Introduction to Commercial Recreation and Tourism an Entrepreneurial Approach

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If you have questions regarding class, please do not hesitate to contact me.


PURPOSE OF THE COURSE
The purpose of this course is to provide students with an overview of commercial recreation and the major categories of the industry: free enterprise, travel and tourism, hospitality (food & lodging), local commercial recreation, and government’s role in tourism. The course is also intended to introduce students to the business principles important for creating and operating a profitable commercial recreation enterprise.

COURSE OBJECTIVES – Upon completion of this course the student should be able to:

- Define commercial recreation
- Identify economic and political factors that affect the leisure industry
- Discuss the impact of commercial recreation on the community
- Discuss characteristics and general operation aspects of the travel, hospitality, and local community recreation industry
- Discuss the business concepts associated with initiating and managing a commercial recreation venture including the following:
  - Processes of business environmental analysis
  - Determining entrepreneurial strategies
  - Designing a feasibility
  - Financing a new venture
  - Applying financial management principles
  - Marketing a commercial recreation enterprise
  - Managing day to day operations
  - Administration/Management

It is essential that students complete reading assignments in order to successfully complete assignments.

TESTS – There will be four tests given throughout the semester with a comprehensive final given during finals week.

The first test will cover chapters 1-4 and other materials assigned.

The second test will cover chapters 4-6 and other materials assigned.

The third test will cover chapters 7-9 and other materials presented and discussed.
The fourth test will cover chapters 10-12 and other materials presented and discussed.

The “Final” test will be comprehensive covering chapters 1-12 and other materials assigned.

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<th>Percentage</th>
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<td>Exams (4)</td>
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<td>Weekly Assignments</td>
<td>40%</td>
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<td>Final</td>
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901 – 1,000  =  “A” (exceeds proficiency) excellent, scholarly, advanced college level, near perfect grammar, content, sentence structure, syntax, exceeds assignment objectives, original, impressive, creative ideas and delivery

801 – 900  =  “B” (proficient) very good college level work, creative, thought provoking, grammar, content, sentence structure and syntax, and assignment objectives acceptable.

701 – 800  =  “C” (below proficiency) needs improvement in grammar, content, sentence structure, syntax, assignment objectives, depth, consistency, and originality of thought.

601 – 700  =  “D” (much below proficiency) needs significant attention to grammar, content, sentence structure and syntax, and fulfillment of assignment objectives. (Perhaps you need to reevaluate your educational goals)

000 –600  =  “F” (failure – you need to re-evaluate your educational goals and your $$$)

ASSIGNMENTS –

All assignments are due no later than midnight on the date specified. Late work will not be accepted!

Students enrolled in this class are expected to use literate and effective English in their speech and writing. Please be sure to proofread your work.

All written work shall be edited and free of spelling and grammatical errors. Excellent writing skills are an absolute necessity in the workplace.

ACADEMIC INTEGRITY

“Your own commitment to learning, as evidenced by your enrollment at Southern Illinois University, and the University’s Student Conduct Code, require you to be honest in all of your academic work.

Violations of academic integrity include, but are not limited to, cheating, plagiarism or misrepresentation of information in oral or written form. Plagiarism means presenting someone else’s idea or writing as if it were your own. Such violations will be dealt with severely by the instructor. If you use another person’s idea or writing, be sure the source is clearly designated.

INCOMPLETES – Incompletes are not customarily given for this class and will be approved by the instructor only when grave circumstances beyond the control of the student prohibit the student from completing the course in a timely manner. Students must be passing the course at the time of incomplete request to be considered.
Tentative Schedule for REC 375 Online, spring, 2016

JANUARY

19 Tue – 24 Sun – View power point “REC 375 Class Introduction – Orientation – 2016”
   Read Chapter 1, “What is Commercial Recreation”, Complete an Ethics Assessment, &
   **Study/Essay Questions for Chapter 1 which are due no later than 11:59 PM, Sunday, January 24, 2014**
   1. Discuss the inherit differences between public and private recreation.
   2. Discuss the definition of commercial recreation as it pertains to long-term profitability.
   3. What are the common linkages between local commercial recreation, travel/transportation, and hospitality?
   4. What are the roles of facilitators in the leisure industry?
   5. **View the power point for chapter one**

25 Mon – 31 JAN Sun  Read Chapter 2, “The Entrepreneur” & Weekly Assignment(s)
   **Study/Essay Questions for Chapter 2 are due no later than 11:59 PM, Sunday, January 31, 2016**
   1. Define entrepreneur.
   2. Discuss characteristics of Entrepreneurs. (the generic portrait of an entrepreneur)
   3. According to Scott Molander (2005), successful former owner of Hat World, the *Investor’s Business Daily* “10 Secrets to Success” are a constant guide for his enterprises. (What are they?)
   4. Jay Oliver (BYU Marriott School, 2010C) a successful entrepreneur who started over 30 companies, and the BYU Center for Entrepreneurship and Technology (BYU Marriott School 2010D) add some additional advice about developing the entrepreneurial concept: (What are they?)
   5. Entrepreneurial Management – What are the 15 ideas listed from several notable entrepreneurs about how they manage their businesses?
   6. **View the point power for chapter two**

FEBRUARY

1 Mon – 7 FEB Sun  Read Chapter 3, “The Nature of Commercial Recreation” & Weekly Assignment(s)
   **Study/Essay Questions for Chapter 3 are due no later than 11:59 PM, Sunday, February 7, 2016**
   1. In what ways does dependence on discretionary income affect the success of a commercial recreation and tourism enterprise?
   2. How does the seasonal nature of recreation affect the commercial recreation business?
   3. What is a zero sum market?
   4. Explain the challenges of;
      a. “Inflation and Interest Rates”
      b. “Foreign Exchange”
      c. “Energy Shortages and Prices”
      d. “The Insurance Dilemma”
      e. “Terrorism, Crime, and Civil Unrest” and give one current example of each
   5. In the text’s discussion of “Overcoming Challenges and Constraints”; what are listed as the “Challenges/Constraints and Possible Strategies” to address and accommodate them?
   6. Explain “Supply and Demand”
   7. Explain “Critical Mass”
   8. Explain “Gravity Effect”
   9. Explain the “Repeat Visitor Concept (80/20 principle)
   10. **View the power point for chapter three**

FEBRUARY

8 Mon – 1 Sun  Read Chapter 4, “Starting the Commercial Recreation Endeavor” & Weekly Assignment(s)
   **Study/Essay Questions for Chapter 4 are due no later than 11:59 PM, Sunday, February 14, 2016**
1. Outline the key considerations in developing a sound business concept for a commercial recreation/tourism enterprise.
2. List and describe the types of decisions that are determined by a feasibility study.
3. What are the chief considerations in gaining credit for a business?
4. Describe several sources of financing a business.
5. View the power point for chapter four
6. City Demographics Assignment

15 Mon – 21 Sun  Test Covering Chapters 1, 2, 3, & 4 and other materials assigned

22 Mon – 28 Sun  Read Chapter 5, “Financial Management” & Weekly Assignment(s)
Study/Essay Questions for Chapter 5 are due no later than 11:59 pm, Sunday, February 28, 2016
1. Explain five reasons to keep good financial records in a commercial recreation or business.
2. Differentiate between an income statement, a cash flow statement, and a balance sheet.
   a. What kind of information does each provide?
   b. How do you use the information provided by each?
   c. How is each different from the others?
3. Explain five ways of maximizing profits in a commercial recreation/tourism venture.
4. In a break-even analysis, what is the difference between fixed and variable costs and what are these different costs?
5. View the power point for chapter five
6. Business Observation Assignment

March

29 Mon – 6 Sun  Read Chapter 6, “Marketing” & Weekly Assignment(s)
Study/Essay Questions for Chapter 6 are due no later than 11:59 PM, Friday, March 6, 2016
1. Discuss the advantages of being consumer oriented (developing products/services based on consumer needs) rather than producer oriented (developing products/services based on what the company can do really well).
2. Identify all of the different costs that should be considered as part of the full price of a Caribbean cruise departing from and returning to Carbondale, Illinois.
3. What types of commercial recreation and tourism businesses are best suited to:
   a. Intensive distribution & why are they?
   b. Selective distribution & why are they?
   c. Exclusive distribution & why are they?
4. How does the process of product development influence the development of a promotional strategy?
5. View the power point for chapter six
6. Secret Shopper Assignment # 1 is due no later than 11:59 PM, Sunday, March 6

7 Mon – 13 Sun  Test Covering Chapters 4, 5 & 6 and other materials assigned
Read Chapter 7, “Operations Management” & Weekly Assignment(s)
Study/Essay Questions for Chapter 7 are due no later than 11:59 PM, Sunday, March 13, 2016
1. How does one combat problems inherent in the use of part-time and seasonal labor in the commercial recreation and tourism field?
   Give me the details and be all inclusive.
2. What are the key components of a sound facility management system?
   Give me the details and be all inclusive.
3. What are methods of analyzing risks inherent in a commercial recreation and tourism enterprise?
   Give me the details and be all inclusive.
4. Explain five different strategies for reducing risks in each of the following areas:
   a. Facilities and Equipment
   b. Personnel
c. Programs
   Give me the details and be all inclusive when providing your responses.

5. **View the power point for chapter seven**
6. **Secret Shopper Assignment # 2is due no later than 11:59 PM, Sunday, April 13, 2016**

**14 SAT – 20 Sun**   **Spring Break**

21 Mon – 27 Sun   Read Chapter 8, “Commercial Recreation and Tourism Programming” & Weekly Assignment(s)

**Study/Essay Questions for Chapter 8 are due no later than 11:59 PM, Sunday, March 27, 2016**
1. Describe the different types and purposes for recreation programs in commercial recreation and tourism enterprises.
   Give me the details and be all inclusive.
2. Explain how the “Nuts and Bolts” Program Process differs from the traditional program planning process. Give me the details and be all inclusive.
3. Explain ten specific management/planning considerations for each of the following types of programs: a. Food and beverage events
   b. Entertainment events
   c. Trips and tours
   Give me the details and be all inclusive with your responses.
4. **View the power point for chapter eight**

**28 Mon – 3 APR Sun**   Read Chapter 9, “Travel/Tourism Industry” & Weekly Assignment(s)

**Study/Essay Questions for Chapter 9 are due no later than 11:59 PM, Sunday, April 3, 2016**
1. What are the definitions provided by the authors for the following terms:
   a. Tourism –
   b. Domestic Tourism –
   c. International Tourism –
   d. Overnight visitor –
   e. Same-day visitor –
   f. Tourism industry –
   Give me the details and be all inclusive.
2. What do the authors identify as the overall major barriers to travel?
   Give me the details and be all inclusive.
3. Lewis (1998) suggests that rural tourism development occurs in four stages. What are the four stages? Give me the details and be all inclusive.
4. **View the power point for chapter nine**

**APRIL**

4 Mon – 10 Sun    **Test covering chapters 7, 8 & 9 and other materials assigned & weekly assignment**

   Read Chapter 10, “Hospitality Industry” & Weekly Assignment(s)

**Study/Essay Questions for Chapter 10 are due no later than 11:59 PM, Sunday, April 10, 2016**
1. The authors identify several characteristics that are common in many successful resorts. What are the fifteen (15) characteristics listed?
   Give me the details and be all inclusive.
2. What do the authors list as the ten (10) typical functions of a convention and visitor bureau?
   Give me the details and be all inclusive.
3. What do the authors identify as the nine (9) factors that contribute significantly to the successful operation of a restaurant?
   Give me the details and be all inclusive.
4. **View the power point for chapter ten**
5. **Secret Shopper Assignment # 3 is due no later than 11:59 PM, Sunday, April 10, 2016**

14 – Thu  8:00 am – 1:00 pm – All Recreation students enrolled in other classes meeting on the SIU Carbondale campus are required to attend the:

   “John Allen Student Symposium”
   Carbondale Civic Center,
   200 South Illinois Avenue
   Carbondale, IL
   Dress is business casual – Collared shirts, slacks, blouses, skirts, dresses, etc. **No Shorts or T-shirts**

**11 Mon – 17 Sun** Read Chapter 11 “Local Commercial Recreation” & Weekly Assignment(s)

**Study/Essay Questions for Chapter 11 are due no later than 11:59 PM, Sunday, April 17, 2016**

1. Explain the differences between “Mini-gyms and aerobics studios”, “Bodybuilder gyms”, and “Health and fitness clubs”. Give me the details and be all inclusive.
2. What do the authors list as the six (6) keys to success in the operation of golf courses and country clubs? Give me the details and be all inclusive.
3. What do the authors identify as the five (5) characteristics that are often shared by successful sporting goods stores operations? Give me the details and be all inclusive.
4. Following the “Disney” example, a number of keys to success in the operation of theme parks are suggested. What are they? Give me the details and be all inclusive.
5. **View the power point for chapter eleven**

**18 Mon – 24 Sun** Read Chapter 12, “The Career of the Future” & Weekly Assignment(s)

**Study/Essay Questions for Chapter 12 are due no later than 11:59 PM, Wednesday, April 24, 2016**

1. What types of careers exist for the local commercial recreation, travel, and hospitality industries? What is “Jameson’s Top 20” unranked list of potential employment opportunities? Give me the details and be all inclusive.
2. What are identified as the eight (8) core course areas designed to provide a framework for understanding the provision of leisure service delivery and leisure behavior? Give me the details and be all inclusive.
3. **View the power point for chapter twelve**

**25 Mon – 1 MAY Sun** **Test covering chapters 10, 11 & 12 and other materials assigned**

**May**

**2 Mon – 8 WED** **Comprehensive Final**