

RCPT 431. Managing Travel Resources (3)

Department of Recreation, Parks and Tourism Radford University

FALL, 2009

F 1:00 – 4:00 Temp 02

Instructor: Dr. Teresa O'Bannon

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

Catalog Description:

Emphasizes recreational aspects of tourism development, with focus on the national and international scene; includes case studies, conflicts and political and economic consequences of developing the national heritage as a tourism resource.

Prerequisite: Junior or senior standing

Expected Outcomes:

Upon successful completion of the course, students will be able to:

- a. Identify and understand the historical evolution of tourism
- b. Understand tourism trends and apply these trends to planning
- c. Identify and design strategies for barriers to planning and travel
- d. Identify and understand tourism's impact on culture and apply to planning
- e. Understand, evaluate, and apply economic, political and international issues as they impact a local economy
- f. Identify and recommend planning measures for tourism's environmental impact
- g. Assess infrastructure requirements for a destination area
- h. Understand how the tourism industry is organized
- i. Understand ethical issues in tourism

Required Text:

None

Supplemental readings from other sources will be assigned during the course of the semester.





Suggested Reading:


Goeldner, C.R., Ritchie, J.R., & McIntosh, R.W. (2003). *Tourism: Principles, practices, philosophies* (9th ed.). New York: John Wiley & Sons.

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 e-mails from the instructor. You will also be using a Ning class website and WebCT.

Course Schedule


The schedule is a guideline. Quizzes and exams will occur on the days they are scheduled, however, topics may shift if necessary. Field trip destinations may be rescheduled if necessary.

DATE	TOPIC
September	
4	Introductions and syllabus review The Tourist Characteristics, motivations, and stereotypes <i>Tourism History Challenge assigned</i>
11	 Field trip: Fort Chiswell Animal Park
18	Tourism Overview History Transportation Hospitality Attractions View video “Don’t leave home” <i>Tourism History Challenge due</i> QUIZ 1
25	 Field trip: Glencoe Museum/Visitors Center/Main Street activity
October	
2	Tourism Components Supply, Demand and Economics Travel Motivations Environmental Impacts
9	Tourism Planning Tourism Organizations Travel and Tourism Research QUIZ 2
16	 Field trip: Sinkland Farms
23	 Field trip: Native American Heritage Festival
	VOLUNTEERS NEEDED


30  Field trip: Radford City Ghost Tour

VOLUNTEERS NEEDED

November

6  Field trip: Motor Mile Speedway
Tourism Marketing
QUIZ 3

13 Cultural Enrichment
Tourism Geography
Geography Challenge assignment begins
Sociology
QUIZ 4

20  Field trip: Dixie Caverns

Thanksgiving Break: November 21 – 29

December

4 Career paths
Geography Challenge due
QUIZ 5

11 Semester review

Final Exam – date and time to be determined

Assignments and Grading:

<i>Assignment</i>	<i>Points</i>	<i>Percentage</i>
Tourism History Challenge	10	6.5
Geography Challenge	10	6.5
Reflection Papers 5 at 5 points each	25	16
Quizzes – 5 at 10 points each	50	32
Final Exam	40	26
Attendance	10	6.5
Excursion Immersion (up to 10 points possible)	10	6.5
	155	

Attendance:

You will earn 10 points to be added to your final grade if your attendance does not fall below 2 missed classes. Missed classes include sick days, personal business and academic obligations. It is your responsibility to make up any missed work or class notes. *See illness policy below*

Geography Challenge:

As a potential future tourism professional, you will need to expand your awareness of global geography. As an intelligent adult who is aware of current events, you should choose to make yourself more geographically aware. Moving you towards this goal, the geography component will be a take-home assignment. The quiz will be sent home for you to take “open-book”.

Exams/Quizzes:

One final, comprehensive exam will be given. Quizzes will primarily reflect material covered since last quiz.

Field Trips:

As we visit various tourism sites, you are representing Radford University and the Department of Recreation, Parks and Tourism. You are expected to:

- arrive early to the meeting location. If you are going to be late, don't bother coming. You will only cause a disruption to our guide and the class.
- dress appropriately. Closed-toe shoes are recommended for all field trips. Please do not wear hats, clothes that expose the midriff, or garments with questionable insignia/wording.
- obey all traffic laws and drive safely.
- give our guide your full attention.

Fort Chiswell Animal Park

Admission: \$9.00 Zoo chow: \$3 for 1 container; \$10 for 4 (better deal)

Wear long pants and clothes that can get dirty. Allergy alert

<http://www.fortchiswellanimalpark.com/>

Glencoe Museum/Visitors Center

Free, although donations are accepted

<http://www.radfordpl.org/glencoe/>

<http://www.visitradford.com/>

Sinkland Farms

Dress in layers. Allergy alert

<http://www.sinklandfarms.com/>

Dixie Caverns

Admission: \$7.00

Wear warm clothing; the cave is 55° year-round. Slip-resistant shoes are important.

<http://www.dixiecaverns.com/>

Site Reflection Papers:

After attending each field trip, you are required to write a reflection on the experience. Writing prompts will be provided. The reflections must be typed, double-spaced, 12-pt. Times Roman font in Microsoft Word. They should be no longer than one page and are due as email attachments by the Friday following the field trip.

Excursion Immersion:

Participate in up to five (5) excursion immersion opportunities. Three events are described below; others will be announced. Check with the instructor before participating in excursions not presented in class. For each immersion, have someone photograph you at the event with a background that reflects where you are, then electronically send the photograph to Dr. O'Bannon to earn the related points.

Excursion Immersion Opportunities

- Music on the New
September 18, 2009
Free concert at Glencoe Museum, 600 Unruh Drive, Radford, VA 24141. Bring a chair, enjoy the view and listen to family friendly music. Call Glencoe Museum at 540-731-5031 for times and directions

- Cabin Days at Ingles Farm
September 6-7, October 10-11
Ingles Farm, exit #105 off of I-81, go east about one mile
9 Wilderness Road, Radford
Visit Ingles Farm! This working farm will be open to the public on specific days from 10am-3pm. Routine work will be performed and explained. Come and explore the cabin of William and Mary Draper Ingles, learn about current preservation efforts, and trace the history of Ingles Ferry and its importance in history.
http://www.visitradford.com/Cabin_Days_at_Ingles_Farm.aspx

- Wilderness Trail Festival 2009
September 19, 9 am - 5 pm
<http://www.virginia.org/site/description.asp?attrID=34803>

- Highlanders Festival – VOLUNTEER OPPORTUNITIES AVAILABLE
October 2 – 3
<http://www.runet.edu/festival/>

Grading:

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

The instructor reserves the right to curve final grades. Grades are non-negotiable.

Points will be awarded for each assignment. Final grades will be based on total points earned.

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.

H1N1/Swine Flu Illness 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".

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.
- 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.
- 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.

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)

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.

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.