

Department of Recreation, Parks & Tourism Tourism & Special Events



Tourism and Special Events is one of three concentrations in the Department of Recreation, Parks and Tourism at Radford University. Upon successful completion of the program, students can find employment in resorts, municipal parks and recreation systems, convention and visitors bureaus, tourism marketing organizations, youth services, non-profit agencies, destination management organizations, cruise ships, and private agencies.

All courses in the tourism and special events concentration incorporate "real world" practice. Practitioners visit classes to share their expertise and experience in the field. Those taking RCPT 431 Sustainable Tourism visit regional attractions and learn from managers and owners the challenges of operating a tourism establishment. Courses in tourism marketing, commercial recreation, and special event management are also available. A 9-credit Tourism Institute is offered in select summers and fulfills a majority of the requirements for a concentration in Tourism and Special Events.

Core degree requirements are accredited by the National Recreation and Park Association. Upon graduation, all students are qualified to take the Certified Park and Recreation Professional (CPRP) examination.

Students are encouraged to network with leaders in their interest areas through conferences and professional development opportunities. The department supports student attendance at Virginia Recreation and Parks Association events and the National Recreation and Park Association annual congress. Tourism students are encouraged to network through Virginia Tourism Corporation events, the Resort and Commercial Recreation Association, and regional destination management organizations.

Students also work with the Tourism Resource Lab, designed to facilitate economic development opportunities throughout the Appalachian region with focus on rural southwest Virginia communities. Specifically, the Tourism Resource Lab: is a partner in regional research projects including community tourism assessments and evaluations; provides students with research materials and equipment; promotes local tourism attractions; provides resource materials for area tourism professionals; develops and facilitates training programs for regional tourism industry employees; planning, operation and evaluation of community special events through provision of volunteers, equipment and program planning, and offers heritage interpretation programs for community members.

Those interested in international tourism can attend one or two semesters at Blaise Pascal University in Vichy, France. Courses are taught entirely in English and enable students to learn the French language and culture while studying international business. Courses transfer directly to Radford University and can be used toward the undergraduate degree, major requirements, and a degree in international business with French from Blaise Pascal University.

For more information contact:

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