RTM 100 – Introduction to Recreation and Tourism Management

Syllabus

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Concord University Honor Code

“As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same.”

What is a Syllabus?

A syllabus is a contract between the instructor and student. It outlines the instructor’s expectations for the course and offers a guide for what to expect during the semester. The instructor’s creation and distribution of the syllabus, coupled by the student’s enrollment in the course and receipt of the syllabus, signify agreement that both parties agree to the terms and conditions set forth on the syllabus and for the class. Unfortunately, unforeseen circumstances may change the timeline for the delivery of information or eliminate some material/assignments; however, I will not add tests or other assignments that may result in undue hardship for any student.

Course Description:

RTM 100 explores many facets of the travel and tourism industry through lecture, video, and guest speakers to offer a general overview of the industry, its history, current issues, research, and trends.

Course Objectives:

- Summarize the growth and progression of recreation, sports management, travel, and tourism over time.
- Identify theories and best practices within recreation, sports management, travel and tourism.
- Identify career and academic options within the recreation, sports, travel and tourism industries.
- Evaluate and analyze current issues, research, and trends in the recreation, sport, travel, and tourism industries.
- Illustrate research and bibliographic citation skills.
- Develop a professional resume.
Required Texts/Technology:


- Students’ learning experiences are not limited to this text; however, any additional material will be supplied by the professor via Blackboard, email, or web links.

You must have steady/reliable access to the internet and Blackboard to successfully complete this class. There are computer labs on both campuses; however, inability to reach these labs due to weather, etc. is not a sufficient excuse for late assignments. If you anticipate any technological issues that may impact your performance in this class, you must discuss these with me at the beginning of the course.

Course Policies:

Enrollment/Adding and Dropping Courses
I do not drop students from the course as a convenience (in other words, if you signed up for this class and decide you no longer wish to be enrolled, simple failing to show up/respond will not ensure that you are dropped from the roster. You must withdraw with the Registrar’s office). I reserve the right to withdraw any student who fails to visit the course as required.

Attendance (Even on Blackboard!)
This course involves weekly readings, discussions and assignments. You must participate to receive full credit.

Inclement Weather: Unless there are power outages due to weather, you are expected to complete assignments in a timely manner, *regardless of any physical closings of the institution.*

Readings/Assignments
Weekly readings and assignments are posted on Blackboard. This course is designed as a traditional 16-week course; therefore, while students have the liberty to read and work at their convenience, weekly assignments must be completed BEFORE OR DURING THE WEEK STATED ON THE SYLLABUS (unless changed, in writing, by the professor). Each assignment has a due date and, although you may submit work after the due date, it will not receive full credit.

Papers/projects submitted after due dates are subject to the following point deductions: One day late: -10%, One week late: -30%, Two or more weeks late: -50%; Not visiting Blackboard or participating until the last minute: 0 points!
Blackboard
This class involves readings/assignments from the text and posted on Blackboard. Students are expected to familiarize themselves with Blackboard (use the tutorial provided if you have not used Blackboard in the past).

NOTE: ALWAYS have a spare copy of your work – Blackboard is not perfect and sometimes students think their work has been successfully submitted and it never reaches the professor. I suggest that you type your work in Microsoft Word and then attach the file to Blackboard. Typing your work in Blackboard is not safe since you may lose your entire document and have to start all over again!

Assignment Criteria
All assignments for this course must be typed (double spaced, 12 font and 1 inch margins). Papers must be grammatically correct, proofread, and free from spelling errors. All papers should reveal critical analysis and cite outside sources within the document as well as on a Works Cited page (The RTM discipline typically uses APA; however, if you are not a RTM major and are more familiar with another citation method, [MLA, for example] please feel free to use that method. My main concern is that you do not plagiarize). Points will be deducted for excessive errors and papers may be returned for revision.

All assignments must be completed individually. Any papers that appear to the result of group work or sharing answers will receive no points and no make-up assignment will be available (also refer to the following paragraph concerning academic dishonesty).

Academic Honesty/CU Policies and Procedures
This course will be conducted in accordance with Concord University policies and procedures. For example, papers or portions of papers appearing to be plagiarized or inappropriately “borrowed” from other sources without appropriate citation will be given a grade of “0.” Students who cheat are subject to disciplinary action as outlined in the Concord University Student Handbook, including, but not limited to, a Cheater’s F on their transcript, dismissal from the class, and dismissal from the institution.

Social Justice/Discrimination/CU Policies and Procedures
The purpose for our meetings is to learn and it is everyone’s responsibility to create an atmosphere that is conducive for every person’s optimal educational experience. We all communicate differently and learn differently. These differences enhance our learning opportunities and are to be respected at all times. Any type of social injustice, discrimination, or disrespect is not tolerated in any of my classroom settings (online or in person). For specific details about Concord’s policies on social justice and discrimination, refer to the Concord University Student Handbook and the Concord University Board of Governor’s Policies (both are available online).
Students with Disabilities
Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a documented disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU’s Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Disability Services Coordinator, Nancy Ellison, at nellison@concord.edu for assistance.

Assistance

1. How do I reach my professor?
The best way to reach me is via email: swilliams@concord.edu. I will respond to your questions within 48 hours. Please remember to reference in which class you are enrolled.

2. Other numbers to know:
   Technical Support for Blackboard and other computer-related questions: cuhelpdesk@concord.edu
   Academic Success Center: (304) 384-6074
   Registrar: (304) 384-5236
   Library: (304) 384-5374
   Bookstore: (304) 384-5314

3. Academic Resources:
   **Drop-In Tutoring**—free tutoring available in the Library, Student Center Study Lounge (2nd floor), and Rahall atrium. For specific information, contact the Academic Success Center (asc@concord.edu; 304-384-6074). The schedule will be posted online: http://cs.concord.edu/tutoring/.
   **SMARTTHINKING**—*Free online tutoring* in most subjects, available 24/7; Sign up through MyCU Student Tab.
Course Requirements:

Readings/Assignments

Readings, discussions and assignments are posted on Blackboard. 150 pts.

Tests/Final Exam

Four tests (25 pts ea) and the Final Exam (100 pts) (on Blackboard, timed, open-note, open-book) will be administered. (25 pts ea for tests, 100 pts for Final) 200 pts.

Research Paper

Students will select and research a current tourism, sports management, recreation, or travel issue. This 3 – 5 page document will a synopsis of three outside articles (with proper APA citation). The paper should provide a brief overview of some aspect of the tourism industry and then, based on concepts introduced during the course, provide an in-depth analysis of some key factors or issues associated with that specific topic (50 pts).

Guidelines for Research Paper:

- Discuss your topic with me before getting started. Topics should include an analysis of some facet of the tourism industry, such as economic impact, environmental impact, new recreation or tourism facilities and how they may impact the existing industry, standards or regulations within the tourism industry, new or changing laws, marketing trends, hiring trends or an in-depth analysis of a tourism job or career, or graduate school programs focusing on travel and tourism.
- **NOTE: A description of a tourism destination or your favorite vacation spot WILL NOT be accepted.**
- A synopsis is not a report on each article; rather, it is an analysis of the information you find and the integration of that information to form a coherent narrative. For example, you might want to argue that ATV trails, golf, or snowmobiling have no environmental impact (good luck!!). You might choose to format your paper using the argument/persuasion method you learned in English 101.
- A strong paper will incorporate quotes from various sources and will be appropriately cited. Recreation and Tourism programs use the APA citation format; however, if you are more familiar with MLA or another format, just let me know! If you do not know how to properly cite sources, look for APA guidelines online or set up an appointment with me.
Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Weekly Assignments</td>
<td>150</td>
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<tr>
<td>Tests/Final Exam</td>
<td>200</td>
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<tr>
<td>Research Paper</td>
<td>50</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>400</td>
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Scale:  A: 90 – 100%, B: 80 – 89%, C: 70 – 79%, D: 60 – 69%, F: below 60%

NOTE: As a general rule, I do not submit mid-term grades. It is your responsibility to keep up with your average; however, if you have questions, please contact me.
# Tentative Course Schedule

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<tr>
<th>MODULE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
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<td>One</td>
<td>Getting Started, What is RTM? Historic Foundations of Recreation and Sports Mgmt.</td>
<td>Syllabus Assignment 1</td>
</tr>
<tr>
<td>Two</td>
<td>Historic Foundations of Travel and Tourism</td>
<td>Assignment 2</td>
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<tr>
<td>Three</td>
<td>Economic Impacts</td>
<td>Assignment 3</td>
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<tr>
<td>Four</td>
<td>Wrap-Up, Review, Test</td>
<td>TEST ONE</td>
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<td>Five</td>
<td>Motivation and Behavior</td>
<td>Assignment 4</td>
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<td>Six</td>
<td>Planning and Development</td>
<td>Assignment 5</td>
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<tr>
<td>Seven</td>
<td>Wrap-Up, Review, Test</td>
<td>TEST TWO</td>
</tr>
<tr>
<td>Eight</td>
<td>The Idea of National Parks/Conservation</td>
<td>Assignment 6</td>
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<tr>
<td>Nine</td>
<td>Nature-Based and Eco Tourism</td>
<td>Assignment 7</td>
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<tr>
<td>Ten</td>
<td>Wrap-Up, Review, Test</td>
<td>TEST THREE</td>
</tr>
<tr>
<td>Eleven</td>
<td>The Hospitality Industry</td>
<td>Assignment 8</td>
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<td>Twelve</td>
<td>Sectors of RTM Industries</td>
<td>Assignment 9</td>
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<tr>
<td>Thirteen</td>
<td>Wrap-Up, Review, Test</td>
<td>TEST FOUR</td>
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<td>Fourteen</td>
<td>Legal Aspects</td>
<td>Assignment 11</td>
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<td>Fifteen</td>
<td>Careers and Academic Pursuits in RTM</td>
<td>Assignment 12</td>
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<tr>
<td>Sixteen</td>
<td>Research Paper Due</td>
<td></td>
</tr>
<tr>
<td>Seventeen</td>
<td>FINAL EXAM</td>
<td>Available Dec -3 - 9</td>
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*This syllabus is subject to change during the semester!*