

OUR VISION

We seek to inspire and enable a better quality of life through innovative and compelling research, education, and outreach in tourism, recreation and sport

OUR MISSION

We are committed to national and international excellence in the generation, dissemination, and communication of knowledge in tourism, recreation and sport management. We are also dedicated to excellence in the preparation and training of future industry and academic professionals, and providing relevant outreach to our stakeholders.

OUR WORK

Through distinctive teaching, research, and outreach our work:

Improves the understanding of psycho-social factors that lead individuals, families and industry to **value and benefit** from tourism, recreation, parks, and sport, and thus improves the quality of life.

Provides knowledge that helps communities and organizations **develop and improve** sustainable tourism, recreation, parks, and sport opportunities that benefit a diverse population, including children, families, and older adults.

OUR VALUES

The following values are the underlying principles that guide our commitment to our work:

Integrity

Conducting ourselves in an honest and ethical manner with a commitment to fairness and doing what is in the best interests of the Department, College and University.

Open & Honest Communication

Embracing constructive expression in a straightforward manner and encouraging the sharing of information across the Department.

Accountability

Accepting responsibility for effective and quality work.

Respect

Treating all members and stakeholders of the Department with regard and consideration for their individual talents and needs while recognizing the diversity in individuals, disciplines, and programs.

Execution

Delivering a balance of quality education, research, preparation and outreach programs.