

## ***Areas of Specialization in ORTM Degrees***

### ***BSc in Natural Resources Management: Major in Outdoor Recreation and Conservation (ORC)***

***Environmental Design and Planning Specialization*** – The emphasis in this specialization is on the application of principles of conservation and outdoor recreation planning. In addition to basic GIS capabilities shared amongst all four specializations, this option builds your core planning and social engagement and involvement skills and gives you options to develop and apply your skills to particular settings.

***Conservation Education*** – The emphasis in this specialization is on engaging the public in sustainability and conservation through outdoor activities, environmental and experiential education. In addition to ORTM courses in these topics, this AOS builds your basic skills in education and environmental citizenship. Your upper level science classes (e.g. BIOL) will help give you a strong foundation in natural history and ecology.

***Natural Science*** – The emphasis in this specialization will help you develop broad competencies in both fauna (wildlife and fisheries) and flora (plant biology or systems) and then allow you to develop depth in various biological and conservation topics. This is an ideal AOS for students interested in working in conservation, resource management and protected areas. Students in this AOS will, with careful selection of electives, be eligible for entry as a Registered Professional Biologist.

***Applications of Recreation and Tourism*** – This AOS was created for those students who want to maximize the number of ORTM courses in their BSc degree. These ORTM courses cover the whole gamut of academic and experiential content provided in the ORTM Program, from outdoor recreation, to natural and cultural conservation, to nature-based tourism.

## ***BA Nature Based Tourism Management (NBTM)***

***Marketing and Entrepreneurship*** - This AOS most closely reflects the previous BA degree structure, providing a combination of nature-based tourism and business content. By becoming more aware of the purpose and impact of marketing and entrepreneurship, graduating students will be better able to focus on the commercial aspects of nature-based tourism. This AOS is recommended for students wanting to create their own adventure recreation or nature-based tourism business or those who will work for small businesses in the growing nature-based tourism industry (e.g., adventure tourism or ecotourism businesses).

***Outdoor Education and Leadership*** – This area of specialization focuses on developing the theoretical grounding and practical experiences needed for a successful career engaging clients and students in the outdoors. Starting as “front-line” staff students will also learn to be effective managers, and how to provide leadership to organizations dedicated to fostering learning through outdoor and nature-based recreation, education, and tourism experiences. We encourage you to pursue professional certifications and actively pursue internships and employment with key organizations in this area as a way to augment this area of specialization.

***Indigenous Cultural Tourism*** – In northern BC and around the world, indigenous peoples are creating cultural and nature-based tourism in order to, among other reasons, strengthen their cultures and generate revenues for their communities. This specialization focuses on understanding indigeneity and the specific issues, challenges and opportunities of Aboriginal peoples and communities, especially when they engage in cultural and nature-based tourism.

***Environment and Society*** – The relationships between contemporary societies and natural environments are diverse, complex, and adaptive. The required courses in this AOS engage students to better understand the complexities of this relationship and allow them to wrestle with issues arising from Western society simultaneously destroying and attempting to protect ecosystems.