PRTS – Parks, Recreation and Tourism Studies

PARK, RECREATION AND TOURISM STUDIES Courses

PRTS 200. Backpacking, 2 Credits.
Students will finish this course with the ability to demonstrate competency in and teach fundamental camping skills, including backpacking, cooking, travel techniques, Leave No Trace skills, and associated safety skills. Additionally, students will demonstrate an increased understanding of issues related to the administration of federally-managed public lands, such as those used in this class, as they relate to recreation and other uses. An overnight field trip is required.

PRTS 201. Recreation Programming and Leadership, 3 Credits.
This course is designed to help students understand and develop their activity leadership and programming skills. Theories and techniques in relation to community, therapeutic, commercial, and outdoor recreation leisure service provision are explored. The course will examine the basic principles of recreation programming and leadership including needs assessment, public relations, and evaluation. Prerequisites: sophomore standing.

PRTS 211. Foundations of Parks, Recreation and Tourism, 3 Credits.
An examination of the historical and philosophical bases of the recreation movement in the U.S. To include a review of theories of play and an assessment of the social, economic and cultural determinants of nonwork-time behavioral patterns. The relationship of leisure to education and the involvement of the government at federal, state and local levels will be considered.

PRTS 251. Introduction to Park and Recreation Management, 3 Credits.
This introductory course addresses all of the essential topics that professionals within park and recreation management must know, including: program planning and evaluation, decision making, facility management, human resources, marketing, budgeting and financial planning, and policy making.

PRTS 261. Introduction to Therapeutic Recreation, 3 Credits.
This course is designed to present an overview of therapeutic recreation as a profession. Philosophy, historical development and standards of practice will be discussed. Students will develop an understanding of professional training, credentialing, and the recreation profession's responsibility to provide recreational opportunities for all individuals. Implementation of therapeutic recreation services for a wide variety of special populations will be explored.

PRTS 271. Introduction to Tourism Management, 3 Credits.
This course is designed to present an introduction to the development of the tourism (airline, cruise, rail, and hotel) industry. Emphasis is placed on historical and technological development, the different components of the industry, and career opportunities in tourism.

PRTS 285. Diversity in Parks, Recreation and Tourism Studies, 3 Credits.
This course is designed as an introduction to the responsibilities of public, private, and commercial leisure service delivery systems in relation to their diverse constituents. The objective of the course is to increase students' understanding of ethnic/racial groups, gays and lesbians, people with disabilities, the elderly, and other diverse groups in park/recreation/tourism settings.

PRTS 301. Youth Development through Recreation - Lecture, 3 Credits.
This class will use the Benefits-Based Programming (BBP) Model to construct an experience that targets the social-emotional needs of youth. Through this service-learning based class students will explore research, theory, practice, and techniques of structuring recreation experiences for youth. This course includes the examination of theories of youth development, behavioral management, motivation, and social skills as they relate to the recreation experience. Prerequisite: PRTS 201.

PRTS 303. Youth Development through Recreation - Lab, 1 Credit.
This course has a mandatory service-learning component that takes place in a Norfolk after-school program. Students will be at a school one day a week for 10 weeks, and will meet once a week in lab (ODU campus) to develop and practice leading activities designed to instill resiliency in youths. Prerequisite: PRTS 201.

PRTS 332. Personnel Management in Recreation, 3 Credits.
This course examines personnel management principles, practices, and policies in the public, private, and commercial recreation delivery systems. The course explores general personnel management as well as personnel management practices unique to the park, recreation, and tourism industry. Prerequisites: Junior standing or permission of the instructor.

PRTS 366. Internship Seminar, 1 Credit.
Agency field placement is required of all students in Park, Recreation and Tourism Studies. Seminar will include resume and cover letter writing skills, internship requirements, agency placement referrals, and interviewing techniques. (cross-listed with SMGT 366) (qualifies as a CAP experience) Prerequisites: junior standing or permission of the instructor.

PRTS 368. Internship, 12 Credits.
Supervised agency placement is required of all students in the Park, Recreation and Tourism Studies program. Placement must fulfill all professionally appropriate certification standards. Minimum of 400 clock hours. (qualifies as a CAP experience) Prerequisites: completion of all recreation emphasis and core courses including PRTS 366, plus senior standing.

PRTS 369. Practicum in Parks, Recreation and Tourism Studies, 3 Credits.
Selected field-based experiences in a park, recreation and tourism service setting. Minimum of 200 clock hours. (qualifies as a CAP experience) Prerequisites: junior standing.

PRTS 405. Outdoor Recreation, 3 Credits.
This course is designed to increase knowledge, skills, techniques, policies and procedures related to outdoor recreation. Students are required to participate in outdoor recreation experiences through the Outdoor Adventure Program and on their own. Additional weekends and fees will be required for professional certifications (e.g., Professional Climbers Instructors’ Association). Prerequisites: junior standing or permission of the instructor.

PRTS 406. Outdoor Leadership and Environmental Education, 3 Credits.
This course is designed to examine the history, development, and trends in outdoor leadership and environmental education, including the development of curriculum concepts that foster an environmentally literate citizenry. Leadership and teaching techniques for successful utilization of the outdoors as a classroom will be explored. Students are required to participate in outdoor recreation experiences through the Outdoor Adventure Program and on their own. Additional weekends and fees will be required for professional certifications (e.g., Wilderness First Aid). Prerequisites: junior standing or permission of the instructor.

PRTS 410. Clinical Aspects of Therapeutic Recreation, 3 Credits.
The course is designed to provide students with an understanding of treatment centered therapeutic recreation program design. The role of the recreation therapist will be explored. Topics will include patient assessment, activity analysis, documentation, treatment plans and program development. Prerequisites: junior standing or permission of instructor; PRTS 261 with a grade of C- or better.

PRTS 420. Intervention Techniques in Therapeutic Recreation, 3 Credits.
Course is designed to introduce students to various disabling conditions that receive therapeutic recreation services. Therapeutic recreation intervention techniques used while implementing a program will be discussed. Emphasis will be given to the rehabilitative and habilitative goals of intervention techniques. Prerequisites: junior standing or permission of instructor; PRTS 261 with a grade of C- or better.
PRTS 425. Financial Management in Recreation. 3 Credits.
An examination of the principles and practices of facility management in recreation. Focus is geared toward the planning and design of indoor and outdoor recreation facilities as well as how to review and develop effective financial plans. Prerequisites: junior standing or permission of the instructor.

PRTS 430. Assessment and Documentation in Therapeutic Recreation. 3 Credits.
This course will provide students with a detailed examination of assessment and documentation procedures used in therapeutic recreation. Course focus includes the assessment and documentation process, including instrument design, selection, and implementation. Use of assessment data in treatment planning and evaluation will also be examined. Prerequisites: PRTS 261 with a grade of C- or better; junior standing or permission of instructor.

PRTS 433. Camp Administration. 3 Credits.
This course will cover organization and administration of camp programs and facilities including history, trends, staffing, client needs, finance, marketing, accreditation, research and legal issues. Primary emphasis will be on organized camp programs and their impact on youth and society. Prerequisites: junior standing or permission of instructor.

PRTS 441. Marketing of Hospitality Services. 3 Credits.
This course is designed to introduce students to theories and concepts related to successful service-oriented tourism and recreation businesses. It provides a solid foundation in the important aspects of hospitality/tourism operations, including human resources, guest services, psychographics, demographics, marketing and the assessment of industry needs. Prerequisites: junior standing or permission of the instructor.

PRTS 450. Disabilities and Aging in Therapeutic Recreation. 3 Credits.
This course is designed to introduce students to a variety of disabilities and the aging process. The course will examine disabilities with a specific emphasis placed on determining the treatment and recreational needs of mature adults. Projected trends and issues related to disabilities and aging will be discussed. Prerequisites: junior standing or permission of instructor; PRTS 261 with a grade of C- or better.

PRTS 460. Managing Therapeutic Recreation Services. 3 Credits.
This course is designed to address issues related to managing therapeutic recreation services. Topics discussed include reimbursement of services, staff development, written plan of operation, marketing of services, ethical behavior, and service delivery management. Prerequisites: junior standing or permission of instructor; PRTS 261 with a grade of C- or better.

PRTS 461/561. The Tourism and Hospitality Industry. 3 Credits.
This course explores tourism from a social perspective. The focus of the course will be on economic and social dimensions of tourism, tourism development strategies, and current research in hospitality from national and international case studies. Prerequisites: junior standing or permission of instructor.

PRTS 475/575. Sustainable Tourism Management. 3 Credits.
This course examines the principles and practices of planning, marketing, and managing sustainable tourism. Assessment, development, and maintenance of sustainable tourism products are explored. Prerequisites: junior standing or permission of the instructor.

PRTS 482W. Applied Research in Recreation & Tourism - Lecture. 3 Credits.
The purpose of this course is to give students basic knowledge in research and evaluation within the contexts of park, recreation and tourism studies. Specific focus is placed on integrating basic research, program evaluation, and statistical analysis in an applied manner within the field. Topics include program interventions, program evaluations, and survey research. This is a writing intensive course. Prerequisites: A grade of C or better in ENGL 211C or ENGL 221C or ENGL 231C and junior standing.

PRTS 483W. Applied Research in Recreation & Tourism - Lab. 1 Credit.
The purpose of this course is to give students basic knowledge in professional writing and statistics within the contexts of park, recreation and tourism studies. Specific focus is placed on learning APA Style basics, statistical analysis using SPSS, and writing a professional report. Topics include APA technical writing skills development, database analyses, and researching a topic. This is a writing intensive course. Prerequisite: junior standing.

PRTS 490. Convention and Meeting Services. 3 Credits.
This course introduces students to convention and meeting service management. Content includes both convention sales and convention services. Main topics include: planning, organization, and implementation of a meeting, convention or tradeshow. Students can earn a certificate through the American Hotel and Lodging Association Education Institute after completion of the course. Prerequisites: Junior standing.

PRTS 491. Festival and Event Management. 3 Credits.
This course will introduce students to the growing profession of events management. Specific focus will be on knowledge that encompasses the management of public assembly for the purpose of celebration, education, marketing and reunions. Prerequisites: junior standing or permission of the instructor.

PRTS 495/595. Topics. 1-3 Credits.
Individualized instruction to include research, specialized studies, or other scholarly writing. Prerequisites: junior standing or permission of the instructor.

PRTS 561. The Tourism and Hospitality Industry. 3 Credits.
This course explores tourism from a social perspective. The focus of the course will be on economic and social dimensions of tourism, tourism development strategies, and current research in hospitality from national and international case studies. Prerequisites: permission of instructor.

PRTS 575. Sustainable Tourism Management. 3 Credits.
This course examines the principles and practices of planning, marketing, and managing sustainable tourism. Assessment, development, and maintenance of sustainable tourism products are explored. Prerequisites: Junior standing or permission of the instructor.

PRTS 595. Topics. 1-3 Credits.
This course provides an opportunity for in-depth study of selected topics in the variety of areas comprising parks, recreation and tourism studies.

PRTS 619. Strategic Marketing in Parks, Recreation and Tourism. 3 Credits.
Course is designed to examine the principles and practices of strategic marketing as it pertains to tourism planning and development. The course will explore market analysis in segmenting and identifying specified tourist markets.

PRTS 636. Research Problems in Park, Recreation and Tourism Studies. 3 Credits.
Practice in the use of statistical and analytical techniques in solving problems in Park, Recreation and Tourism Studies; supervised student research.

PRTS 650. Contemporary Issues in Park, Recreation and Tourism Studies. 3 Credits.
This course is designed to increase the student’s ability to critically analyze and discuss the contemporary issues and trends in parks, recreation and tourism. This course will require students to describe, evaluate, and critique the current research in the field; evaluate the future trajectory of park, recreation and tourism studies; and assess both personal and professional philosophies to elucidate his/her role as an advanced-level practitioner in parks, recreation or tourism industry.
Grant writing is an essential skill for the park and recreation professional. This course examines the grant writing process. This includes, but is not limited to, The Office of Research, the ODU Research Foundation, the ODU Research Office. Investigations in park, recreation, and tourism studies. Problems approved in advance are investigated under the supervision of the faculty advisor. This course examines the planning, development and management of the changing park and recreation environment. The course is designed to prepare professionals to sit for the Certified Park and Recreation Professionals (CPRP) or Certified Park and Recreation Executive (CPRE) exam. The course provides preparation for upper-level recreation administration. National standards for managerial, administrative and executive decision-making for parks and recreation professionals will be discussed, in addition to practical knowledge and current real-world skills necessary in today’s changing park and recreation environment. The course examines the concepts, theories and philosophies related to outdoor recreation, travel and tourism, and community recreation. Discussion will focus on the application of social science theories to the study of leisure, parks, recreation and tourism. This course explores the complexities and evolution of tourism consumer behavior from a multidisciplinary perspective. Choosing, buying and consuming tourism/travel products and services includes a range of psycho-social processes, individual and environmental influences, motivations, and meanings that researchers and managers of national parks and tourism destinations should take into account when evaluating the tourism experience. This course provides an overview of such processes and influences and explains the basic and advanced concepts and theories that underlie tourist decision-making and behavior. This course examines the concepts, theories and philosophies related to outdoor recreation, travel and tourism, and community recreation. Discussion will focus on the application of social science theories to the study of leisure, parks, recreation and tourism. This course explores the complexities and evolution of tourism consumer behavior from a multidisciplinary perspective. Choosing, buying and consuming tourism/travel products and services includes a range of psycho-social processes, individual and environmental influences, motivations, and meanings that researchers and managers of national parks and tourism destinations should take into account when evaluating the tourism experience. This course provides an overview of such processes and influences and explains the basic and advanced concepts and theories that underlie tourist decision-making and behavior. This course examines the planning, development and management of the tourism industry with regard to economic, social, cultural and environmental sustainability. Current theory and research in the field of sustainable tourism will also be explored in order for students to develop a critical perspective on sustainable tourism development. This course examines the grant writing process. This includes, but is not limited to, The Office of Research, the ODU Research Foundation, budgeting, human subjects, and partnerships. Students will be expected to submit a grant application by the end of the course. This course examines the planning, development and management of the tourism industry with regard to economic, social, cultural and environmental sustainability. Current theory and research in the field of sustainable tourism will also be explored in order for students to develop a critical perspective on sustainable tourism development. This course examines the planning, development and management of the tourism industry with regard to economic, social, cultural and environmental sustainability. Current theory and research in the field of sustainable tourism will also be explored in order for students to develop a critical perspective on sustainable tourism development. This course examines the planning, development and management of the tourism industry with regard to economic, social, cultural and environmental sustainability. Current theory and research in the field of sustainable tourism will also be explored in order for students to develop a critical perspective on sustainable tourism development.