

TOURISM AND RECREATION MANAGEMENT

Program Statement

The Tourism and Recreation Management (TRM) degree program prepares students for management careers in the expanding field of tourism, event, and recreation. The program provides students with a readiness and competency for employment in the worldwide tourism and recreation industry in such diverse settings as theme parks, tour operations, cultural and natural attractions, events and festivals, transportation industries like airlines and cruise lines, sports, and entertainment venues, tourism promotion agencies, convention and meeting services, historic preservation districts, and retirement communities.

The curriculum includes core business management functions developed with a specialized emphasis on the unique technological, managerial, and leadership requirements of managers and executives in the global tourism and recreation industries. Future employment opportunities require graduates to possess theoretical and practical skills and experiences. Many courses offer a practical component. Upon completing the program, students will have acquired both an applied and theoretical understanding of the tourism and recreation profession through a core curriculum, a specialization within the field, and career-oriented practical experiences.

Concentration Descriptions

Tourism Destination Management

A destination's ability to attract leisure travelers and conventions, meetings, and group business enormously impacts its vitality and economic well-being. This concentration helps future tourism professionals appraise a destination's core tourism product and market and provide pertinent services for visitors. Courses in the program cover research, planning, marketing, sales, and operational functions. Students learn techniques of identifying and soliciting a variety of target markets, planning sales presentations, and assessing the economic impact of the tourism and convention activity, along with the role of convention bureaus as a catalyst to regional economic development. Students also consider emerging product development opportunities from changing demographics and political/economic realities. The program stresses competencies in e-commerce applications, internet marketing, and web design capabilities.

Event and Meeting Management

Events have enormous economic and promotional value for communities and destinations. Events constitute a potent component of the tourism system; they cause travel and make up an energizing unit of a thriving tourism system. The use of events as corporate marketing and relationship-building tools position event management as an emerging field within The Experience Economy, capable of generating economic benefits and employment.

The curriculum emphasizes the planning, operational, and financial management aspect of all pertinent functions of managing successful events, meetings, and conferences. Courses within the program underscore that events and conferences are managed entities. Students learn the principles of entrepreneurship, design considerations, visitor management, guest services, financial management, resource and supply interpretation, and marketing and promotion. The program also

covers relationships with volunteers, the media, and sponsors. Students explore public/private event planning partnerships between the public, nonprofit, and business sectors. Courses also consider the benefit of creating "cause-related" events and provide opportunities for experiential learning. This program ensures that students have the tools to function successfully as event and meeting planners.

Bachelors

- Tourism and Recreation Management, B.S. (<http://catalog.niagara.edu/undergraduate/programs-az/hospitality-tourism-management/tourism-recreation-management/tourism-recreation-management-bs/>)
- Tourism and Recreation Management, B.S. - Event and Meeting Management Concentration (<http://catalog.niagara.edu/undergraduate/programs-az/hospitality-tourism-management/tourism-recreation-management/tourism-recreation-management-bs-event-meeting-concentration/>)
- Tourism and Recreation Management, B.S. - Tourism Destination Management Concentration (<http://catalog.niagara.edu/undergraduate/programs-az/hospitality-tourism-management/tourism-recreation-management/tourism-recreation-management-bs-destination-concentration/>)

Minor

- Tourism Management, Minor (<http://catalog.niagara.edu/undergraduate/programs-az/hospitality-tourism-management/tourism-recreation-management/tourism-management-minor/>)