Perquisites: PRT 5395

Course Description
This course examines the quantitative and analytical techniques used in commercial recreation, tourism, and hospitality enterprise planning and management. Students develop a feasibility study, which includes conceptualization, regulatory analysis, market analysis, location analysis, financial analysis, and recommended strategy.

Student Learning Outcomes
At the conclusion of this course, each student will be able to:

• Apply critical thinking and decision making skills when analyzing business issues.
• Gather, analyze, and present data using the critical thinking skills necessary to make informed management decisions and plans in the recreation, tourism, and hospitality fields.
• Formulate, test, and defend a business recommendation through a logical and supported line of reasoning.
• Express business ideas and concepts related to recreation, tourism, and hospitality through commonly accepted written, oral, and graphical mediums.

Required Readings
There are no “required” texts for the class, as assigned readings will be provided on Canvas and through the Marriott Library Course Reserve. Readings will include selected chapters from the following books, which might be worth purchasing if you are interested:

- *Improving Leisure Services Through Marketing Action* by Ron E. McCarville

***Additional videos, journal articles, or chapters may be provided to supplement the other readings and will be available on Canvas.

Teaching and Learning Methods
This course will primarily be facilitated through lectures, discussions, and problem-based learning.
Description of Assignments

**Reading Engagement Quizzes (REQ):** The purpose of reading assignments is to assist you in understanding the material, and to allow you to use class time in the most productive manner. As such, doing and thinking through the readings is important not only to your personal learning, but it is also an important commitment to our classroom community. To assist you in processing your reading, most modules will include a brief quiz. Quizzes are generally due by Friday within each module.

**Discussion Posts:** Throughout the semester each student will create and respond to discussion threads.

**Application Assignments:** Throughout the semester, I will provide you with a series of opportunities to apply the information we are covering in class. It is my intent that the application exercises will help you to complete the different elements of your final feasibility study and recommended strategy presentation. Application Assignments are generally due the week following the module in which they are assigned.

**Case Analyses:** You will complete three (3) analyses of case studies provided in class. Case studies will address different topics and provide you an opportunity to examine real world examples from the Parks, Recreation, and Tourism industry. Case Analyses are generally due the week following the module in which they are assigned.

**Online Presentation:** You will have the opportunity to deliver a 15-minute presentation in an online format describing your PRT business idea and recommended strategy for success. Class members will have the opportunity to ask questions and provide suggestions for your final feasibility report.

**Final Feasibility Study/Business Plan:** You will have the opportunity to complete and submit a professional written feasibility study/business plan. This project will represent the culmination of your work throughout the semester.

<table>
<thead>
<tr>
<th>Grading Procedures</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Reading Engagement Quizzes</td>
<td>160</td>
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<tr>
<td>Discussions Posts</td>
<td>400</td>
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<tr>
<td>Application Assignments</td>
<td>560</td>
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<tr>
<td>Case Analyses</td>
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<td>Online Presentation</td>
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<td>Final Feasibility Study/Business Plan</td>
<td>400</td>
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<td><strong>TOTAL</strong></td>
<td><strong>2000</strong></td>
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**Grading Scale (%)**

- 93 & Above A
- 90-92 A-
- 87-89 B+
- 83-86 B
- 80-82 B-
- 77-79 C+
- 73-76 C
- 70-72 C-
- 67-69 D+
- 63-66 D
- 60-62 D-
- 59 & Below F

Course Schedule
## Tentative Outline for Class Topics and Assignments

*Note*: Our schedule is subject to revision based on the needs of our class; any updates will be made available for students through Canvas.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td><strong>Module 1</strong></td>
<td>Introductions and Course Overview</td>
<td>Initial Post for Welcome Discussion</td>
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<tr>
<td>January 10</td>
<td></td>
<td>Mod. 1 Quiz</td>
</tr>
<tr>
<td>January 12</td>
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<td>Welcome Discussion Comments</td>
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<td>January 15</td>
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<tr>
<td><strong>Module 2</strong></td>
<td>Conceptualization and Description of the Business</td>
<td>Initial Post for Mod. 2 Discussion</td>
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<td>January 17</td>
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<td>Mod. 2 Quiz</td>
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<td>January 19</td>
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<td>Mod. 2 Assignment</td>
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<td>January 22</td>
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<td>Mod. 2 Discussion Comments</td>
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<tr>
<td><strong>Module 3</strong></td>
<td>Business Planning</td>
<td>Initial Post for Mod. 3 Discussion</td>
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<tr>
<td>January 24</td>
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<td>Mod. 3 Quiz</td>
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<td>January 26</td>
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<td>Mod. 3 Assignment</td>
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<tr>
<td>January 29</td>
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<td>Mod. 3 Discussion Comments</td>
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<tr>
<td><strong>Module 4</strong></td>
<td>SWOT Analysis</td>
<td>Initial Post for Mod. 4 Discussion</td>
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<tr>
<td>January 31</td>
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<td>Mod. 4 Quiz</td>
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<td>February 2</td>
<td></td>
<td>Mod. 4 Assignment</td>
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<td>February 5</td>
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<td>Mod. 4 Discussion Comments</td>
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<tr>
<td><strong>Module 5</strong></td>
<td>Introduction to Quantitative and Analytical Analyses</td>
<td>Mod. 5 Quiz</td>
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<td>February 9</td>
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<td>Mod. 5 Assignment</td>
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<tr>
<td><strong>Module 6</strong></td>
<td>Human Resource Planning</td>
<td>Initial Post for Mod. 6 Discussion</td>
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<td>February 14</td>
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<td>Mod. 6 Quiz</td>
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<td>February 16</td>
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<td>Mod. 6 Assignment</td>
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<tr>
<td>February 19</td>
<td></td>
<td>Mod. 6 Discussion Comments</td>
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<tr>
<td><strong>Module 7</strong></td>
<td>Regulatory Analysis</td>
<td>Initial Post for Mod. 7 Discussion</td>
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<td>February 21</td>
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<td>Mod. 7 Quiz</td>
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<td>February 23</td>
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<td>Mod. 7 Assignment</td>
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<tr>
<td>February 26</td>
<td></td>
<td>Mod. 7 Discussion Comments</td>
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<tr>
<td><strong>Module 8</strong></td>
<td>Market Analysis 1</td>
<td>Mod. 8 Assignment</td>
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<tr>
<td>March 1</td>
<td></td>
<td>Mod. 8 Mid-Semester Check-in</td>
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Module 9  Market Analysis 2
March 6
March 7
March 18

Initial Post for Mod. 9 Discussion
Mod. 9 Quiz
Mod. 9 Assignment
Mod. 9 Discussion Comments

Spring Break March 8-15

Module 10  Location Analysis
March 22

Mod. 10 Quiz
Mod. 10 Assignment

Module 11  Financial Analysis 1
March 27
March 29
April 1

Initial Post for Mod. 11 Discussion
Mod. 11 Quiz
Mod. 11 Assignment
Mod. 11 Discussion Comments

Module 12  Financial Analysis 2
April 5

Mod. 12 Quiz
Mod. 12 Assignment

Module 13  Online Presentations
April 12

Mod. 13 Quiz
Mod. 13 Assignment

Module 14  Final Project
April 26

Mod. 14 Assignment
Anonymous Course Eval Survey
Final Feasibility Study/Business Plan

** Last Day to Drop: Friday, January 17
** Last Day to Withdraw: Friday, March 6

Course Policies

General Policies:
Student preparation, attendance, and active participation are necessary for the class to be successful. Regardless of what you miss or why you miss it (I do understand that you have a life outside of this class and that we all make choices), you are responsible for learning the material covered throughout the course. If you miss a class, you will need to make certain that you understand the material covered that day. Use the other students in the course and any course material or outside resources first. After you have gathered all the information you can find, come see the graduate teaching assistants or me during our office hours for clarification or confirmation.

All written work is to be typed following APA format. An APA manual may be purchased in the bookstore or in the library, or you can use the helpful handout provided to you in class. Papers must be your original work for this class. At the discretion of the instructor, any individual caught plagiarizing, in any form, has the
potential to fail this class. Please do not put me or the department in a position to have to make this decision, and more importantly, jeopardize your own academic career. Quotations should be used sparingly in a supportive fashion. All quotes must be in quotation marks and properly referenced. Try to summarize ideas into your own words and include your own reactions, thoughts, and interpretations of what you have read.

If you have any questions or concerns regarding class assignments, please feel free to drop by my office and visit with me. I am more than happy to help. Class sessions will involve discussions at times. Students are expected to be prepared to discuss the readings and ask questions. It is very important to me that each student read the syllabus in its entirety, and therefore, each student who emails me telling me that they have done so will receive ten points extra credit.

Other information:

1. **The Americans with Disabilities Act.** The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the Center for Disability & Access (CDA; [http://disability.utah.edu/](http://disability.utah.edu/); 162 Olpin Union Building; 801-581-5020). CDA will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in an alternative format with prior notification to the CDA.

2. **Addressing Sexual Misconduct.** Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran’s status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the Office of Equal Opportunity and Affirmative Action, 135 Park Building, 801-581-8365, or the Office of the Dean of Students, 270 Union Building, 801-581-7066. For support and confidential consultation, contact the Center for Student Wellness, 426 SSB, 801-581-7776. To report to the police, contact the Department of Public Safety, 801-585-2677(COPS).

3. **The Code of Student Rights and Responsibilities.** The code, which specifies student rights as well as conduct involving cheating, plagiarism, collusion, fraud, theft, etc., is provided at [http://regulations.utah.edu/academics/6-400.php](http://regulations.utah.edu/academics/6-400.php).

4. **Wellness Statement.** Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student’s ability to succeed and thrive at the University of Utah. For helpful resources contact the Center for Student Wellness, [http://wellness.utah.edu/](http://wellness.utah.edu/); 801-581-7776.

5. **Drop/Withdrawal.** The last day to drop (delete) classes is [date]; the last day to withdraw from this class is [date]. Please check the academic calendar for more information pertaining to dropping and withdrawing from a course. Withdrawing from a course and other matters of registration are the student’s responsibility.

6. **Veterans Center.** If you are a student veteran, I want you to know that the U of Utah has a Veterans Support Center on campus. They are located in Room 418 in the Olpin Union Building. Hours: M-F 8-5pm. Please visit their website for more information about what support they offer, a list of ongoing events and links to outside resources: [http://veteranscenter.utah.edu/](http://veteranscenter.utah.edu/). Please also let me know if you need any additional support in this class for any reason.

7. **LGBT Resource Center.** If you are a member of the LGBTQ community, I want you to know that my classroom is a safe environment. Additionally, please know that the U of Utah has an LGBT Resource Center on campus. They are located in Room 409 in the Olpin Union Building; their hours are M-F 8-5 pm.
You can visit their website to find more information about the support they can offer, a list of events through the center and links to additional resources: http://lgbt.utah.edu/. Please also let me know if there is any additional support you need in this class.

8. **Learners of English as an Additional/Second Language.** If you are an English language learner, please be aware of several resources on campus that will support you with your language development and writing. These resources include: the Writing Center (http://writingcenter.utah.edu/); the Writing Program (http://writing-program.utah.edu/); the English Language Institute (http://continue.utah.edu/eli/). Please let me know if there is any additional support you would like to discuss for this class.

9. **Utah Safety Statement.** The University of Utah values the safety of all campus community members. To report suspicious activity or to request a courtesy escort, call campus police at 801-585-COPS (801-585-2677). You will receive important emergency alerts and safety messages regarding campus safety via text message. For more information regarding safety and to view available training resources, including helpful videos, visit safeu.utah.edu.