

Tourism and Commercial Recreation
Department of Recreation and Leisure Studies
Green Mountain College
Fall 2005

GENERAL INFORMATION

Course: REC 3033, Tourism and Commercial Recreation

Credits: 3

Location: Griswold 015

Time: Tuesdays and Fridays, 2:00-3:15 PM

Instructor: Greg Brown

Office: Moses Rm. 160

Phone: 287-8330

Office Hours: M 1-3 pm

Tue.12-1:45 pm

Th 1-3 pm

Or by appointment

COURSE DESCRIPTION

[From the catalog]. This course is a study of the dynamics of the tourism industry and the commercial recreation enterprise as elements of the leisure services delivery system. Topical areas include an exploration of the tourism system (market, attractions, services, transportation, and marketing, information, and promotion): social, environmental, and economic impacts; planning and development; trends and their effects; and starting one's own business.

[In plain english]. You are going to read some textbooks and journal articles, talk and write critically about what we've read, and develop your own tourism or commercial recreation plan.

COURSE OBJECTIVES

Through this course the student will be able to:

1. Understand the basic elements of the tourism and commercial recreation industries.
2. Understand factors involved in starting your own business.
3. Understand the role of the feasibility study and business plan within the planning process, and be able to apply the basic principles learned.
4. Develop an understanding of socio-cultural, environmental and economic tradeoffs associated with tourism, and how product configuration and management can shift these impacts.
5. Analyze how current and future trends are affecting/will affect tourism and commercial recreation.
6. Understand factors involved when communities become involved in tourism.

7. Identify and explore career opportunities in tourism and commercial recreation.
8. Analyze and critique tourism proposals using a set of evaluation criteria.
9. Learn planning concepts and policy options that move the industry toward more sustainable forms of tourism.

REQUIRED TEXTS

Crossley, J., Jamieson, L., & Brayley, R. 2001. *Introduction to commercial recreation and tourism* (4th edition). Chicago: Sagamore Publishing.
 Weaver, David A. 2003. *Ecotourism*. Sydney:Wiley. 386pp.

Other texts

Fennell, D. *Ecotourism*. 2003. 2nd Edition. London: Routledge. 236 pp.
 Patterson, C. *The Business of Ecotourism*. 2002. Rhinelander: Explorer's Guide Publishing.

Additional readings as assigned throughout the semester.

CLASS STRUCTURE

Class meetings will be a mixture of lecture, question and answer, and group discussion. Individual participation is encouraged at all times. There will also be some videos throughout the semester. Students will also be responsible for some class presentations.

TOPICAL OUTLINE/SCHEDULE

Week	Dates	Topic	Reading Assignments
1	30 Aug-2 Sept.	Course Introduction; History, Definitions, Concepts	Crossley, Chapter 1, pp. 5-36 Weaver, Chapter 1, pp. 2-28
2	6-9 Sept.	Emerging markets	Weaver, Chapter 2 pp. 29-63
3	13-16 Sept.	Ecotourism environments	Weaver, Chapter 3 pp. 64-95 Crossley, Chapter 3 pp. 111-169
4	20-23 Sept.	Environmental, economic, and socio-cultural impacts	Weaver, Chapter 4 pp. 65-129
5	27-30 Sept.	The Business of Tourism	Weaver, Chapter 5 pp. 130-168 Crossley, Chapter 4 pp. 111-169
6	4-7 Oct.	External environments	Weaver, Chapter 6 pp. 169-201
7	Oct 11—no class	TBA	
	14 Oct.		
8	18-21 Oct.	Planning and Product Development	Patterson, Chapter 2 pp. 15-29
9	25-28 Oct	Tourism Marketing	Patterson, Chapter 4 pp. 43-73 Crossley, Chapter 6 pp. 214-254
10	1-4 Nov	Organizations and policies	Weaver, Chapter 7, pp. 202-233

11	8-11 Nov	Selected environments and activities	Weaver, Chapter 8, pp. 234-267 Crossley, Chapter 8 pp. 297-339
12	15-18 Nov	Financial Management	Crossley, Chapter 5 pp. 170-213 Patterson, Chapter 7 pp. 95-119.
13	22 Nov. 25 Nov. no class	Risk Management	Readings TBA
14	29 Nov 2 Dec	Student Presentations	
15	6-9 Dec	Student Presentations	
16	12 Dec	Final Exam	

COURSE REQUIREMENTS

1. Regular attendance is required

- If you are going to miss a class due to an athletic trip, field trip, or other excused reason, it is your responsibility to tell the instructor prior to class time.
- Attendance will be taken at the beginning of each class. If you come into class after attendance has been taken it is your responsibility to remind the instructor to mark you present after class. Depending on how late you arrived, it is up to the instructor's discretion whether to mark you present or absent.

2. Class preparation and participation

- You are expected to participate in class and group discussions. Your preparation and participation grade will be dependent on your insightful discussion of assigned reading materials, active participation in in-class discussions and activities, and your performance on possible quizzes covering material you were to read for class.

3. Completion of two tests and a final exam

4. Tourism or business plan critique

5. Reaction papers to articles (3)

6. Original tourism feasibility study or business plan project

- Exams will be a combination of essay and objective questions. They may include questions from all sources: assigned readings, handouts, lectures, guest speakers, student presentations, videos, and in-class and out-of-class exercises.
- Make-up exams will not be allowed without prior permission from the instructor.
- You will each be responsible to write and present a review/critique of a tourism or business plan you have found that you feel is relevant to the class. Please approve the selected plan with the instructor. A critique guideline will be provided.
- The oral presentation associated with the plan critique should be approximately 10 minutes in length. Try to get the class involved in some discussion on your reviewed plan.
- You are each to do a total of three reaction writings to articles throughout the semester. A list of potential writings and due dates will be given separately in class. These papers are to be typed or word-processed, double-spaced, and approximately two full pages in length. The first half of the paper is to be the summary of the topic; the second half of the paper is to be your critique, which is to show critical thinking on your part.
- Within groups you will conduct a feasibility study to plan for a business you hypothetically would like to open, or alternatively a business plan. You will present a final written paper as well as do a formal evening presentation in front of the class.

- More information will be provided at a later date.

NOTE: Assignments are due on the date indicated. Written assignments turned in late will be graded down 5% for each day late. Class presentations **must** be ready on the assigned date to receive credit. **NO ASSIGNMENTS** will be accepted after the last class in the semester!

EVALUATION

	Weighting	Due Date
Attendance, class participation and in-class assignments	10%	Ongoing
Tourism plan critique	15 %	October 28
Tourism product development paper	20 %	December 9
Article reviews	20 %	Due dates to be announced in class
Semester quizzes (2)	20 %	TBA
Final exam	15 %	December 12 (1:00 pm)

Grading Scale :

93% or higher	A
90 to 92%	A-
88 to 89%	B+
83 to 87%	B
80 to 82%	B-
78 to 79%	C+
73 to 77%	C
70 to 72%	C-
68 to 69%	D+
63 to 68%	D
60 to 62%	D-
Below 60	F