RECR 270
Commercial Recreation and Tourism

Catalog Course Description:
Overview of the private sector of leisure services, including current trends in commercial recreation, employee recreation, the resort and hospitality industry, and recreation travel and tourism. The social, economic, and environmental significance of tourism and private sector recreation is examined. Selected recreation specialty businesses and tourism service providers are explored.

Course Teaching Methods
- Assigned readings
- Lectures
- Class and Vista discussions
- Guest lectures
- Field trips
- Internet research
- Group project and presentation
- Quizzes/exams

Course Core Content and Objectives:
Upon successful completion of this course, students will be able to:
1. Understand the magnitude, complexity and interrelationship of key components of commercial recreation and tourism.
2. Understand commercial recreation and tourism practices as major economic, social, cultural, political and environmental forces at the local, state, national and global levels.
3. Identify and understand current trends as they impact upon commercial recreation, events and tourism.
4. Identify and explain the key elements a tourism destination must have to be successful.
5. Recognize career opportunities, professional ethics and professional competence in commercial recreation and tourism.
6. Explain the entrepreneurial process.
7. Identify current management, promotion, and marketing practices and apply pertinent techniques to the business planning process.
8. Demonstrate the need for, and application of, quality market research in order to describe a target market, and prepare a marketing plan.
9. Understand travel motivation and the travel decision-making process.
10. Recognize the importance of sustainability management in commercial recreation and tourism.