

University of Florida
College of Health and Human Performance
Department of Tourism, Recreation and Sport Management



**LEI 3843: Commercial Recreation
Spring 2009**

**Section 9638
Tuesday 8th & 9th periods in FLG 270
Thursday online**

Instructor: Charles Lane, Ph.D.
Room 325-A, Florida Gym
Email: clane@hnp.ufl.edu
Skype: charleslanephd
Phone # (352) 392-4042 ext. 1299

Office Hours: I will be available for meeting with students during office hours both (1) in my office, and (2) online using Skype – a free video/voice over internet software program.

Contact information (in order of effectiveness)

	clane@hnp.ufl.edu I check my email many times a day. Your email to me must say "LEI 3843" in the subject line. Your message to me must appear in the body of the email, and not as a text attachment. I will not open attachments to read messages.
	Username: charleslanephd You can use Skype to call me anytime I am in my office. Skype is a free audio/video calling system that works on both the PC and the Mac.
Office	325-A Florida Gym Office Hours: Monday and Wednesday, 10:30 – 12:30. Or, anytime on Skype.
Telephone	392-4042 x1299 The telephone is, by far, the least effective method of reaching me.

About Your Email...

It is your responsibility to check your UF email account (and WebCT) for information about this class. Every semester a few students lose the opportunity to complete required or extra credit work because their UF mailbox is full...

Department Chair:

Dr. Michael Sagas, Room 300 F

Recommended Book: Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach, 4th or 5th Edition

John C. Crossley, Lynn M. Jamieson, & Russell E. Brayley

This class is administered through WebCT

Course Description & Purpose:

- The motivations of leisure activity participants as a driver of commercial recreation spending will be explored.
- A view of commercial recreation as a major component of leisure services delivery systems will be conducted.
- An analysis of development potential of different types of recreation enterprises including resources, location, risks, sources of financing, pricing, managerial requirements, marketing, and sources of technical assistance will be explored.

Course Objectives:

- To provide a broad search of the commercial recreation field to enable the student to uncover a possible career choice.
- To promote an understanding of the location of a recreation enterprise in relation to mobility patterns and other attractions or enterprises.
- To become familiar with basic operating costs and potential sources of financing.
- To understand the business aspect of a commercial recreation operation.

Course Requirements:

Exams (3 @ 100 points):

Three exams (100 points each) will be administered. Each exam will be new this semester – old exams for this course will not be reused. Exams will cover material from assigned readings, video lectures, and assignments. Exams are to be taken during the scheduled time frame.

You must take the 3 exams at the scheduled times:

February 12 (Thursday)

March 19 (Thursday)

April 21 (Tuesday)

Feasibility Study (50 points)

Identification and exploration of the nature of a Commercial Recreation business, includes, but is not limited to:

- What was the original idea for the business?
- What is the proposed location of the business?
- Nature of the enterprise – what sort of business is this (product, service)?
- General purpose of the business – what does this business provide?
- List each activity, product or service to be marketed.
- Recommended legal organizational model (proprietorship, partnership, corporation) and WHY.
- Identify similar businesses whose operating models may be useful for this type of business
- Outline the general business model (i.e. how the business will make money).
- History - discuss a closely related business and its business history.
- What are the recommended hours of operation? (year round, seasonal, days of week, daily business hours, holiday closures)
- Specify the time line from the time the project is initiated until it is up and running at capacity.
- Write a short, 50 word description of the business that could be used in promotional materials (such as a guidebook).

Online quizzes (50 points)

Over the course of the semester there will be a number of online quizzes associated with the Thursday assignments and video lectures. There are no make-up opportunities for these quizzes - once a quiz has been closed it cannot be reopened.

Grades:

The grading system is as follows:

Exam 1	100 pts
Exam 2	100 pts
Exam 3	100 pts
Online quizzes	50 pts
Feasibility Study	50 pts
<hr/> Total	400 pts

Grading Scale:

A	= 90 – 100%
B ⁺	= 87 – 89.9%
B	= 80 – 86.9%
C ⁺	= 77 – 79.9%
C	= 70 – 76.9%
D ⁺	= 67 – 69.9%
D	= 60 – 66.9%
E	= 59.9% or below

Class Policies:

1. You are responsible for both the information given in class and the readings from the textbook or supplemental resources. All class materials (case studies, etc.) will be available for download through WebCT.
2. Attendance is a matter of maturity and professionalism.
3. Late assignments will be accepted for ½ credit.
4. Regularly scheduled tests will be in multiple choice / short answer format. Make-up exams will be available in some circumstances, in essay format.
5. All cellular phones and pagers should be turned off during class.
6. Always be on time for class. If you come to class late, use the back door of the classroom to enter quietly.

Accommodations for Students with Disabilities:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Student Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Academic Honesty:

As per the University's Student Rights and Responsibilities (www.dso.ufl/STG) any student found cheating, plagiarizing a written assignment, or falsifying a course requirement will either receive a failing grade for the course or be referred for university disciplinary action.

Calendar: Posted on WebCT