Course: REC 420 – Introduction to Commercial Recreation and Tourism

Credit: 3 HOURS

Time/Location: Web

Instructor: Dr. Raymond Poff
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Office Hours: As needed by phone and e-mail.

Required Text: Pfister, R. E., & Tierney, P. T. (2009). *Recreation, event, and tourism businesses: Start-up and sustainable operations.* Champaign, IL: Human Kinetics.

Course Description:

An overview of commercial recreation and tourism with particular attention to business principles, trends, and job opportunities.

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

1.   Understand basic concepts of private and commercial recreation and their role in the leisure services delivery system.

2.   Understand the economic and financial aspects of private and commercial recreation.

3.   Apply basic marketing principles to private and commercial recreation service provision.

4.   Demonstrate knowledge of the broad array of employment opportunities available in private and commercial recreation.

5.   Understand the importance of public relations in private and commercial recreation service provision.

<u>**Student Assessment/Assignments:**</u> (note: Specific assignment guidelines will be posted on Blackboard)

Students will:

1.   …complete 14 online "open-book, open-note" quizzes (Intro to Course Quiz + 13 Chapter Quizzes). [***Not "open neighbor"***]

2.   …get pre-approval (on the 'site visit wiki') for the locations used for site visit assignment

3.	…conduct two (2) in-person commercial recreation/tourism site visits and report on findings by completing a written "Spotlight" for two commercial recreation/tourism businesses.

4.	…complete a commercial recreation / tourism resources assignment.

5.	… get pre-approval (on the 'int'l project wiki') for the locations available for the international recreation/tourism assessment project.

6.	…complete an international recreation/tourism assessment project

7.	…complete a business plan assignment.

8.	…complete a Commercial Recreation/Tourism Articles assignment

9.	…complete a supplemental course evaluation

10.	…take a comprehensive final exam (closed-book, closed-note, @ DELO testing or other arrangements via DELO).

Grade Scale*

%		Assignments, Quizzes, & Exams	Points
100-90	A	1. **14 Online quizzes (10 pts each)**	140
89-80	B	2. **RET Site Visits Wiki Approval**	10
79-70	C	3. **RET "Spotlight" Assignment**	100
69-60	D	4. **Commercial Rec/Tourism Resources Assignment**	25
59-0	F	5. **Wiki sign-up Int'l Assessment Project**	10
		6. **Int'l Commercial Rec/Tourism Assessment Project**	100
		7. **Business Plan Assignment**	25
		8. **NZ Commercial Rec/Tourism Articles**	80
		9. **Final Exam**	100
		10. **Supplemental Course Evaluation**	10
		Total Points:	600

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 find a BB due date that does not match the schedule, use the due date listed on the schedule. Occasionally, a due date will be listed incorrectly in the system. Rely on the **posted schedule** in the "Syllabus/Schedule" tab ☺.

For this course, all assignments and quizzes will be **due on Fridays before midnight**.

Course Policies

1.	**NO** late assignments or quizzes will be available. This class will go very quickly and there is no room for getting behind. Assignment and quiz submission will be unavailable on Bb after the deadline.

2.	**All assignments**, **quizzes, and the final** must be submitted via Blackboard in the appropriate areas (assignments, quizzes, etc.)

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 Microsoft Works, OpenOffice, Pages, Numbers, Keynote, etc file formats. Some software will allow you to export to .doc, .xls, .ppt 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.

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** 1.5 weeks 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 1.5 weeks 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, 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 ☺

Correspondence:

1) General class-related questions – I have implemented an "Ask A Question" discussion board on our course Blackboard site. 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** (your grade on an assignment, request for some additional help, etc) please send me an email. 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.

***For e-mail please use the following subject line: [REC 420] your last name - subject

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/

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.

Special Accommodations: In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Office for Student Disability Services in Downing University Center, A-200. The phone number is (270) 745-5004. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

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. www.wku.edu/tlc