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CLEMSON UNIVERSITY

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ABSTRACT

This is a brief description of a professional preparation program that emphasizes a specialty approach.

CLEMSON UNIVERSITY

Clemson University is located in the piedmont of South Carolina, just over two hours driving time from Atlanta, Columbia and Charlotte, about double that to the Atlantic coast with its beaches and historic Charleston. Student enrollment is about 11,600. There are currently 76 undergraduate curricula and 56 graduate degree programs on campus. Clemson is fully accredited by the Southern Association of Colleges and Schools and the Department of Parks, Recreation, and Tourism Management is accredited by the National Recreation and Park Association.

CURRICULUM

The Department of Parks, Recreation and Tourism Management (PRTM) has designed its curriculum to allow the greatest flexibility possible for students to pursue their interests and career objectives. Twenty-seven graduate and fifty undergraduate courses are offered. The Masters degree requires 36 semester hours, 18 of which are departmental courses. The Bachelor of Science Degree requires 135 semester hours for graduation, including field training. As well as travel and tourism, students may pursue an emphasis in therapeutic recreation, community leisure services or resource management. The following travel and tourism related courses are offered to both graduate and undergraduate students:

Commercial Recreation--Components of offering leisure services and products to the public by individuals, partnerships, and corporations for the purpose of making a profit.

Tourism--A survey of travel and tourism in the United States with focus on terminology, demographics, financial significance and trends.

Resorts in National and Int'l Tourism--A variety of resort types is studied with respect to their development, organization, visitor characteristics and environmental consequences. A case study approach is used.

Tour Planning and Operations--Provides the opportunity to understand the psychology of touring, with emphasis on packaged and group tours, and how tours of different types and scale are planned, organized, marketed and operated.

Conference/Convention Planning and Management--Provides the opportunity to understand the problems of, and solutions to, conference and convention planning and management from both the sponsoring organization's and facility manager's perspectives.

Community Tourism Development--Provides a community-based perspective of the organization, planning, development, funding and operational needs for a successful tourism economy at the local level.

Some potential career settings may include:

Transportation operations

Chambers of Commerce

City, County, Regional and State Tourism Offices

Commercial campground and marina operations

Convention planning and management

Resort recreation planning, programming, management and sales-marketing

Sports club and health spa programming and management

Theme park sales-marketing and management

Tour brokering

Tour planning and escort operations

Travel agency sales, management and counseling

Cruise line operations

INSTITUTE OF CERTIFIED TRAVEL AGENTS (ICTA)

Clemson University was recently authorized to be the coordinator of the ICTA Certified Travel Counselor (CTC) program in the Southeast as part of the University's program. This association will promote an even closer working relationship between PRTM and travel agents/brokers in the region.

AFFILIATED PROGRAMS AND ORGANIZATIONS

The Department of Parks, Recreation and Tourism Management has close working relationships with the U.S. Travel and Tourism Administration, U.S. Travel Data Center, Travel and Tourism Research Association, Travel Industry Association of America, National Recreation and Park Association, National Park Service, U.S. Forest Service, U.S. Corps of Engineers, American Hotel and Motel Association, American Express Company, National Tour Association, American Society of Travel Agents, Institute of Certified Travel Agents, International Association of Conference Center, Eastern and Piedmont Airlines, Walt Disney World, South Carolina Department of Parks, Recreation and Tourism, Resort and Commercial Recreation Association, U.S. Congressional Caucus on Tourism and Travel, Travel Industry Network, Inc., and others associated with travel and tourism research and development.

TRAVEL AND TOURISM RESEARCH ASSOCIATION (TTRA)

The Department of Parks Recreation and Tourism Management is a member of TTRA, and its faculty was instrumental in organizing the five-state TTRA/Southeast Chapter, which includes Alabama, Georgia, Tennessee, South Carolina and North Carolina. This organization provides a unique forum for students and faculty to interact with other students, faculty and industry leaders in the Southeast region.
