

# Outdoor Studies and Tourism

DIVISION  
— of —  
EDUCATION



PROGRAMS OF STUDY: ♥ B.A. in Outdoor Studies and Tourism ♥ Minor in Outdoor Studies and Tourism

## Why study Outdoor Studies and Tourism at Maryville College?

With the Great Smoky Mountains National Park in the east, Music City in the center, Graceland in the west and numerous historical and recreational sites in between, Tennessee enjoys a tourism industry that adds several billion dollars to its economy annually. As the tourism and hospitality sector grows, so too does its intersection with issues of sustainability.

Maryville College's outdoor studies and tourism major will uniquely prepare you for careers that emphasize the importance of the natural environment, how humans can respectfully enjoy and interact with nature and the value of active, safe, outdoor experiences. The curriculum equips you with the leadership skills and knowledge necessary to create, manage and evaluate effective outdoor experiences and sustainable tourism programs.

Our Fit.Green.Happy.® initiative provides strong connections between our Mountain Challenge program, our curriculum and our location, giving you numerous opportunities for relevant experiences and research.



### MARYVILLE COLLEGE

**WORKS** is a comprehensive career preparation program that is integrated into the College's four-year liberal arts curriculum.

Key components include assessment, advising, networking and professional experiences.

### OUR PARTNERS INCLUDE:

- ♥ Cycology Bicycles
- ♥ Little River Trading Company
- ♥ Maryville-Alcoa-Blount County Parks and Recreation
- ♥ Ocoee Adventure Center
- ♥ Phoenix Experiential Designs
- ♥ Rocky Park Farm
- ♥ RT Lodge
- ♥ Tennessee Department of Environment and Conservation
- ♥ University of Tennessee-Knoxville Hotel, Restaurant and Tourism Management Program

### ON-CAMPUS OPPORTUNITIES

Founded on the MC campus in 1987 by alumnus **Bruce Guillaume '76**, Mountain Challenge, LLC, is an outdoor adventure and teambuilding program serving students and businesses that strives "to provide high-quality, safe outdoor experiences designed to change the world for the better, one person at a time." Mountain Challenge activities are incorporated into Orientation classes and, year-round, students can sign up for off-campus trips to canoe, hike, raft, bike, rock climb and cave.



### SCHOLARSHIP OPPORTUNITY

Maryville College gives students who love the outdoors an opportunity to earn a \$24,000 per-year fellowship to work with Mountain Challenge. Visit [maryvillecollege.edu/finaid/](http://maryvillecollege.edu/finaid/) for details.

### MEET A STUDENT

#### Roland Parker '19

Hometown: Birmingham, Ala.



Adding the child development and learning major to his outdoor studies, Roland is considering a career directing summer camps or teaching physical education, but he's open to other outdoor career opportunities. As a Mountain Challenge Fellow, he earns tuition dollars in exchange for work with the on-campus outdoor adventure and teambuilding program.

"Working with Mountain Challenge is a great way for me to develop my skills as a facilitator while gaining practical experience," he said. "My classes have a similar value – all placing focus on practice and issues that I'll encounter in the future."

### MEET A GRADUATE

#### Jackie Eul '18

Currently: Fit. Green. Happy.® Projects Manager at Mountain Challenge and AmeriCorps Outdoor Classroom Instructor for Knox County Schools



As the first student to graduate in the College's outdoor studies and tourism major, Jackie found the perfect place to gain distinctive and valuable experience: Mountain Challenge, LLC, the on-campus outdoor adventure and teambuilding corporation. As a member of the staff, she led

many student and business groups in outdoor experiences. Through her internship as the Mountain Challenge Operations Manager, she learned all aspects of running a business.

"Graduating with this major and my experience with Mountain Challenge set me up well for my first position," she said. "I am confident both will continue to provide competitive advantages."

