



BRIEFING

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

Required core curriculum (43 credits) for all students with courses in

- Environmental and Natural Resources
- Business
- Recreation and Tourism
- People and Culture

Required Practical Experience

- Internship
- Professional Semester integrating with industry and government
- Capstone Project for industry or agency partner

Required Elective Concentration

Students must complete one area of concentration:

- Business Management & Marketing
- Management of Recreation Resources
- Outdoor Recreation Leadership
- Cultural and International Tourism
- Creative Studies in Recreation and Tourism (self-designed)

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 designing a detailed curriculum
- Develop financial and marketing/recruiting plan
- Degree approval process through UW Academic Affairs





TIMELINE

Fall 2016

Stakeholder
Scoping ✓



Scoping Report ✓

Spring 2017

Curriculum
Development ✓

Hire Degree
Coordinator ✓

Fall 2017

Draft Curriculum
Complete ✓

Financial Plan

Spring 2018

Degree
Review &
Approval Process

Marketing
Plan

Student
recruitment

Hire Faculty

Fall 2018

Program Launch

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 and Restaurant Assoc.)
- Governor's Task Force on Outdoor Recreation recommended degree program development
- Current UW students are excited about the future degree program
- Several significant donations for degree development have been received

