



## Future Influences and Trends Offer New Opportunities for Parks and Recreation

by Stacy Turner

*New trends in Parks and Recreation? Consider this. Eight hours a day kids are plugged in. We are set to be the first generation to outlive our kids due to obesity. Online learning instead of classroom instruction. Staycations, not vacations. Precycling, not recycling. Sustainable energy and green roofs.*

In 2009, many new opportunities will come to the progressive parks and recreation professional. If we look outside the box, we discover that what we do is influenced by continuously changing demographics, marketing, real estate markets, educational systems, economic conditions and facility designs. These factors directly impact one another and create patterns of change.

As the economic climate becomes more challenging, agencies should not be fearful of diminishing budget resources. Change represents opportunity for those who are prepared to take advantage of it. Understanding influences that lead to future trends opens the doors of opportunity. This article explores your agency's opportunities and challenges concerning:

- Online Learning
- Tourism
- Preventative Health Care
- Environmental Sustainability
- Connectivity and Community Building

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