

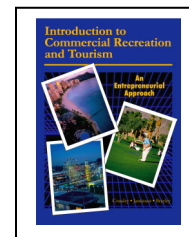
# RPL 261: Introduction to Private and Commercial Recreation

## Course Syllabus

<b>Instructor</b>	<b>Lorie A. Tuma</b>	<b>Phone</b>	<b>989-506-3805 (Cell)</b>
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<b>Office Hours</b>	<b>Mon 4:45-6:00 Wed 11:00-12:00, 2:00-3:15, 4:45-6:00</b>	<b>Class Times</b>	<b>Mon/Wed 3:30-4:45pm Finch 101 and Lab</b>

### Text and Materials

Crossley, J. P., Jamieson, L., & Braley, R. (2001). *Introduction to commercial recreation and tourism: An Entrepreneurial Approach* (5<sup>th</sup> ed.). Champaign, IL: Sagamore



### Course Description

An introduction to the broad areas and career opportunities in commercial recreation and facilities management.

### Course Objectives

After completing this course, the student will be able to:



1. Explain the similarities and differences among public, quasi-public, private, and commercial leisure service agencies in terms of philosophy, target market, financing, and ownership.
2. Discuss factors and current trends influencing leisure choices.
3. Discuss the inter-relationship among components necessary for the delivery of commercial leisure services.
4. Discuss the positive and negative aspects associated with the delivery of private and commercial leisure services.
5. Appreciate the breadth of the private and commercial recreation industries.
6. Understand the skills needed to be a manager in the private or commercial recreation industries.
7. State crucial milestones in the history of the commercial recreation profession.
8. Explain various impacts on areas, facilities and agencies.
9. Understand skills needed to professionally develop and maintain competencies and obtain resources.
10. Understand facility design, operational and maintenance issues related to commercial recreation agencies and inclusion.

### Course Overview

This course consists of three sections: Introduction to Commercial Recreation and Tourism ~ an Entrepreneurial Approach, Initiating and Managing Commercial Recreation and Tourism, and Industry Profiles and Careers for the Future. Class time will include videos, class discussion, lecture, field trips, and application practice. Students will be required to work in groups to complete a classroom presentation and various in-class activities.

### Course Evaluation

A	413	B	348	C	283	D	218
A-	392	B-	326	C-	261	D-	196
B+	370	C+	305	D+	239		

"I" (incomplete) is a temporary grade used by the instructor in cases when a student is unable to complete course requirements because of illness or other justifiable circumstances. It is assigned only in cases in which the student has completed satisfactorily the major portion of the course requirements, and has convinced the instructor of his or her ability to complete the remaining work without re-registering for the course. It is not to be given to a student who is already doing failing work. Please refer to the CMU Bulletin for more information on incomplete grades.

### Description of Assessments

- |    |   |                   |
|----|---|-------------------|
| 1. | <b>Three (3) exams</b>  | <b>200 points</b> |
| 2. | <b>Class Trip</b><br><i>Includes table tent collateral piece</i>  | <b>50 points</b>  |
| 3. | <b>Individual Site Visit</b><br><i>(30 points for content, 20 points for postcard collateral piece)</i>   | <b>50 points</b>  |
| 4. | <b>Portfolio Project</b><br><i>(60 points for four submissions, 10 points biography collateral piece)</i>   | <b>60 points</b>  |
| 5. | <b>Association Exercise</b><br><i>Includes flier collateral piece</i>   | <b>25 points</b>  |
| 6. | <b>Attendance / Participation</b><br><i>Attendance is mandatory. Students receive two (2) free absences without penalty; anything beyond 2 absences forfeits 50 points.</i> | <b>50 points</b>  |

Late Assignments: 10% for each day late. Assignments must be handed in by the end of the class period. ***If you miss class the day an assignment is given, it is your responsibility to get the assignment.***

This syllabus serves as an outline that will guide students through the course objectives. In certain circumstances, local, national, or world events related to the objectives may serve the student better and enhance the learning experience. For these reasons, the instructor reserves the right make changes as appropriate.

### Guest Speakers

Your instructor has very specific expectations regarding student interaction and hospitality extended toward guest speakers. Under **NO** circumstances will a student multi-task (write notes, work on projects, schedule in calendars, text-message, etc.) during a guest speaker visit. In the event a student fails to respect this policy or displays behavior that is disrespectful in any form, the student will be asked to leave the classroom and the absence will be remarked.

During a guest speaker's visit, all materials should be put away and stored in book bags. All desks should be completely clear - free from books, notebooks, calendars, etc. All speakers are to be 1) treated with the utmost respect; 2) supported by audience by participating in discussion and asking questions; and 3) thanked by demonstration of shaking of hands after their perspective visit. No exceptions. **None!**

### Code of Student Rights, Responsibilities and Disciplinary Procedures

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with

clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class. For further information, please refer to the *Code of Student Rights, Responsibilities and Disciplinary Procedures*. <http://www.cmich.edu/policies-procedures/default.htm>

### **Accessibility and Disability Information**

“CMU provides students with disabilities reasonable accommodation to participate in educational programs, activities, or services. Students with disabilities requiring accommodation to participate in class activities or meet course requirements should first register with the office of Student Disability Services (120 Park Library; telephone: 989-774-3018; Telecommunications Device for the Deaf: 989-774-2568), and then contact me as soon as possible.”

### **Regarding Technology**

Your instructor is extremely proactive and supportive of technology specific to the internet and online social networking (Facebook, MySpace, etc.). As a result, you are highly encouraged to add her as a Friend on Facebook and by doing so you will be able to obtain information regarding assignments, class cancellations, and rubrics via Blackboard that is synced with Facebook. Please note: This is completely optional, but also highly recommended.

With regard to technology usage during class time – **ALL** cell phones will remain on silent or vibration. As a student in this classroom, the general expectation is to be respectful and **refrain from text-messaging during class.**

### **Emergency Notification**

The emergency notification system allows CMU to reach thousands of students, faculty, and staff very quickly. In the event of an emergency or crisis, CMU administration will send notification using the information you provide on this page. You are highly encouraged to update your contact information. More information about this system can be obtained by visiting CMU's "[Emergency Preparedness](#)" page.

## 261 Course Outline (M/W)

<b>1</b>	<b>Jan 12</b>	Class Introductions Syllabus Review
	<b>Jan 14</b>	Advising/Program Information Your instructor will review critical components of the Commercial Recreation major and answer select questions regarding the Event Management minor
<b>2</b>	<b>Jan 19</b>	No Class (Martin Luther King Day)
	<b>Jan 21</b>	<p><b>Individual Site Visit Assignment</b></p> <p><u>INTERVIEW (PART 1)</u> Due March 23, 2009</p> <ol style="list-style-type: none"> <li>1. Select someone in the Commercial Recreation field that currently holds the same or similar job you would like to have someday and make an appointment to interview them.</li> <li>2. Type a business letter confirming the date and time of your visit and interview (see Blackboard for sample letter) and bring your DRAFT to class for approval.</li> <li>3. If approved, produce a final and send to your interviewee.</li> <li>4. Make a copy of the final letter and place in the back pocket of your portfolio.</li> <li>5. After interview is complete, create a DRAFT thank you letter or card and obtain your instructor's approval.</li> <li>6. If approved, and before sending - make a copy and place in the back pocket of your portfolio.</li> </ol> <p><u>POSTCARDS (PART 2)</u> Due April 15, 2009</p> <p>From your interview and using MS Office templates, you will create three (3) postcards.</p> <ol style="list-style-type: none"> <li>1. Information about Facility</li> <li>2. Information about Career Path</li> <li>3. Information about Work Life</li> </ol> <p><u>PRESENTATION (PART 3)</u> Due April 27 and 29, 2009</p> <p>From your interview you will create a PowerPoint presentation and provide the class with a 5 minute presentation on your Site Visit and Interview.</p>
<b>3</b>	<b>Jan 26</b>	<p>Chapter 1: What is Commercial Recreation</p> <p>Overview of Career Portfolio</p> <ol style="list-style-type: none"> <li>1. Cover Page: Due February 9, 2009</li> <li>2. Personal Philosophy: Due February 16, 2009</li> <li>3. Career Path: Due March 25, 2009</li> <li>4. Career Goal: Due April 22, 2009</li> <li>5. Business Cards: Due April 22, 2009</li> <li>6. Table of Contents: Due April 22, 2009</li> </ol>

		<p>NOTE: Materials needed include: binder with sleeves for title page, tab dividers, clear plastic sleeves. <i>(Class may transition to online portfolios)</i></p> <p>Overview of Table Tent Assignment: Due April 8, 2009</p> <p>From the class trip, and using MS Office Templates, you will design a 3-fold table tent. Each side of the table tent will include the following:</p> <ol style="list-style-type: none"> <li>1. A picture of the facility</li> <li>2. Specific information about the facility</li> <li>3. A quote from one of the guest/speakers or tour facilitators</li> <li>4. Logo</li> </ol>
	<b>Jan 28</b>	<p>Lab Overview, Webpage Setup</p>
<b>4</b>	<b>Feb 2</b>	<p>History of Commercial Recreation Part 1</p> <p>Professional Association Assignment Given (Due February 23, 2008)</p> <ol style="list-style-type: none"> <li>1. Select a professional commercial recreation association</li> <li>2. Selection should be based on your interest area</li> <li>3. Complete a one to two page promotional flier of the association that includes: <ul style="list-style-type: none"> <li>- contact information</li> <li>- benefits of membership</li> <li>- membership costs (student and professional)</li> <li>- certifications and/or credentials</li> <li>- educational programs offered</li> <li>- conferences and/or special events internship potential</li> </ul> </li> </ol>
	<b>Feb 4</b>	The History of Commercial Recreation Part 2: Overview (Otteman)
<b>5</b>	<b>Feb 9</b>	<p>Lab Cover Page Due</p>
	<b>Feb 11</b>	<p>Chapter 2: The Entrepreneur Guest Speakers: Charles Burke and Chuck Fitzpatrick</p>
<b>6</b>	<b>Feb 16</b>	<p>Independent Lab Personal Philosophy DUE</p>
	<b>Feb 18</b>	Exam 1 (50 points) Blackboard will open exam at 3:25pm-4:55pm
<b>7</b>	<b>Feb 23</b>	Chapter 3: The Nature of Commercial Recreation & Tourism (cont)
	<b>Feb 25</b>	<p>Lab PROFESSIONAL ASSOCIATION ASSIGNMENT DUE</p>

8	Mar 2	Chapter 4: Starting the Commercial Recreation & Tourism Enterprise (cont)
	Mar 4	Chapter 5: Financial Management
9	Mar 16	Chapter 7: Operations Management
	Mar 18	Class Trip Dates (pending):
10	Mar 23	Class Trip Dates (pending): INTERVIEW (PART 1) DUE
	Mar 25	Lab Career Path DUE
11	Mar 30	Exam 2 (50 points) Blackboard will open exam at 3:25pm-4:55pm
	Apr 1	Chapter 8: Commercial Recreation/Tourism Programming
12	Apr 6	Chapter 9: The Travel Industry
	Apr 8	Lab TABLE TENT ASSIGNMENT DUE
13	Apr 13	Chapter 10: The Hospitality Industry
	Apr 15	Lab POSTCARDS (PART 2) DUE
14	Apr 20	Chapter 11: Local Commercial Recreation
	Apr 22	Lab Career Goal, Business Cards, and Table of Contents DUE with ENTIRE portfolio
15	Apr 27	Individual Site Presentations (PART 3) DUE
	Apr 29	Individual Site Presentations (PART 3) DUE
16	May 4	Final Exam (100 points)

Note: One or more all-day field trips will be planned during the semester. Students will share in the expenses of these site visits.