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RCRA

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BY

FRANK OLIVETO

The Resort and Commercial Association is proud to be a part of the research efforts in commercial recreation. This non-profit organization was established to further the commercial recreation field in two ways: through appropriate services to those in or preparing to enter the field; and by helping to increase the profitability and efficiency of commercial enterprises. This research greatly aids our efforts.

The RCRA represents recreation and fitness professionals in resorts, hotels, sports club, second home communities, campgrounds, theme parks, special events companies, cruise lines, concessionaires and universities. It was founded in 1981 by a small group of individuals with a desire to create a network for sharing ideas in an emerging field. The Association and the industry, while both still in infancy, are growing and expanding rapidly. Commercial recreation may well assume the dominant role in the leisure field with those professionals the industry leaders of tomorrow.

Services to professionals, educators and students include: newsletters, job placement service, member directory, regional workshops, intern directory, program exchange and national conference. Members in RCRA include such firms as: The Breakers, Norwegian Cruise Lines, Recreation Resource Center of Nova Scotia, Sun River Lodge, Amelia Island Plantation, Silveridge RV Resort, Pacific Islands Club and Penn State University.