

Eastern Washington University
Department of Wellness and Movement Sciences
RCLS 455: Resort and Commercial Recreation Management
Winter 2022
2:00pm – 3:20pm Tuesday & Thursday • PEC 113

Instructor: Dr. Matthew Chase, Professor, Recreation & Tourism Management

Email: mchase@ewu.edu

Zoom URL: <https://ewu.zoom.us/j/5093597964>

Class Meets: Tuesday & Thursday (2:00 – 3:15pm) in **PC 111**

Matt's Office: 242 Physical Education Building

Office Hours: Tuesday and Wednesday (11:00am – 1:00pm)

Prerequisites: RCLS 201, RCLS 385

Course Description

This course is intended to provide the student with practical management knowledge related to resort and commercial recreation enterprises.

Instructional Methods and Materials

Lecture, discussion, small group projects, group presentations, engaged learning activities, cooperative learning, field experiences, online participation

Text

Crossley, J. C., Rood, S., Brayley, R. E., Price-Howard, K., & Holdnak, A. (2018). *Introduction to commercial recreation and tourism: an entrepreneurial approach* (No. Ed. 7). Sagamore Publishing LLC.

Note: Additional reading materials will be distributed in class or online. It is essential that students read all assigned material for class. Even if not explicitly discussed, lectures, discussion, and class exercises may assume student knowledge of the reading material. The instructor reserves the right to give “no-notice” quizzes on all reading materials (reading matters).

Learning Outcomes

This course is intended to provide an insight to the world of resort and commercial recreation. Through class discussions, readings, activities, site visits, and local guest speakers, students will be exposed to the overall nature and purposes of commercial recreation, as well as principles related to the initiation and management of commercial recreation operations. Students will also have the opportunity to explore various industry profiles including local and regional commercial recreation operations.

By the end of this course:

- Students will be exposed to and become familiar with the history, nature, and overall purposes of commercial recreation
- Students will be exposed to and become familiar with the principles of entrepreneurship and free enterprise

- Students will be exposed to and become familiar with the basic principles of initiating and managing the commercial recreation enterprise
- Students will be exposed to and become familiar with a number of industry profiles including local and regional commercial recreation operations
- Students will become familiar with the role of government in commercial recreation and tourism
- Students will gain first-hand experience by visiting local commercial recreation operations
- Students will be exposed to the issues and challenges of commercial recreation via guest speakers from the “field”

COAPRT/Program Learning Outcomes to be addressed in this class:

7.01a: Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries;

7.01b: Students graduating from the program shall demonstrate the following entry-level knowledge: b) techniques and processes used by professionals and workers in these industries;

7.01c: Students graduating from the program shall demonstrate the following entry-level knowledge: c) the foundation of the profession in history, science and philosophy.

7.03: Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions.

Grading and Evaluation Procedures

Criteria for evaluation in this class include ordinary standards of good writing (clear expression; accurate punctuation, grammar, and spelling; well organized) and meeting specifications of individual assignments. Assignments must be handed in on or before announced deadlines. Assignments must be typed (12-point font) and double-spaced. All required assignments must be completed to earn a course grade of C or higher.

Grades will be assigned according to normal university standards, (which includes an assumption of basic literacy in English)

RCLS Grade Scale			
Grade	Percentage	Grade	Percentage
A	94 -100	C	74 - 76
A-	90 - 93	C-	70 - 73
B+	87 - 89	D+	67 - 69
B	84 - 86	D	64 - 66
B-	80 - 83	D-	60 - 63
C+	77 - 79	F	59 and below

Final grades will be assigned according to the following breakdown:

<u>Choices for Academic Success</u>	<u>Points</u>
Attendance & Participation	40 pts.
Exams (x2)	100 pts.
Feasibility Study	100 pts.
Commercial Industry Report	100 pts.
Commercial Industry Presentation	50 pts.
<u>Assignment Choices:</u>	
CR Business Site Visit	
<u>or</u>	
NPR Podcast Series “How I Built This”	<u>25 pts.</u>
	415 points

Choices for Academic Success - Details

All assignments are due on the dates AND times specified. Late assignments **are not** accepted. If a “special circumstance” arises related to the timely delivery of an assignment, please speak to the instructor **prior to due date**. Refer to Canvas regularly to stay on top of due dates. Exams can only be taken on the day for which they are scheduled. A doctor’s note (or the equivalent for other scenarios) is required to make up exams a student may have missed.

- **Attendance and Participation (40 pts.):**

Attendance (30 pts.) is crucial for the success of this class. After (1) free absence, students will lose 15 points, per absence, of their attendance grade. If a student misses more than 3 days for any unexcused reason (see university policy regarding excused absences), he or she will need to retake the course. Please do not call me to indicate that you might miss a class. Attendance means that students are in class, for the entire class. Late arrival or early departures break up the flow of the class and are not fair to your peers. If a student misses’ class, it is his or her responsibility to get notes and the information missed from other students in the class.

Participation (10 pts.) is also important for the success of this class. I expect people to prepare in advance of class sessions, to participate, and to be active and engaged learners. This means:

1. No cell phones out during class. I will provide a few warnings regarding cell-phone use and then I will stop reminding people to put it away. Phone use in class will result in a lower attendance/participation grade.
2. Students may use a laptop to take notes; however, if a person rarely looks up from his or her computer or seems to be completely engrossed in whatever it is on the screen, the student will lose points. This is a significant distraction to me and the class.
3. Be engaged! Answer questions posed in class and ask questions!
4. Points will be deducted from the attendance/participation grade for non-participation.

- **(2) Exams (100 pts.)** Students will have the opportunity to complete 2 exams at 50 points each during the quarter. Anything discussed in class is fair game for an exam (this includes assigned readings). Exams will vary in style: multiple choice, true/false, short-answer, fill-in-the-blank, and matching.
- **Feasibility Study (100 pts.):** As recreation professionals, many of us may elect to start our own business at some point. This assignment is designed to explore what it means to be an entrepreneur and what it takes to develop a *feasible* business idea.
- **Commercial Recreation Industry Report (100 pts.):** The purpose of this assignment is to have students thoroughly investigate one type of commercial recreation enterprise or industry, in-depth. Please choose one of the industries listed in chapters 9, 10, or 11 of the class text. This assignment has two components: Students will write and submit a report, and they will present their findings in an oral and visual presentation.
- **Commercial Recreation Industry Report Presentation (50 pts.):** This is an opportunity for project groups to let us know what has been discovered in the industry report process. Students will present their findings to the entire class using a variety of media choices.
- **Assignment Choices (25 pts.):** Students have the opportunity to choose one of the following two assignments: (1) Commercial Recreation Site Visit (teams of two) or (2) NPR Podcast Series Reflection (“How I Built This”). This is a series of interviews with entrepreneurs who tell their story (this is an individual assignment).

Field Trips

At least one field trip has been arranged for this class. Please be flexible with this excursion as changes in schedule are always a possibility due to the nature of commercial recreation operations. More information will be provided in class.

Written Assignment Policies

All written assignments are required to meet the following criteria unless noted otherwise:

- 12pt. Times New Roman
- Be completed in Microsoft Office (e.g., Word, Excel, PPT, etc.).
- Be double-spaced and in the appropriate format for the assignment.
- Include page numbers, a running head and subtitles.
- Front page must include the following:
 - Named title of assignment
 - Student’s name
 - Name and number of course
 - Date assignment or paper is due
 - Instructor name
- Meet **APA Publication Manuscript style**, i.e., references, citing (direct and paraphrased quotes, headings, etc.)

- **Edit** all work for grammar, spelling, word choice, etc. Deductions will be taken for poor editing.
- All work will be **turned in on time**. 10% will be deducted for each day an assignment is late. Assignments will not be accepted after 3 days.
- Most assignments will be submitted through Canvas.

Academic Integrity

- 1) Violations of academic integrity will not be tolerated. Examples of academic dishonesty include misrepresenting others' work as your own, failure to provide proper citations in written text, stealing or destroying material intended for the use of other students, using notes or cell phones during exams, taking photographs of exams, assisting others during exams, copying someone else's work, letting his or her work be copied. **Any** violation of academic integrity for any assignment in this class may result in an XF grade **for the course as a whole**. An XF grade indicates that you failed the course for violating EWU's policy on academic integrity. For additional information regarding this issue, refer to the following link <http://access.ewu.edu/Undergraduate-Studies/Curriculum-and-Policies/Academic-Integrity.xml>.
- 2) Any form of academic dishonesty will be documented and reported to the Vice Provost for Undergraduate Affairs. A student who cheats on a test, quiz or homework assignment (copying someone else's work, letting his or her work be copied, talking or sharing a calculator during an exam and other forms of cheating) will receive a zero on the assignment or assessment. Another incidence of cheating may result in a grade of XF for the quarter. (XF on a transcript indicates that a student received a 0.0 because he or she cheated.) For additional information regarding this issue, refer to the following link <http://access.ewu.edu/Undergraduate-Studies/Curriculum-and-Policies/Academic-Integrity.xml>.
- 3) EWU expects the highest standards of academic integrity of its students. Academic honesty is the foundation for a fair and supportive learning environment for all students. Personal responsibility for academic performance is essential for equitable assessment of student accomplishments. The university supports the faculty in setting and maintaining standards of academic integrity. Charges of academic dishonesty are reviewed through a process that allows for student learning and impartial review. EWU's academic integrity policy is available online at: <http://access.ewu.edu/Undergraduate-Studies/Curriculum-and-Policies/Academic-Integrity.xml>
- 4) **Statement on plagiarism and academic fraud:** Broadly speaking, plagiarism occurs when an author uses the words, ideas, and/or phrasing of another author (either directly or in paraphrase) without proper attribution. Cutting and pasting sentences, paragraphs, or entire articles written by someone else into your essay and then submitting it as your own is the obvious example. However, academic fraud is broader than this. For example, if you use the words of another author but fail to put

quotation marks around them, that's plagiarism. Or if you put quotation marks around them but fail to provide a citation, that's plagiarism too. Using the notes or class materials of another student in the completion of an exam or other assignment (whether it's an in-class or take-home exam), is cheating. If you *provide* your notes/class materials to another student who then uses them to complete an assignment, that could be defined as cheating too.

In addition, there's a difference between collaboration and collusion. Collaboration involves things like talking, thinking, or brainstorming with your fellow students and is generally encouraged. Collusion occurs when that collaboration results in the submission of identical or substantially similar work by two or more students and is always frowned upon. There is a difference between careless academic practice and the outright intent to deceive, and sanctions for such offenses can be modulated depending on the professor's view of the seriousness of the offense. The point is that you need to be triple-extra sure about what sorts of collaboration are permitted by your instructors and which aren't. Do not assume anything! Just because a certain kind of collaboration has not been expressly prohibited by an instructor does not mean it's permitted. Just because some professors permit collaboration does not mean they all do.

Any student found guilty of plagiarism or other academic fraud in this class will automatically receive a 0.0 grade for the course. I reserve the right to refer especially serious instances of academic fraud (e.g. an obvious intent to deceive) to the appropriate university authorities and request the more serious sanction of an X/F grade for the course. Please consult with me if you're even slightly unsure of what this all means.

EWU's academic integrity policy is available online at:

<http://access.ewu.edu/Undergraduate-Studies/Curriculum-and-Policies/Academic-Integrity.xml>

Students with Disabilities: Eastern Washington University is committed to providing support for students with disabilities. If you are a student with a physical, learning, emotional, or psychological disability and need an accommodation, you are encouraged to contact the office of Student Accommodations & Support Services (SASS). They can be reached at 509-359-6871, 509-359-7458 or dss@ewu.edu www.ewu.edu/dss.

Equal Opportunity/Affirmative Action

No person shall, on the basis of age, race, religion, color, gender, sexual orientation, gender identity, national origin or disability, be excluded from participation in, or be denied the benefits of, or be subjected to discrimination under any program or activity of Eastern Washington University. Eastern Washington University adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

Student Conduct

Students are subject to the University's Student Conduct Code, which has been promulgated as a chapter in the Washington Administrative Code (WAC) at Ch. 172-120. This code protects the interests of the University in providing an atmosphere supportive of student learning. In this class, students are expected to treat other individuals with

respect and to engage in the learning activities assigned. Distractive, disruptive, irrelevant or inappropriate behavior will not be tolerated.

Time Commitment

As per the guidelines for Eastern Washington University, for each credit hour spent in a lecture-discussion setting in the classroom, per week, requires 2-hours of outside preparation time. This is a 3 credit-hour class - students can expect to put in up to 6-hours per week outside of the classroom with preparation, reading, and project assignments.

Withdrawal/ Incomplete

If it becomes necessary for a student to withdraw from the course, it is his or her responsibility to do so. To receive an incomplete (X), a student must be passing the course when a verifiable documented emergency occurs after the last withdrawal date.

Syllabus Disclaimer

This syllabus has been created as a guide to the class and is as accurate as possible. However, all information is subject to be modified as class needs change. Any changes will be discussed with the class in advance, and will also be posted and documented on the Canvas Announcement page.