

**FACULTY OF GLOBAL AND COMMUNITY STUDIES
 SCHOOL OF OUTDOOR RECREATION MANAGEMENT
 COURSE OUTLINE**

Term:	Fall 2017	Instructor:	
Course No (Section):	REC 111	Office:	
Course Name:	Introduction to Commercial Outdoor Recreation	Telephone:	604 986 1911
Credits:	3	E-mail:	
Classroom/Lab:			
Scheduled:			

COURSE FORMAT: Lecture, guest speakers, student led activities, plus 4th hour activities.

PREREQUISITES: None

NOTE: REC 111 is equivalent to REC 110, TOUR 111 and/or TOUR 160. Duplicate credit will not be granted for this course and REC 110, TOUR 111 and/or TOUR 160.

FOURTH HOUR: A fourth hour of instruction is delivered in a variety of ways which may include: on-line instruction, small group meetings with faculty, tutorials, etc. Fourth hour for this course will consist of guest speakers, in-person consultations and web-based support. Completion of fourth hour activities is mandatory and attendance at these activities will directly impact your marks in the course. **You will be informed of dates and times of required fourth hour activities during the first class.**

COURSE DESCRIPTION: This course provides an overview of the commercial outdoor recreation industry within the context of the overall tourism industry. Students examine the interrelationships between the different tourism sectors, and the economic, environmental, cultural and social impact of tourism at local and global scales.

COURSE LEARNING OUTCOMES:

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
Describe the tourism sectors including adventure tourism and explain their interrelationship within the industry and their relationship to commercial outdoor recreation.
Define tourism terminology and apply concepts used in the tourism and commercial outdoor recreation sectors, planning, and development.
Identify issues and trends that currently impact the commercial outdoor recreation industry and the tourism industry in general.
Apply knowledge of outdoor recreation and tourism motivators to suggest how destinations can better meet tourists' needs and wants.
Describe governance structures used in commercial outdoor recreation including non-governmental organizations, industry organizations and government (municipal, provincial and federal) and how industry

organizations and various levels of government work to provide market, product and people development in commercial outdoor recreation.

Assess the impact of tourism as a worldwide economic, environmental, cultural and social force, focussing on the role of eco-tourism, sustainable tourism and nature-based tourism.

EVALUATION PROFILE:

Assessment	% of Final Grade	Deadline
1. Midterm	20%	
2. Final Exam	25%	
3. My Favourite Place – paper (5%) and presentation (5%)	10%	
4. Learning Log	20%	
5. Recreation in the News – Annotated Bibliography	10%	
6. Recreation in the News – Critical Thinking Essay	15%	
TOTAL :		100%

GRADING PROFILE:

A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS:

A+	<p>All aspects of the work submitted are to exceptional standards.</p> <p>Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).</p>
A	<p>All aspects of the work submitted are to excellent standards.</p> <p>Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).</p>
B	<p>All aspects of the work submitted are to good standards.</p> <p>Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).</p>
C	<p>All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.</p> <p>Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).</p>
D	<p>Work submitted earns a minimal pass.</p> <p>Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).</p>

F	<p>All aspects of the work submitted are below adequate standards</p> <p>Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).</p>
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REQUIRED TEXT and OTHER RESOURCES:

Nickerson, N., & P. Kerr. (2010). *Snapshots: An Introduction to Tourism* (5th ed). Pearson Prentice Hall: Toronto.

The fourth edition may be used, but students are responsible for ensuring they learn all knowledge areas expected of them. Additional reading resources may be supplied in class or available through Moodle.

Moodle – Username: Webmail ID. Password: student number. Enrolment Key: adventure. If you have problems, contact the Computer Learning Centre at clc@capilanou.ca or 604.986.1911 (local 3459).

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC	ASSIGNMENTS/ READINGS
1	Introduction	
2	Chapter 1: Understanding Tourism	Chapter 1 & 2
3	Chapter 9: Adventure Tourism Chapter 2: Tourism Guests	Chapter 9
4	Chapter 2: Tourism Hosts Chapter 3: Planning, Developing, and Marketing a Destination	Chapter 2 & 3
5	My Favourite Place Presentations Chapter 4: Transportation Chapter 5: Accommodations	Chapter 4 & 5 <i>My Favourite Place (10%)</i>
6	Chapter 6: Food & Beverage <i>Midterm (20%)</i>	Chapter 5 & 6 <i>Learning Log #1 (10%)</i>
7	Chapter 7: Attractions	Chapter 7 & 8
8	Chapter 8: Events	Chapter 10 & 11
9	Chapter 10: Travel Services	Chapter 11
10	Chapter 11: Tourism Services	Chapter 9 <i>Annotated Bib. (10%)</i>
11	Chapter 9: Adventure Tourism topics	Newspaper Articles
12	Chapter 9: Adventure Tourism topics	<i>Critical Thinking Essay (15%)</i>
13	Review questions and discussions	<i>Learning Log #2 (10%)</i>
14 & 15	<i>Final Exam (25%)</i>	

UNIVERSITY POLICIES:

Capilano University has policies on academic appeals, student conduct, cheating and plagiarism, academic probation, and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

Attendance: Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism: Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University Website.

Penalties for Cheating & Plagiarism:

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University Calendar). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes: Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close

family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage: All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. 10% per day will be deducted for late assignments unless special arrangements are made with the instructor in advance. Assignments must be handed in at the beginning of class or they will be considered late.

Programmable Tools: The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University Website.

Emergency Procedures: Students are required to familiarize themselves with emergency procedures posted in the classroom.

COURSE POLICIES:

- **Use of Electronics:** For this class, please turn cell phones to silent. A laptop is permitted for **note taking and is required for some in-class group work. Please bring it with you if you have one!**
- **Field trips and 4th hour activities are mandatory for this course.** Any student having to miss a field trip or 4th hour activity must submit appropriate medical documents.
- **Punctuality** is expected: classes are short and it is disruptive to the class to have students showing up late. Late students may not be admitted into class until it is convenient for the instructor to let the student in.
- **Come prepared:** do learning log entries and your readings regularly. All material in the textbook is examinable, and tests are cumulative.
- **Actively participate:** ask thoughtful questions and contribute to discussions with examples and facts to back up personal opinions (do your homework, apply concepts to your own experiences).
- **Show respect for others:** by not talking or interrupting when someone is talking, listening so we don't have to waste class time repeating, and please use appropriate language during all conversations and correspondence.
- **Show respect for yourselves** by getting the most out of your class, making worthwhile contributions, and turning in quality work that you are proud of.
- **Show appreciation to our guest speakers:** for sharing their insights and experiences with us on their own time and at their own expense. Reviewing their profile in advance, actively participating, and giving them an enthusiastic welcome and send off are a few examples of how we can thank our speakers.
- **Keep on top of things:** please check your Capilano email account **daily**, as well as the course Moodle site.