BRIEFING

Natural Resource Recreation & Tourism Degree at UW

VISION

• Contribute to the expansion and diversification of Wyoming’s economy
• Develop leaders and innovators to expand recreation and tourism in Wyoming and the region
• Support recreation and tourism industry in Wyoming, the region and nation
• Help retain enterprising graduates in Wyoming

GOAL
Offer a Bachelor of Science in Natural Resource Recreation and Tourism by fall semester 2018

DEGREE COMPONENTS

• Partnership of Haub School of Environment & Natural Resources and College of Business
• Interdisciplinary degree with specialization and integration in four broad areas:
  o Environmental stewardship, sustainability, and natural resource use
  o Human dimensions of recreation and tourism
  o Business management
  o Outdoor recreation
• Instruction rooted in real world experience
  o Train students to utilize Wyoming’s open space, culture and natural resources to build outstanding visitor experiences
  o Professional semesters, internships, and interaction with NGOs, industry and government will provide students with intensive operational/innovation experience
• Expected Outcomes
  o Deliver highly skilled graduates to the recreation and tourism workforce
  o Create vision for business expansion opportunities in graduates
  o New opportunities to enhance and expand visitor experiences in Wyoming
  o Enhance Wyoming’s ethic of natural resource stewardship

UNIQUE POTENTIAL AT UW
The degree at UW has the potential to stand apart in multiple ways:

• Haub School and College of Business partnership is unusual compared to other programs.
• Our degree program will have a highly interdisciplinary focus. Other degree programs rely on courses in multiple departments, but few emphasize being interdisciplinary.
• Focus on the environment, sustainability and natural resource use, through the Haub School, is not common in other degree programs.
• Potential collaboration with at least four Wyoming community colleges.
DEGREE DEVELOPMENT PROCESS

- Review of existing recreation and tourism degrees at 18 universities
- Survey and focus groups of industry, government, students, and recreationalist stakeholders
- Report on assessment results
- Research career tracks nationwide
- Research student recruiting markets nationwide
- Faculty committee designs a detailed curriculum
- Develop financial and marketing/recruiting plan
- Degree approval process through UW Academic Affairs

TIMELINE

SUPPORT FOR THIS DEGREE

- Collaboration of Haub School, College of Business, Outdoor Program, and other UW programs
- Strong support by Governor Mead, UW President Nichols and UW Provost Miller
- Industry leaders (e.g. Office of Tourism, Wyoming Lodging & Restaurant Assoe.) are excited
- Governor’s Task Force on Outdoor Recreation is supportive of degree development
- Current UW students are excited about the future degree program
- Several significant donations for degree development have been received