices;
- apply and critically evaluate practical, creative, ethical, and theoretical frameworks in diverse and complex professional circumstances; and
- implement enterprises appropriate for local environments;
 - demonstrate fluency in global contexts and diverse cultures.

Example Courses

*course offerings vary by semester

FOUNDATIONS *16 credits*

Foundations of Recreation & Tourism **ORTM 1000**
 Natural & Cultural Resources of the West **ORTM 1050**
 Foundations of Customer Service & Hospitality **ORTM 2000**
 Tourism Theory & Practice **ORTM 3000**
 Statistics I **course**

- Fundamentals of Stats **STAT 2050**
- Stats for Social Sciences **STAT 2070**

SYNTHESIS & APPLIED EXPERIENCE *13 credits*

PROFESSIONAL SEMESTER - 12 credits

Business Strategies for ORTM **ORTM 4900**
 Human Dimensions of ORTM **ORTM 4901**
 Recreation Venue Operations **ORTM 4902**
 ORTM Capstone **ORTM 4903**

INTERNSHIP - 1 credit

Internship **ORTM 4970**

CORE TOPICS *28 credits*

Business Fundamentals **3 courses**

Principles of Accounting I **ACCT 1010**
 Introduction to Marketing **MKT 3210**
 Economics **ECON 1010, 1020, or 1200**

Recreation & Tourism **2 courses**

Program Planning, Design & Delivery **ORTM 2050**
 Operations, Management & Env. Stewardship **ORTM 3050**

Environment & Natural Resources **2 courses**

Choose **1 course** in environmental science *
 Environment **ENR 1200**
 Water, Dirt & Climate **ENR 1500**

Choose **1 course** in conservation or sustainability *
 Foundations of Sustainability **ENR 1300**
 Wyoming Wildlands: Science & Stewardship **RNEW 1000**

People & Culture **2 courses**

Choose **1 course** in social science *
 Sociological Principles **SOC 1000**
 Intro to Human Geography **GEOG 1020**

Choose **1 course** in culture/diversity *
 American Indians in Contemporary Society **AIST 1350**
 Cultural Diversity in America **AMST 2110**

* additional course options available

CONCENTRATION *20+ credits*

visit www.uwo.edu/haub/ortm to see full concentration requirements & course options

Business & Hospitality Management *hospitality, tourism business management, entrepreneurial ventures*

CAREERS in: guest & hospitality services, tourism management, outdoor recreation enterprise

Outdoor Recreation Leadership *education and guiding services, recreation venture management*

CAREERS in: environmental education, outfitting & guiding services, outdoor adventure enterprise

Management of Recreation Resources *management of recreation experiences, recreation planning*

CAREERS in: resort or ranch management, recreation planning with state or federal agencies

Cultural & International Tourism *cultural, artistic, & historic attraction operations*

CAREERS in: tour operation, museum management, interpretation

Creative Studies in Recreation & Tourism *program of study approval required*

for students with interests outside designated concentrations