



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

RTM 100, Introduction to Recreation & Tourism Management:

Course CRN 20170, Section 01

Spring 2019; Credit Hours – 3; No Prerequisites;

Meets; 10:00-10:50, Monday, Wednesday, Friday

Meets: Administration A110

Professor: Dr. Roy Ramthun

Office Location: Admin 119

Office Hours: 11:00-12:00 MWF, 1:00-2:00 TR

Email: rramthun@concord.edu

College/Department Website: <https://www.concord.edu/business/node/23>

Course Description/Rationale: In this course students will:

- Become familiar with the broad scope of the recreation and tourism field.
- Recognize terms and concepts used in the tourism field.
- Identify career options in the field that may be of interest to the individual.
- Identify current issues in travel, tourism & recreation.
- Develop a variety of public speaking and human relations skills.

Course Management System: Blackboard RTM 100

Hardware/Software Needed: NA

Text requirements: *Tourism Management: An Introduction* (2012) by C. Inkson and L. Minnaert. Published by Sage Publishing.

Concord University Educational Goal(s)

This should address at least one of the areas (skills, knowledge, or attitude) for each course. Similar courses with different sections should have the same goal(s).

Skill 1: (Impacts presentation) Effective inter-communication skills and literacy adapted as needed for the demands of various kinds of discourse:

- listening and speaking
- reading and writing
- numeracy
- graphic communication
- non-verbal communication
- media and technological literacy

Knowledge 1: (Exams) An ability to discern the reciprocal influences of environments, cultural beliefs and attitudes, and societal institutions and practices.

Knowledge 5: (Impacts paper) A recognition of the complex interactions between organisms, including human beings, and their environments.

Attitude 6: (Impacts presentation) Commitment to social responsibility, including community service and civic engagement.

National Standards: N/A

Specific Learning Outcomes

In this course you will:

- Develop an understanding of the social, cultural and environmental benefits and impacts of tourism
- Develop writing skills specific to the professional field
- Practice public speaking skills both in class and with members of the public

Course Requirements

1. Attendance and Participation. This course involves in-class discussion, group-work activities and student presentations. To benefit from these activities, you need to be in class. Points will be awarded for participation in class activities. Approximately 80 points will be awarded for participation during the semester.
2. In-Class Writing & Speaking Assignments. Short, written reactions to lecture material or class discussions will be assigned periodically. These in-class papers do not have to be word-processed and will be worth five to ten points each. There will be approximately 8 of these papers or activities.
3. Resume. Each student in the course will begin developing a professional resume. These resumes will be graded on a format and writing quality, not on specific content. The resume is worth 30 points and is due on **Friday March 29th**.
4. Tourism Impacts Paper. This paper will examine the effects of tourism on people and the environment. You must locate and read three articles or sources on that topic and write a synopsis on the topic that is between three and five pages in length. (see guidelines at the end of the syllabus) This synopsis is due Friday **February 22nd**. This synopsis is worth 30 points. Based on the instructor's comments, you will also prepare a second draft of this paper to improve weaknesses identified in the initial synopsis. The second draft is worth 70 points and is due on Friday **March 22nd**.
5. Tourism Impacts Presentation. Each student will provide a brief oral presentation of the material from the Tourism Impacts paper. These presentations will occur during the last three weeks of the semester and will be worth 50 points per student.
6. Tests. There will be a mid-term and a final examination. Each will be worth 100 points. The date of the mid-term exam will be announced at least two weeks in advance of the test date. The final exam will be **Friday May 10th at 9:00am**.

Grading Policy and Scale:

100 to 90% of available points	=	A range
89 to 80% of available points	=	B range
79 to 70% of available points	=	C range
69 to 60% of available points	=	D range
59% and below	=	F

Exams -	200 pts
Paper (drft 1&2)-	100pts
Resume-	30pts

Presentation	50 pts
In-class Writing- Participation-	50pts (approximate) 80pts (approximate)

Approximate Total 510 pts

Make-up Policy, Late Work:

Assignments will be accepted after the posted due date, but with a point reduction penalty. Students who miss exams or other major scheduled activities may make them up if a verifiable excuse is provided. In-class assignments and activities cannot be made up, but a point adjustment will be made in the final grading process if a verifiable excuse is provided.

Course Timeline (Schedule of Assignments/Assessments/Presentations)

Approximate Schedule

Week One	Intro to course/ brief overview of the Recreation & Tourism Field (Read Chapter One of the textbook)
Week Two	Economic Concepts in Tourism (read Chapter Three of Text)
Week Three	Psychological Aspects of Tourism (read Chapter Four)
Week Four	Psychological Concepts in Tourism (read Chapter Four)
Week Five	Tourism Industry Segments/Suppliers (read Chapter Five)
Week Six	Tourism Industry Segments/Suppliers (read Chapter Six)
Week Seven	Careers in the Tourism Industry
Week Eight	Social and Cultural Impacts of Tourism (read Chapter Nine)
Week Nine	Social and Cultural Impacts of Tourism
Week Ten	Environmental Impacts of Tourism (read Chapter Ten)
Week Eleven	Environmental Impacts of Tourism

Week Twelve	Visitor Management (read Chapter Eleven)
Week Thirteen	Visitor Management
Week Fourteen	Tourism Marketing (read Chapter Thirteen)
Week Fifteen	Tourism Marketing
Week Sixteen	Test Prep

Accessibility/Accommodations:

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 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 Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"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."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy

Regular class attendance is part of a student's academic obligation at Concord.

Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure No students or employees are to report.

Classes Cancelled Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct. This course will rely on discussion, which includes difficult dialogue at times. This is an inclusive and safe classroom. All discussion points and questions are valued; as such, students are expected to treat one another and the professor thoughtfully and with respect. Racist, sexist, religiphobic, homophobic, heterophobic, or other pejorative or discriminatory language will not be tolerated and those who insist on such behavior will be asked to leave the classroom. This course may include material that is difficult or make you uncomfortable. Learning new ideas and pushing yourself is part of the academic process. You can learn the information without agreeing to it. However, if at any point you need to leave the classroom to collect yourself, you may do so, though you are still responsible for all content in this course.

Sexual Harassment & Assault

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384- 5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304- 384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer "This syllabus is subject to change based on the needs of the class. Please check it regularly."