

**RCPT 350**  
**Commercial Recreation and Tourism**

**Department of Recreation, Parks, and Tourism**  
Radford University

**Fall Semester, 2009**

MWF 11:00am -11:50am    Peters C143

**Instructor: Dr. Teresa O'Bannon**

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**Office Hours:** Monday thru Thursday, 2:00 – 3:00pm  
and by appointment

**Catalog Description**

Introduction to the fundamentals and principles of commercial recreation as a field of service including delivery of goods, services, amenities, facilities, entrepreneurship and trends in commercial recreation, parks and tourism.

**Prerequisites:** RCPT 112, 210, and 313 or permission of chairperson

**Expected Outcomes**

Understanding of the following as they relate to recreation, park resources, and leisure services:

- History and development of commercial recreation
- Current issues, trends, and opportunities in the profession
- Understanding of ethical principles and professionalism
- Ability to utilize the tools of professional communication
- Ability to develop a business inventory

**Text:**

Pfister, R.E., & Tierney, P.T., (2009). *Recreation, Event, and Tourism Businesses*. Champaign, IL: Human Kinetics

Please bring your own **spiral notebook** for summary response and brainstorming activities.

It is vital that you activate your Radford e-mail account or have your Radford e-mail forwarded to your regular e-mail account. During the course of the semester, you will be required to receive and respond to e-mails from the instructor.

**Course Schedule**

This schedule is for organizational purposes. Due to weather, speaker schedules, and other considerations, changes may be necessary.

DATE	TOPIC	READINGS
<b>August</b>		
31 (M)	Introductions and syllabus review	
<b>September</b>		
2 (W)	Historical issues impacting commercial recreation Definitions and types of commercial recreation; <i>Activity: dream-business brainstorming</i>	Chapter 1
4 (F)	Industry classification Models and terms <i>Activity: Summary section response (in notebook), p. 70</i>	
7 (M)	No formal class meeting: Web search assignment	
9 (W)	Entrepreneurship <i>Quiz 1</i>	Chapter 2
11 (F)	<i>Activity: Feasibility study development</i>	
14 (M)	No formal class – students are encouraged to volunteer at the VRPS conference in Roanoke	
16 (W)	Forms of businesses; importance of a business plan	
18 (F)	Vision and Mission <i>Quiz 2</i>	Chapter 3
21 (M)	Products and services	
23 (W)	<i>Activity: Feasibility study development</i>	
25 (F)	Common elements of retail success	Chapter 4
28 (M)	Market research	Chapter 5
30 (W)	SWOT analysis <i>Activity: Summary section response (in notebook), p. 105</i>	
<b>October</b>		
2 (F)	<i>Activity: Feasibility study development</i> <i>Quiz 3</i>	
5 (M)	Product, price	Chapter 6

7 (W)	Place, promotion <i>Activity: 4 P's response (in notebook)</i>	
9 (F)	Management fatal mistakes	Chapter 7
12 (M)	Organization charts, recruitment <i>Activity: Summary section response (in notebook), p. 154</i>	
14 (W)	Customer Service <i>Quiz 4</i>	Chapter 8
16 (F)	Quality Service	
19 (M)	Ethics and Sustainability	Chapter 9
21 (W)	Documentation <i>Quiz 5</i>	Chapter 10
23 (F)	<i>Activity: Feasibility study development</i>	
26 (M)	Financial planning	Chapter 11
28 (W)	Financial planning	
30 (F)	<i>Activity: Feasibility study development</i>	
<b>November</b>		
2 (M)	The business plan – bringing it together <i>Quiz 6</i>	Chapter 12
4 (W)	Building the business plan	
6 (F)	Organizations and careers	Chapter 13
9 (M)	<i>Activity: Feasibility study development</i> <i>Quiz 7</i>	
11 (W)	Feasibility study development	
13 (F)	<i>Draft feasibility studies due</i>	
16 (M)	Guest speaker	
18 (W)	Guest speaker	
20 (F)	<i>Draft feasibility studies returned</i>	

## THANKSGIVING BREAK: NOVEMBER 21 - 29

30 (M) Feasibility study development  
*Quiz 8*

### December

2 (W) *Feasibility studies due*

4 (F) Feasibility study discussion

7 (M) *Course evaluations*

9 (W) Semester review

11 (F) Exam preparation

### Final Exam – December; date and time to be announced

Readings are to be done ahead of time so that we can discuss the chapters on the days they are scheduled.

### Assignments and Grading:

Assignment	Points	Percentage
Web search	10	5
Feasibility study	50	23
Quizzes – Minimum of 8 (10 points each)	80	38
Final Exam	50	23
Attendance	25	11
Total points possible:	<b>215</b>	

#### Quizzes and Exams:

Quizzes will be given on the assigned dates. Each quiz is worth ten points and will primarily be on the material covered since the last quiz.. The final exam is comprehensive.

#### Feasibility Study:

You will develop a business feasibility study – an abbreviated version of a business plan – for a business of your choosing within the field. The inventory may be for an existing business or one that you would be interested in developing in the future. Non-graded drafts are due November 13<sup>th</sup>. Final drafts are due in class on December 2<sup>nd</sup>. A grading rubric will be provided.

#### Attendance:

Role will be taken a minimum of 25 times during the course of the semester. One point is earned, assuming the student is in the classroom at the start of the class period. The days role is taken are at the discretion of the instructor. *See illness policy below.*

Readings:

Assigned readings from the textbook will be used in quizzes, the exam, and assignments. Lectures will not always include textbook information; however, you are responsible for the reading.

Points will be awarded for each assignment. Final grades will be based on total points earned. Grades are non-negotiable. The instructor reserves the right to curve final grades.

**Grading:**

A	100 - 90
B	89 - 80
C	79 - 70
D	69 - 60
F	59 and below

Because your assignments are graded using points, keep track of your points in order to determine your grade during the course of the semester. Upon request, a form can be provided to help you do this.

**In the interests of academic decorum:**

Contested assignments and/or grades will not be discussed in the classroom or during the class period. Please visit the instructor during office hours or make an appointment to discuss your disagreement.

Disruptive behavior in class will not be tolerated. This is to include but is not limited to sleeping, casual conversation during lecture, the wearing of hats in class, etc. You are future professionals and will please conduct yourselves as such in this environment.

Cellular telephone, instant messenger, and two-way pager use during the class period is prohibited. Cellular telephones, instant messengers, and pagers must be turned off prior to the beginning of class. Exceptions to this rule will be made only for emergency and healthcare workers who are on-call.

The use of electronic devices (i.e., laptops, PDA's, cell phones, instant messengers, etc.) during exams, beyond the uses approved by the instructor, is prohibited and will be treated as a violation of the Honor Code.

Any behavior that is deemed disruptive by the instructor will be addressed first by a verbal warning. Following the verbal warning, if the behavior is not corrected, the student will be issued a written warning. If the disruptive behavior continues following the written warning, 10 points will be deducted from the final grade for each occurrence.

**H1N1/Swine Flu Policy:** If you are sick (especially with flu symptoms), or if you are responsible for a sick child, please contact me by phone or e-mail, and I will make arrangements for you to miss class. No doctor's note is required. According to the CDC: Take everyday actions to stay healthy.

\* Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.

\* Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based hands cleaners are also effective.

\* Avoid touching your eyes, nose or mouth. Germs spread that way.

\* Stay home if you get sick. CDC recommends that you stay home from work or school and limit contact with others to keep from infecting them.

**The Learning Assistance and Resource Center (LARC),** located in 126 Walker Hall, is open to all students Monday through Friday from 9 a.m. until 5 p.m. Certified, trained tutors provide help with basic study skills, writing, reading, and content-specific material. An appointment is necessary and can be made by stopping by Walker 126, calling 831-7704, or IMing "rularcappt".

**Inclement Weather Policy:** Class will be canceled in accord with the university policy for school closure. Decisions about closings and delayed openings are made by 6:00 a.m. and are posted on the university website. You may also call the University switchboard at 831-5000 for announcements. In the event that class is canceled presentations, lectures and other "due dates" will be rescheduled for the next time the class meets.

### **WebCT Support**

Course notes, relevant web sites and other information will be posted on the class WebCT page. Here are some tips for using WebCT.

- Use campus computer labs if your home PC does not work.
- Pop-ups must be allowed for the program to work properly
- Java Runtime Environment (JRE) should be installed.
- Internet Explorer (6) or Safari are the recommended browsers.
- You will need the Microsoft Office bundle to read .doc, .xls, and .ppt files. The bundle is available for purchase at the Bookstore for about \$11.00 dollars.
- You will need Adobe Acrobat Reader to see the PDF files.
- Call the Help desk for assistance: 831-7500 (instructional technology support option)

**Honor Code** - "By accepting admission to Radford University, each student makes a commitment to understand, support, and abide by the University Honor Code without compromise or exception. This class will be conducted in strict observance of the Honor Code."

**Changes may be made to this syllabus at the instructor's discretion. Timely notice of any changes will be given to students.**

