FACULTY OF GLOBAL AND COMMUNITY STUDIES
SCHOOL OF TOURISM MANAGEMENT
COURSE OUTLINE

Term:	Fall 2015	**Instructor:**	
Course No (Section):	TOUR 256	**Office:**	
Course Name:	Adventure Education and Recreation Programming	**Telephone:**	
Credits:	3	**E-mail:**	
Schedule		**Office Hours:**	

COURSE FORMAT: 3 hours a week for 15 weeks, plus fourth hour activities

PREREQUISITES: 15 credits of 100 level or higher coursework.

FOURTH HOUR: There are several 4th hr components as part of this class for completion outside of class time, including online and reflective components.

COURSE DESCRIPTION: Programming is an important function within recreation and outdoor adventure tourism. This course gives the students the knowledge to design, stage and evaluate programming to enhance guest experiences.

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

LEARNING OUTCOMES
1. **Apply** programming theory through the Six Key Elements of a Situated Activity System and Framed Experience Design.
2 **Analyze** elements of successful recreation and outdoor adventure tourism programs through a set of national and international programs.
3. **Develop** a staged program suitable for a variety of recreation and outdoor adventure tourism environments using the program development cycle in order to balance resources available.
4. **Write** and **design** appropriate goals for programming
5. **Analyze** a mix of program evaluation techniques to determine success of various programming.
6. **Create** a comprehensive program plan, for a recreation and outdoor adventure tourism environment or recreational centre operation, using the program development cycle

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Major Assignment: Recreation / outdoor adventure tourism program. **Programming Proposal Outline (10%)** - **Program and Presentation (25%)**	35%	G
Recreational Program Experience Analysis	15%	I
4th HR Activities	15%	I/G
Midterm Exam	15%	I
Final Exam	20%	I
	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+	**All aspects of the work submitted are to exceptional standards.** 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).
A	**All aspects of the work submitted are to excellent standards.** 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).
B	**All aspects of the work submitted are to good standards.** 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).
C	**All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.** 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).
D	**Work submitted earns a minimal pass.** 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).
F	**All aspects of the work submitted are below adequate standards** 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).

REQUIRED TEXTS: Rossman, R., and Schlatter, B., Recreation Programming: Designing and Staging Leisure Experiences. 7th Edition.(E-Book) Sagamore Publishing LLC, 2011.

ISBN E-Book: 978 1 57167 741 9

COURSE CONTENT/SCHEDULE:

Week	Topics	Assignments/Readings
	Part 1: Foundations for Programming	
1	• Course Overview and Expectations • Basic Programming Concepts	Chapter 1
2	• How Individuals Experience Leisure • Six Key Elements of a Situation Activity System	Chapter 2 Chapter 3 *4th hr activity #1 (I)*
3	• Outcome- Based Programming • Developing recreation and outdoor adventure tourism products in the Experience Economy	Chapter 4 Chapter 5
4	• Using goals and Objectives in Program Development • I-C analysis of programming in various recreational and outdoor environments.	Chapter 6 *4th hr activity #2 (G)*
5	• The Program Development Cycle • The Program Development Cycle	Assignment #1: Recreational Program Experience Analysis (I)
	Part II: Determining Agency Culture	
6	• Midterm • Developing the Agency's Programming Mission & Developing Strategic Directions: Writing Program Management Goals	Midterm (15%) (I) Chapter 7 & 8 Part A: Major Assignment-Program Proposal Outline (10%)(I)
	Part 3: Targeted Program Development	
7	• Obtaining Participant Input • Writing Program Design Goals	Chapter 9 Chapter 10 *4th hr Activity #3 (I)*
8	• Program Design • Creative Programming	Chapter 11 Chapter 12
	Part 4: Operational Strategies	
9	• I-C workshop Program Planning • Preparing the Program Plan	*4th hr Activity #4 (G)* Chapter 13
10	• Program Promotion • Program Pricing & Determining Program Costs	Chapter 14 Chapters 17 & 18
	Part 5: Follow-Up Analysis	
11	• Program Evaluation Techniques • Developing a Comprehensive Evaluation System	Chapter 20 Chapter 21
12	• Making Decisions about Program Services • Final Exam Review	Chapter 22
13	• Present Program Proposal	Part B: Major Assignment (25%) (G) (written and I-C presentation) *All 4th hr online activities due*
14-15	**Final Exam Weeks**	Final Exam (20%) (I)

CAPILANO UNIVERSITY

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), 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 Calendar.

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 website). 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, will 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 as per deadlines on your assignment detail. Moodle is time sensitive and NO late assignments will be accepted.
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.

SPECIFIC COURSE POLICIES:

- **Use of Electronics***:* For this class, please turn cell phones to silent. A laptop/cell phone/iPad is permitted for note taking and is required for several in class exercises, so please bring it.

- **Punctuality** is expected: classes are short, some doors automatically lock, and it is disruptive to the class to have students showing up late. Lateness affects your participation & professionalism. Late students may not be admitted into class unless & until it is convenient for the instructor to let the student in.

- **Come prepared**: Do your homework assignments and your readings regularly. There may be a few pop quizzes or homework checks. All material in the textbook is examinable, and tests are cumulative.

- **Three before me rule:** In order to ensure that you are sourcing out information and ensuring your own success in this course. Before you ask me any questions regarding assignments, test or materials you are to source three other avenues to find the information.

- **Actively participate**: you should 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.

- **Missed classes:** If you are absent for a class, please consult with a classmate about anything you might have missed. Do not ask the instructor for handouts.

- **Keep on top of things**: please check your Capilano email account ***daily***, as well as your Moodle site.