



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/>).

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## **RTM 224: Tourism Motivation & Behavior**

**Course CRN 20171, Section 01**

**Spring 2019; Credit Hours – 3; No Prerequisites;**

**Meets; 9:30-10:45 Tuesday/Thursday**

**Meets:** Administration A110

**Professor:** Dr. Roy Ramthun

**Office Location:** Admin 119

**Office Hours:** 11:00-12:00 MWF, 1:00-2:00 TR or by appointment

**Email:** rramthun@concord.edu

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

**Course Description/Rationale:** This course is designed to help students recognize the wide variety of human behavior that is focused on recreation, leisure and sports activities. In addition, the course will introduce students to the epistemological issues of analyzing human behavior and will introduce basic research practices.

**Course Management System:** Blackboard RTM 224

**Hardware/Software Needed:** NA

**Text requirements:** Required reading material will be provided via Blackboard.

### **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).  
University Goal 1-2: An ability to employ appropriate observational, logical, analytical, computational, creative, and critical thinking skills across academic disciplines and to apply these skills in problem solving.

**National Standards:** NA

### **Specific Learning Outcomes:**

In this course you will:

- Develop an understanding of common conceptual models of leisure behavior
- Recognize the role of culture on leisure behavior
- Recognize qualitative and quantitative research methods that are used to identify and test models of behavior
- Examine how theory can be applied to common tourism industry situations.

### **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. Some participation points may be given in the form of quizzes.
2. Applied Research Projects:
  - a. Literature Review
  - b. Ethnographic Observation with Secondary Sources
  - c. Field Study/Participant Observation
  - d. Interview
  - e. Structured Qualitative Survey
  - f. Oral Presentation of Results
  - g. Written Analysis of Results

3. *Tests.* There will be two tests during the course of the semester. Each test will be worth 100 points. The final exam is scheduled for Thursday May 9<sup>th</sup> 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-	50pts (approximate)
Participation-	80pts (approximate)
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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](mailto: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](mailto:cuhelpdesk@concord.edu).

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