

Updated: 12/12/23

Course Syllabus

WKU School of Kinesiology, Recreation & Sport



Basic Course Information:

Course:

REC 420 – Recreation and Tourism (*Course fulfills Systems requirement within Colonnade – Connections*)

Credit:

3 HOURS

Time/Location:

Online - Winter term 2024. Official course dates: Jan 2-13. To ensure maximum student flexibility during the WKU holiday break, the course Bb site will be available in mid-December for students wanting to start working earlier than the official Jan 2 start date.

Instructor:

Dr. Raymond Poff, Smith Stadium East 1028, (270) 745-2498, raymond.poff@wku.edu

Office Hours:

During winter term: 'Ask A Question' discussion board, e-mail, Zoom, or phone call.

Required Text:

Crossley, J., Rood, S., Brayley, R., Price-Howard, K., Holdnak, A. (2018). *Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach*. 7th edition. Urbana, IL: Sagamore-Venture. ISBN/ISSN 978-1-57167-903-1 (print); ISBN/ISSN 978-1-57167-905-5 (eText)

Course Description

A focused examination of recreation and tourism with particular attention to business principles, trends, and job opportunities. The relationships between recreation, events, and tourism serve as a key framework.

Student Learning Outcomes (Colonnade Connections - Systems)

This course fulfills the Systems requirement within Colonnade - Connections. Students will examine systems, whether natural or human, by breaking them down into their component parts or processes and seeing how these parts interact. Courses will consider the evolution and dynamics of a particular system or systems and the application of system-level thinking. Students who complete this systems course will:

Updated: 12/12/23

1. Analyze how systems evolve.
2. Compare the study of individual components to the analysis of entire systems.
3. Evaluate how system-level thinking informs decision-making, public policy, and/or the sustainability of the system itself.

Course Objectives - Learning Outcomes

Upon completion of this course the student should be able to:

1. **Compare** key components of the recreation industry and their relationships within the event and tourism industries.
2. **Determine** the viability of recreation and tourism careers based on industry options and trends.
3. **Illustrate** how key business principles/practices influence the recreation and tourism industries.
4. **Analyze** a community through the lens of the recreation, event, and tourism industries.

Course Schedule

This will be maintained on the Blackboard site. Please use the due dates listed on the schedule appearing in the “Syllabus/Schedule” tab. If you should happen to find a Bb system due date that does not match the schedule, use the due date listed on the schedule. Rely on the **posted schedule** in the “Syllabus/Schedule” tab.

Instructional Strategies

Instructional strategies will generally include a combination of tasks such as: instructor lectures, required readings, quizzes over course content, assignments, exams, and a course project.

Course tasks:

Students will complete the following tasks:

1. Intro to the course quiz + quizzes on each chapter and any assigned readings.
2. RET career assignment
3. Business principles assignment
4. Systems/Models assignment
5. Pre-approval (on the ‘RET Systems project signup wiki) for the locations available for the RET Systems Assessment course project.
6. RET Assessment course project
7. Supplemental course evaluation
8. Comprehensive final exam

Evaluation Procedure:

Course grades will be based on the aforementioned required coursework. Grades are always available in the Blackboard Grade Center. You can visit the 'My Grades' tab to view point values earned for each activity.

Grade Scale*

<u>%</u>		<u>Assignments, Quizzes, & Exams</u>	<u>Points</u>
100-90	A	1. Online quizzes (<i>intro + 11 chapters @ 10 pts each</i>)	120
89-80	B	2. RET Career assignment	25
79-70	C	3. Business Principles assignment	25
69-60	D	4. Systems/Models assignment	80
59-0	F	5. Wiki sign-up for RET Systems Assessment Course Project	10
		6. RET Assessment Course Project (three parts)	150
		7. Final Exam	100
		8. Supplemental Course Evaluation	10
Total Points:			520

Course Policies

Expectations for assignments:

1. In general, late assignments or quizzes will not be available. Assignment and quiz submission will be unavailable on Bb after deadlines.
2. All assignments, quizzes, and the final must be submitted via Blackboard in their respective areas.
3. All assignments must be submitted using the file provided (when applicable). Generally, only Word, Excel, and Powerpoint files will be accepted – Please do not submit Google, Pages, Numbers, Keynote, etc. file formats. Some software will allow you to export to .docx, .xlsx, .pptx but not all.
4. Writing assignments should be typed using 12 point, Times or Times New Roman font and double-spaced. Margins should be set at 1 inch on all four sides.
5. Grammar, punctuation, and spelling will be included in the evaluation of assignments (up to 10% of total possible points).
6. Peers and professionals may evaluate course assignments.
7. Work submitted during this course may be reused by the instructor in future courses.

Grading/Posting of Grades/Checking Grades:

My roles as a faculty member include evaluating and assigning grades for work completed by students. I believe students deserve to receive grades in a timely manner during the course. As a **general guideline**, I will post grades for your assignments within **approximately** 3 business days of their respective **due dates** (not the submission date as I usually grade assignments as a group after the due date). The grading may be earlier some weeks and a little later other weeks, but on **average** your grades should be up within 3 business days of the due date.

It is a student's responsibility to successfully submit all assignments on time and to confirm via Blackboard that the assignment has been submitted before the deadline. Confirmation of submission (for assignments,

Updated: 12/12/23

quizzes, exams processed in Bb) is accomplished by checking Bb for a score for a quiz or exam or an “!” or score for an assignment.

Some assignments may simply receive a score without any comments included, some assignments may have comments included in BB (accessible by clicking on the score), some may have a file attached by me for your review, and in some cases I may address comments to the entire class rather than providing individual feedback.

Students are to keep a copy of all assignments submitted at least until their final course grade has been posted. Blackboard is not immune to crashing, losing, or corrupting files. Backups are a good thing ☺

E-mail Correspondence:

The university will use students' WKU e-mail addresses **exclusively** for all university communication. Students may forward their WKU e-mail to another e-mail address.. Blackboard is designed to use WKU addresses.

1) General class-related questions – The Blackboard site will include an “Ask A Question” discussion board. If you have a question about the class, an assignment, etc. please post your question on the discussion board. I will subscribe to the board and receive notification when the question is posted. Students are welcome and encouraged to answer questions posted by their fellow class members.

2) Questions only pertaining to you individually – If there is a question, which **only pertains to you** (i.e., your grade on an assignment, request for some additional help, etc.) please send me an email. ***For e-mail, please use the following subject line: **[REC 420] your last name – subject**

3) Additional communication - Course announcements, reminders, and updates will be posted on the Blackboard Announcements page on the course site. Students are responsible for checking their official WKU email account and Blackboard Announcement page regularly to stay current with course information.

Expectation:

We expect students to do their own work on all graded material submitted for all course requirements. Assignments may be electronically checked for plagiarism.

Academic Honesty:

“Students who commit any act of academic dishonesty may receive from the instructor a failing grade... in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Student Life for disciplinary sanctions.” Students who are unfamiliar with the University's policy on plagiarism should consult the most recent edition of the Western Kentucky University Student Handbook. Students uncertain regarding what actions constitute plagiarism should consult the instructor. Student handbook: <http://www.wku.edu/handbook/2009/>

Updated: 12/12/23

Quizzes:

Students must complete quizzes during scheduled time periods. Students are expected to practice academic honesty in all assignments including quizzes. The quizzes in this course are “open book” and “open note,” but not “open neighbor.” Violation of this policy will result in a failing grade on the quiz and further disciplinary action.

Student Athletes:

If you belong to a WKU athletic team you, like the other students in this course, are responsible for turning in any assignments and completing any quizzes that may be due during your absence **before** the due date.

The Learning Center (TLC):

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, 2141) provides free supplemental education programs for all currently enrolled WKU students. The Learning Center at Downing Student Union offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and a computer lab to complete academic coursework. Please call TLC in the Downing Student Union at

(270) 745-5065 for more information or to schedule a tutoring appointment. [TLC website](#)

ADA Accommodation Statement:

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [SARC email address](#). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Misconduct/Assault Statement:

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding

[*WKU's Title IX Sexual Misconduct/Assault Policy \(#0.2070\)*](#) and [*Discrimination and Harassment Policy \(#0.2040\)*](#).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Updated: 12/12/23

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and **MUST** report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

WKU ITS Help Desk/Blackboard Assistance:

Most required work will be completed online through the use of Blackboard and the Internet. Blackboard Student User Training modules are recommended for students not familiar with Blackboard. These are topical modules that are helpful to all Blackboard users, regardless of experience level. To register, go to Blackboard and sign in, and click the IT Training tab. Look for the IT Blackboard Student User Training to gain instant access. Additional information can be found at the [WKU Distance Learning Student Resource Center](#)

Blackboard Technical Issues:

In the event of technical difficulties with Blackboard (i.e. screen lock during a quiz or exam), notify me immediately via email so I’m aware of the situation. Then immediately contact the WKU ITS Help Desk to see what assistance they can provide.