

Parks, Recreation, & Tourism
Desirable Content Area & Technical Skills List

Content Area Skills:

- Environmental interpretation: create conducted and self-guided activities
- Planning for parks, outdoor recreation, sports management
- Marketing skills and knowledge of consumer behavior
- Managerial skills (personnel, administration, financial, planning, operations)
- Writing a business plan
- Interpersonal communication skills
- Analysis of tourism development impacts
- Risk analysis
- Observe/record/report field data
- Experience in use of field guides
- Leave No Trace
- Time management

Technical & Research Skills:

- Library and documentary research analysis
- Documenting methodologies
- Analyzing and interpreting data (qualitative and statistical analyses)
- Verbal and written communication
- Preparing planning documents
- Public speaking
- GIS, ArcGIS, etc.
- Microsoft Office (Word, PowerPoint, Excel, etc.)
- OneNote
- Teams

Certifications:

- Emergency Medical technician (EMT)
- Wilderness First rW*ñB/F4 11.04 Wilderness First rW*ñB/F4 11.04 T Wild4 Tf1 0/ce Medical technician (EMT)



Rubenstein School Core Competencies & Knowledge Areas:

COMPETENCIES

1. Communication: Employ effective speaking, writing, listening, and digital communication techniques.
2. Teamwork: Contribute to collaborative efforts, facilitate contributions of others, and address conflict directly and constructively.
3. Working Across Difference: Critically examine dimensions of difference and apply a nuanced