Recreation and leisure is one of the most exciting and diverse human service professions. The field provides opportunities to work with all types of people in a variety of settings, addressing the potential and problems of leisure in modern society. Students studying recreation management will qualify for employment in a variety of settings including military, public, private, campus, commercial, and corporate-sector recreation. Students studying therapeutic recreation will qualify for employment in clinical, transitional, juvenile and community settings, such as hospitals; nursing homes; schools or residential centers; treatment centers; centers for physical medicine and rehabilitation; psychiatric institutions; and public, private and volunteer agencies. Students studying the new tourism management concentration will be prepared for professional positions in resorts and other tourism settings by offering a curriculum that covers a diverse body of knowledge including sustainability, marketing, planning, operations, entrepreneurship, event planning and financial management. All of the concentrations provide students with academic and experiential opportunities that foster an exciting undergraduate experience and a challenging professional opportunity.

All students majoring in recreation and leisure studies must earn a grade of “C” or better in REL core courses and the REL concentration courses in order to satisfactorily complete the REL major and to be eligible for REL 403: Practicum. Also, only courses for which a grade of “C” or better was earned will be considered for transfer into the program towards satisfaction of the major requirements.

All students must be certified in CPR/AED/First Aid during the period they are to be performing their REL 403 internship.

All students must take the New York State Child Abuse Reporter Training. This is normally offered in REL 402.

Students changing majors to REL must possess at least a 2.00 GPA.

**Major in Recreation and Leisure Studies**

To complete the major in recreation and leisure studies, students must complete 25.5 credits of core course work, 15 credits in an concentration (either recreation management or therapeutic recreation), 18 credits of guided electives, and a 15-credit practicum experience.

Specific requirements are as follows:

**Required Core Course Work (41.5 credits)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 302</td>
<td>Leisure and the Individual and Society</td>
<td>3</td>
</tr>
<tr>
<td>REL 306</td>
<td>Recreation for Persons with Differing Abilities</td>
<td>3</td>
</tr>
<tr>
<td>REL 307</td>
<td>Applied Studies in Recreation and Leisure</td>
<td>3</td>
</tr>
<tr>
<td>REL 308</td>
<td>Recreation Programming and Leadership</td>
<td>3</td>
</tr>
<tr>
<td>REL 312</td>
<td>Management of Recreation and Leisure Services</td>
<td>3</td>
</tr>
<tr>
<td>REL 402</td>
<td>Current Leisure Problems and Issues</td>
<td>3</td>
</tr>
<tr>
<td>REL 403</td>
<td>Practicum</td>
<td>15</td>
</tr>
<tr>
<td>REL 410</td>
<td>Research and Evaluation in Recreation and Leisure Studies</td>
<td>3</td>
</tr>
<tr>
<td>REL 414</td>
<td>Planning, Design, and Management of Recreation and Leisure Facilities</td>
<td>3</td>
</tr>
</tbody>
</table>
PRO 401  Professional Preparation  1
PRO 421  Field Experience  1.5

Total:  41.5

Recreation Management Concentration (15 credits)
The recreation management concentration prepares students for professional positions in government recreation, nonprofit sectors, and corporate and commercial recreation settings. Students pursuing this concentration must complete 15 credits from the following course list:

**Required Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 395</td>
<td>Sustainable Development and Management in Recreation and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>REL 416</td>
<td>Management of Non-Profit Leisure Service Organizations</td>
<td>3</td>
</tr>
<tr>
<td>REL 430</td>
<td>Special Event Planning</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives (choose two courses)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 303</td>
<td>Corporate and Commercial Recreation</td>
<td>3</td>
</tr>
<tr>
<td>REL 313</td>
<td>Economic and Community Development in Recreation</td>
<td>3</td>
</tr>
<tr>
<td>REL 411</td>
<td>The Recreation Legal Environment</td>
<td>3</td>
</tr>
</tbody>
</table>

Total:  15

Tourism Management Concentration (15 credits)
Tourism is one of the largest industries in the world. It has also evolved into a diverse industry with sub-sectors including cultural and heritage tourism, ecotourism tourism, adventure tourism, sports tourism, and much more. The tourism management concentration prepares students for professional positions in resorts and other tourism settings by offering a curriculum that covers a diverse body of knowledge including sustainability, marketing, planning, operations, entrepreneurship, event planning and financial management. It works with other academic departments to provide support courses to maximize the interdisciplinary capacity of the discipline. It also works closely with industry professionals nationally and internationally to provides internship opportunities of the highest caliber.

Students pursuing this concentration must complete 15 credits from the following course list:

**Required Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 314</td>
<td>Tourism Principles</td>
<td>3</td>
</tr>
<tr>
<td>REL 395</td>
<td>Sustainable Development and Management in Recreation and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>REL 430</td>
<td>Special Event Planning</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives (choose two courses)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 415</td>
<td>Entrepreneurship and Financial Management in Tourism</td>
<td>3</td>
</tr>
<tr>
<td>REL 435</td>
<td>Resort and Hotel Operations</td>
<td>3</td>
</tr>
<tr>
<td>REL 440</td>
<td>Tourism Sales and Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Total:  15

Students with a concentration in recreation management or tourism management must take a minimum of 18 credits of Guided Electives. **Note:** This is not a comprehensive list, other courses may be substituted with the permission of your academic advisor. The department encourages students to consider declaring a minor. A minor will substitute for the Guided Electives with the exception of the requirement to take a statistics course.
GROUP I: Management and Marketing Skills

BUS 317 Intro to Management Information Systems
   (Prerequisite BUS 280, 285 or instructor's permission)
BUS 335 Principles of Marketing
BUS 432 Sales Management (prerequisite BUS 335)
BUS 433 International Marketing (prerequisite BUS 335)
BUS 434 Direct Marketing (prerequisite BUS 335)
BUS 435 Consumer Behavior (prerequisite BUS 335)
BUS 437 Promotional Policy (prerequisite BUS 335 & 435)
BUS 345 International Business Environment
BUS 365 Principles of Management
BUS 375 Business Law I
BUS 439 Retail Management (prerequisite BUS 335)
ACC 281 Fundamental Accounting I
ACC 282 Fundamental Accounting II (prerequisite ACC 285)

GROUP II: Communications Skills

CMC 201 Public Speaking
CMC 224 News Writing and Reporting
CMC 312 Argumentation and Debate
CMC 314 Small Group Communication
CMC 316 Interpersonal Communication in Business and the Professions
CMC 317 Interviewing
CMC 332 Public Relations Principles and Practices
   (prerequisite CMC 262 or instructor's permission)
CMC 415 Public Communication in Administration, Business and the Professions
   (prerequisite CMC 316)
CMC 219 Advertising, Mass Persuasion and the Consumer
EDC 418 Conferencing Skills

GROUP III: Analytical Skills

MTH 243 Elementary Statistics
PLS 300 Political Statistics
PSH 202 Introductory Statistics for Psychology
SOC 200 Social Statistics

GROUP IV: Accounting and Finance

ENC 201 Principles of Economics-Micro
ENC 202 Principles of Economics-Macro

GROUP V: Wellness Issues

HLS 301 Health Behaviors and Wellness
HLS 311 Nutrition
HLS 409 Introduction to Psychoactive Substance Use and Abuse
HLS 418 Alcohol Use and Abuse
HLS 426 HIV/AIDS: Issues and Implications
HLS 470 Health Implications of Stress

GROUP VI: Issues of the Human Life Cycle

EDC 301 Introduction to Counseling
HLS 306 Contemporary Issues in Health
SWO 376 Gerontology
REL 372 Child Abuse (be aware of the 54-credit rule)
REL 406 Leisure and Aging (be aware of the 54-credit rule)
GROUP VII: Miscellaneous Issues Relating to Recreation and Leisure

SWO 379  People with Disability: Issues, Legislation, Intervention
PLS 312  Public Administration
PLS 318  State and Local Government
PLS 435  Legal Rights of the Disadvantaged (cross-listed as AAS 435 and WMS 435)
CRJ 343  Juvenile Justice Process (instructor’s permission)
CRJ 431  Crime Prevention (instructor’s permission)
CRJ 477  Family Violence (prerequisites: Introductory courses in sociology and psychology)
CRJ 479  Victimology (cross-listed as WMS 479, at least junior status)
CRJ 481  Women and Criminal Justice (cross-listed as WMS 481)
CRJ 485  Issues in Juvenile Justice (prerequisite CRJ 343 or instructor’s permission)
SOC 352  Sociology of Work (prerequisite any lower-division sociology course)

GROUP VIII: Leisure in Society

ANT 301  Native Americans
ANT 321  Culture Change
ANT 331  Latinos in the US
ANT 342  Native-American Culture History
AAS 310  Urban Black Politics
AAS 314  The Black Family (cross-listed as SOC 314)
AAS 332  Urban Economic Problems
AAS 370  Leadership Development I (cross-listed as EDI 370)
AAS 371  Leadership Development II (cross-listed as EDI 371)
AAS 428  Racial and Ethnic Relations (cross-listed as SOC 428)
FCE 375  Latin-American Women
FCE 420  Multiculturalism in the US
HST 387  Asian Survey
SOC 304  Urban Sociology
SOC 306  Social Change in the Third World
SWO 321  Cultural Diversity
WMS 315  Contemporary Black Women (cross-listed as AAS 315)

Therapeutic Recreation Emphasis (15 credits)

The therapeutic recreation concentration prepares students for positions as therapeutic recreation specialists in clinical, transitional and community settings. Students pursuing this concentration must complete the following five courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 305</td>
<td>3</td>
<td>Introduction to Therapeutic Recreation (prerequisite REL 302, co-requisite REL 306 or instructor’s permission)</td>
</tr>
<tr>
<td>REL 320</td>
<td>3</td>
<td>Leisure Education in Therapeutic Recreation</td>
</tr>
<tr>
<td>REL 407</td>
<td>3</td>
<td>Methods of Therapeutic Recreation (prerequisite REL 405)</td>
</tr>
<tr>
<td>REL 408</td>
<td>3</td>
<td>Facilitation Techniques in Therapeutic Recreation</td>
</tr>
<tr>
<td>REL 412</td>
<td>3</td>
<td>Issues and Trends in Therapeutic Recreation</td>
</tr>
</tbody>
</table>

Total: 15

Students electing therapeutic recreation as their concentration must be aware that this program is constructed so that students are eligible to sit for the professional certification examination after graduation. Therefore, 10 credits of guided electives are prescribed (BIO 221 or BIO 321, PSH 334 and PRO 204). Additionally, all recreation and leisure studies majors must take an approved statistics course.
Students in the therapeutic recreation concentration are permitted to select only six credits of 18 required elective credits. Further, it is required that students take the concentration courses in a prescribed sequence. Students are required to take REL 305 as a prerequisite or co-requisite for any other REL course work in therapeutic recreation.

**Guided Electives for Therapeutic Recreation (minimum of 18 credits):**
Students must complete at least one course from Groups I (Anatomy and Physiology) and II (Statistics), both courses in Group III, and two courses from Groups IV, V and VI (total of 19 credits).

**GROUP I: Biological/Physical Sciences (one course required)**
- BIO 221 Survey of Anatomy and Physiology
- BIO 321 Survey of Anatomy and Physiology

**GROUP II: Analytical Skills (one course required)**
- MTH 243 Elementary Statistics
- PLS 300 Political Statistics
- PSH 202 Introductory Statistics for Psychology
- SOC 200 Social Statistics

**GROUP III: Psychology**

**Required**
- PRO 204 Developmental Assessment
- PSH 334 Abnormal Psychology

**Optional**
- PSH 332 Social Psychology
- PSH 436 Psychology of Aging
- PSH 484 Adolescence
- PSH 486 Psychological Disorders of Children

**Note:** All psychology courses require a prerequisite of PSH 110.

**Two Courses from the following four groups.**

**GROUP IV: Human Services**
- ANT 313 Culture and Disability
- EDC 301 Introduction to Counseling
- HLS 306 Contemporary Issues in Health
- HLS 402 Women’s Health
- SWO 379 People with Disability: Issues, Legislation, and Intervention
- PLS 435 Legal Rights of the Disadvantaged
- REL 406 Leisure and Aging (be aware of the 54 hour rule)

**GROUP V: Health-related Issues**
- HLS 311 Nutrition
- HLS 402 Women’s Health
- HLS 409 Introduction to Psychoactive Substance Use and Abuse
- HLS 418 Alcohol Use and Abuse
- HLS 426 HIV/AIDS: Issues and Implications
- HLS 470 Health Implications of Stress
- REL 372 Child Abuse (be aware of the 54-hour rule)

**GROUP VI: Sociology**
- SOC 300 Sociological Theory
- SOC 317 Prejudice, Personality and Culture
- SOC 331 Sociology of Mental Illness
- SOC 361 Sociology of Sex, Marriage and the Family
SOC 371 	Deviant Behavior
SOC 372 	Criminology
SOC 428 	Racial and Ethnic Relations
SOC 465 	Sociology of Aging

GROUP VII: Miscellaneous Courses that Support NCTRC Requirements
- BIO 281 
  Elements of Human Biology
- CMC 273 
  Interpersonal Communication
- CMC 314 
  Small-group Communication
- EDI 325 
  Understanding the Exceptional Learner
- PES 413 
  Human Growth and Development
- PES 445 
  Adapted Physical Education
- PES 461 
  Theories of Play
- SWO 376 
  Gerontology

Practicum Experience Requirement (15 credits)
All students majoring in recreation and leisure studies must complete a practicum experience. The practicum is usually completed during the fall or spring semester of the senior year: REL 403 Practicum (prerequisite: REL 307 for 200 clock hours or 15 credits; REL 307 for 180 hours combined with PRO 421-426, totaling 200 clock hours.)

Minor in Recreation and Leisure Studies
The minor in recreation and leisure studies is designed for the student whose work is likely to call for understanding of and skill in coping with leisure and recreational implications of extended life expectancies, retirement, the needs of citizens with disabilities, high technology, and the changing family structure.

Required Courses for Minor:
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 302</td>
<td>Leisure and the Individual and Society</td>
<td>3</td>
</tr>
<tr>
<td>REL 308</td>
<td>Recreation Leadership and Programming</td>
<td>3</td>
</tr>
<tr>
<td>REL 312</td>
<td>Management of Recreation and Leisure Services</td>
<td>3</td>
</tr>
<tr>
<td>REL 307</td>
<td>Applied Studies (summer only)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total:</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

Optional REL Electives (Must take two courses from list:)
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 303</td>
<td>Corporate and Commercial Recreation</td>
<td>3</td>
</tr>
<tr>
<td>REL 305</td>
<td>Introduction to Therapeutic Recreation</td>
<td>3</td>
</tr>
<tr>
<td>REL 313</td>
<td>Economic and Community Development in Recreation</td>
<td>3</td>
</tr>
<tr>
<td>REL 314</td>
<td>Principles of Tourism</td>
<td>3</td>
</tr>
<tr>
<td>REL 320</td>
<td>Leisure Education in Therapeutic Recreation</td>
<td>3</td>
</tr>
<tr>
<td>REL 395</td>
<td>Sustainable Development in Recreation and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>REL 414</td>
<td>Planning, Design and Management of Recreation and Leisure Facilities</td>
<td>3</td>
</tr>
<tr>
<td>REL 415</td>
<td>Entrepreneurship and Financial Management in Tourism</td>
<td>3</td>
</tr>
<tr>
<td>REL 416</td>
<td>Management of Nonprofit Leisure Service Organizations</td>
<td>3</td>
</tr>
<tr>
<td>REL 430</td>
<td>Special Event Planning</td>
<td>3</td>
</tr>
<tr>
<td>REL 435</td>
<td>Resort and Hotel Operations</td>
<td>3</td>
</tr>
<tr>
<td>REL 440</td>
<td>Tourism Sales and Marketing</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits for Minor:</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

NOTE: Courses taken on a Satisfactory/Unsatisfactory basis may not count toward completion of the minor.
REL 211 The Leisure Experience (A,D,S). Familiarizes students with the interrelationship between leisure and Western culture and society, and increases awareness of the effects of leisure. Covers the economic impact of leisure, as a modifier of culture, life stages and leisure. Not for majors. 3 Cr. Every Semester.

REL 302 Leisure and the Individual and Society (A). Presents an overview of the recreation/leisure profession and its impact on the individual and society. Covers concepts of recreation and leisure through the study of theories of play. Discusses philosophical frameworks for play, recreation and leisure. Explores the sociological and economic impacts of recreation and leisure. Requires students to develop an operational philosophy of recreation and leisure. 3 Cr. Every Semester.

REL 303 Corporate and Commercial Recreation (B). Covers the history, philosophy, organization, programming and financing of industrial recreation. Allows students to develop an operating policy. May include a field trip. 3 Cr. Fall.

REL 305 Introduction to Therapeutic Recreation (B). Corequisites: REL 302, REL 306, PRO 421. Covers the process, benefits and function of therapeutic recreation, values of therapeutic recreation service, provision of service by diagnostic group and setting including medical terminology, and historical and professional development of therapeutic recreation. Requires field experience. 3 Cr. Fall.

REL 306 Recreation for Persons With Differing Abilities (A). Corequisite: PRO 421. Provides both the conceptual framework and the specific application relative to integrated lifestyles for persons with disabilities. Focuses on assessing, planning, implementing and evaluating phases of providing integrated recreational services. 3 Cr. Every Semester.

REL 307 Applied Studies in Recreation and Leisure (B). Prerequisites: REL 302 and REL 308. Investigates professional issues and problems through on-site experiential learning or through directed research projects. Topics and sites are arranged through the instructor. Requires one or more written projects, depending upon the topic and scope of study. 3 Cr. Summer.

REL 308 Recreation Programming and Leadership (B). Corequisite: REL 302. Provides an overview of various recreation activities; examines frameworks for recreation program; and evaluates recreation programs. Acquaints students with the theory, principles, and practices of leadership and group dynamics in recreation and leisure situations and settings. 3 Cr.

REL 312 Management of Recreation and Leisure Services (B). Corequisite: REL 302. Focuses on the management of a comprehensive recreation and leisure service system. Covers organizational behavior, marketing, human resources, operations, and finance common to public, private, commercial, and therapeutic sectors. 3 Cr. Every Semester.

REL 313 Economic and Community Development in Recreation (B). Principal emphasis is on the relationship of recreation to community development. Examination of market mechanisms and government as they affect the allocation of resources to recreation services. Other topics include demand analysis, economics of planning, cost/benefit analysis, secondary economic impacts, multiplier effects, public decision making, public finance and supply considerations in both urban and rural situations. 3 Cr.

REL 314 Tourism Principles (A). Corequisite: REL 302. Covers principles affecting tourism: the scope and magnitude of tourist attractions, services, facilities, transportation, accommodations, and the tourist. Examines travel motivations; demand for destinations; economic, socio-cultural and ecological impact; tourism planning; and tourism marketing. Requires site visits. 3 Cr. Spring.

REL 315 International Tourism (A,D,I,W,Y). Examines the international tourism environment. Covers tourism growth and development and its costs and benefits as an international, economic, social, cultural, political, and environmental phenomenon. Covers trends in international tourism through the exploration of literature relating to international tourism destinations and looks at the role of various constituents in promoting international tourism. 3 Cr. Every Semester.

REL 320 Leisure Education in Therapeutic Recreation (A). Corequisite: REL 305. Provides an introduction to leisure education and its use in clinical and community settings. Covers concepts, theories, and practical issues relating to leisure education, including various models, assessment tools, intervention, leisure education programming techniques, and facilitation of leisure education groups. Examines diverse settings for leisure education services. Gives students the opportunity for practical experience that will build on course content. Requires field experience. 3 Cr. Fall.
REL 372 Child Abuse: Causes, Costs and Confrontation (A,D,I). Informs students of the history of child abuse and its various forms in Western culture. Also allows students to learn of its causes, its costs in terms of dollars and human resources, and the means that society can implement to confront the issue. 3 Cr. Every Semester.

REL 395 Sustainable Development in Recreation and Tourism (A). Focuses on the context of sustainable development and balancing the needs of ecosystems, culture and heritage in the recreation and tourism industry for host communities and visitors. Introduces students to the history, concepts, principles, marketing, planning, and management of sustainable recreations and tourism. Explores contemporary industry trends and examines ways to make tourism sustainable in environmental, economic, social and cultural terms. 3 Cr.

REL 402 Current Leisure Problems and Issues (A). Prerequisites: REL 302, REL 306 (may be taken concurrently), REL 308 (may be taken concurrently), REL 312 (may be taken concurrently), PRO 421 (may be taken concurrently). (Note: May only be taken in semester prior to practicum.) Identifies and analyzes current leisure trends, problems, and issues that affect both the therapeutic and managerial segments of the leisure services profession. Focuses on the concerns of the present and their implications for the future delivery of leisure and therapeutic recreation programs, services, and treatments. 3 Cr. Every Semester.

REL 403 Practicum (B). Prerequisites: REL 307 and REL 402. Provides a directed practicum in an approved leisure service organization. Also provides practical experience in a setting compatible with the student’s chosen recreation option with evaluation reports by the practicum agency. 1-15 Cr. Every Semester.

REL 406 Leisure and Aging (A,D,I). Examines various aspects of aging as they relate to leisure in contemporary society, leisure needs of mature adults, services for elderly, and leisure pursuits in the subculture of the aging. 3 Cr. Every Semester.

REL 407 Methods in Therapeutic Recreation (B). Corequisites: REL 305 and REL 306. Covers applications of the therapeutic recreation process (assessment, planning, implementing and evaluating) to planning comprehensive therapeutic programs in health and human service settings. Focus on clinical documentation and professional accountability. Requires field work. 3 Cr. Spring.

REL 408 Facilitation Techniques and Group Process in Therapeutic Recreation (B). Corequisites: REL 305 and REL 306. Emphasizes skill building in therapist facilitation techniques for healing modalities with therapeutic recreation participants. Focuses on individual therapy and group processes, and activity analysis, modality selection, planning multiple sessions, and designing program protocols for contemporary health care delivery across settings serving persons with disabilities. 3 Cr. Fall.

REL 410 Research and Evaluation in Recreation and Leisure Studies (B). Prerequisite: An approved statistics course and instructor’s permission. Provides an introduction to research and evaluation in recreation and leisure. Focuses on the tenets of the scientific method as applied to research and evaluation. Emphasizes the use of microcomputers in investigation, data analysis, and writing process. Develops skill in styles and conventions of formal, scientific writing in recreation and leisure studies and services. 3 Cr. Every Semester.

REL 411 The Recreation Legal Environment (B). Explore the US legal environment from both state (NYS used as an example) and federal perspectives. Subjects include the criminal, civil and administration systems. Topical areas will include: environmental, human resource law and regulations, state regulations concerning aquatics and food service. 3 Cr.

REL 412 Trends and Administrative Issues in Therapeutic Recreation (B). Corequisites: REL 305, REL 306, REL 320, REL 407 and REL 408. Investigates how current trends and administrative issues affect the delivery and advocacy of therapeutic recreation services. Emphasizes contemporary approaches to managing changes in practice in the emerging profession of therapeutic recreation. 3 Cr. Spring.

REL 414 Planning, Design and Management in Recreation Facilities (B). Corequisites: REL 302, REL 306, REL 308 and REL 312. Applies student’s prior knowledge of recreation and leisure theory, philosophy, and programming techniques to outdoor/indoor facility planning, design, and maintenance. Provides planning skills, discussion of design issues, and maintenance management techniques. Emphasizes universal access. 3 Cr. Every Semester.

REL 415 Entrepreneurship and Financial Management in Tourism (A). Explores small business development principles and innovative processes involved in starting small businesses that sustain tourism destinations, and examines financial management principles as a tool for decision making and internal control in small businesses. Covers business planning and management, including feasibility, marketing management of projects, financial analysis, capital management, costs of capital, dividend policy, budgeting, human resources, and payroll control. 3 Cr.
REL 416 Management of Non-Profit Leisure Service Organization (B). Corequisite: REL 302. Examines the history and background of the development of nonprofit organizations, their missions, how they compliment public sector organizations, the process of establishing a non-profit organization and specifically management styles, funding and everyday operations. Covers topics such as grant writing, fund raising, organizational structure, and personnel policies. 3 Cr. Spring.

REL 430 Special Event Planning (B). Corequisite: REL 302. Examines the special event planning process. Covers formulation of goals, needs assessment, selection and design of one-time or ongoing event, planning, coordination, revenue generation, marketing, sponsorship, risk management, security, implementation and evaluation. Includes formats such as fairs, festivals, sporting events, grand openings and different levels of managerial involvement. Requires the planning and implementation of a special event. 3 Cr. Spring.

REL 435 Resort and Hotel Operations (B). Corequisite: REL 302. Examines organizational structure and economics of the resort and hotel and the technical operations integral to resort and hotel management. Covers resort and hotel site development; resort and hotel operations; front office operations; budget operations; food beverage and restaurant operations; housekeeping; and staff management. Requires a visit to destination resort and hotel. 3 Cr. Fall.

REL 440 Tourism Sales and Marketing (B). Corequisite: REL 302. Examines the fundamental marketing and sales principles related to the tourism industry. Covers service marketing; destination marketing; professional marketing and sales organizations; consumer behavior; market segmentation; marketing research; tourism product, distribution, location, and price; marketing communication; marketing and sales information systems; and the role of a manager. 3 Cr. Fall.

REL 499 Independent Study in Recreation and Leisure (B). Arranged in consultation with the instructor-sponsor and in accordance with the procedures of the Office of Academic Advisement prior to registration. 1-6 Cr.