

**NRRT 471.001 Starting and Managing Your Own Tourism Enterprise**  
**Syllabus and Course Schedule**  
**Class: 9:30 am – 10:45 am Tuesday/Thursday**  
**Natural Resources Building Room 115**  
**Spring 2022**

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### Course Description

This course introduces concepts related to the starting, planning, and managing of a commercial recreation and tourism (CRT) enterprise. Section 1 will introduce students to foundations of entrepreneurship and the important role it plays in the provision of CRT services. Section 2 introduces students to issues related to starting a CRT business, including understanding the industry within which your tourism business resides, considering the legal structure your CRT business should take, and options for financing your new business. Also covered is assessing the feasibility of your CRT business idea. Sections 3 and 4 cover aspects of managing your CRT business once you have begun operations. Topics included in section 3 focus on the financial management and marketing of the CRT enterprise. Section 4 addresses the operational management of human resources, assets and risk, and liability and standard of care.

### Course Objectives

After taking this course, students will be able to:

1. Discuss the nature of entrepreneurship and its importance to the CRT industry.
2. Identify and analyze the industry within which a CRT entrepreneurship exists.
3. Identify and develop the components of a feasibility study for a CRT enterprise.
4. Develop and analyze the financial information necessary for managing and reporting on a CRT enterprise.
5. Discuss the components of developing and managing the marketing function of a CRT enterprise.
6. Understand the diversity of issues surrounding the day to day management of a CRT enterprise.
7. Discuss the legal complexities of managing the human resource function of a CRT enterprise.
8. Describe an effective asset and risk management program for a CRT enterprise.

### Course Requirements

Requirements for the class include 4 Exams, 3 Group Homework Assignments, and 4 Discussion Posts and Response exercises, and 8 weekly Learning Module Study Questions.

- There will be 4 **Exams**, each worth 100 points, for a total of 400 points. They will include multiple choice and short answer essay questions and will cover lectures and readings from the regular class content. These Exams will be done online at any point during the week you choose. You may use any course materials during the test, but **MAY NOT** confer with another student about the test. The exam is available to you between Wednesday of the learning module it is assigned (LM4, LM8, LM12, LM16) at 8:00 am and Sunday of that learning module at 11:59 PM (Mountain Time). You may take it at any time between that time period. **Once you begin the exam, you will have 90 minutes to complete it, after which time it will no longer be available to you.** Once you have started the exam, you will not be able to stop and come back to it later; so, do not begin until you are ready to take it and finish it, however begin it soon enough on Sunday to have the time to finish it before midnight (that is, before 10:30pm). Again, it will not be available after 11:59 PM (Mountain Time) on Sunday of the learning module.
- There will be 3 **Group Homework Assignments**. Each assignment is worth 70, 75 and 75 points respectively, for a total of 220 points. Students will be placed, at random, in groups of two for the

purpose of this assignment. These assignments will require application of concepts from learning modules within the section.

- There will be 4 ***Discussion Posts and Response*** exercises throughout the course, and are worth a total of 80 points. These exercises will be made available to students at the beginning of the 3<sup>rd</sup> week of each section of the class, and due on the Sunday at the end of that week by midnight. Students will be placed in a group by the instructor, for the purpose of completing these discussions and responses. At the beginning of the third week of each class section, three discussion topic prompts will be made available to the class. Each prompt will address a topic that was covered within one particular learning module during that section of the class. Students will complete ONE discussion post for TWO of the discussion prompts provided by answering the discussion topic questions. Following their discussion posts, each student is to post a response to the discussion post of at least TWO fellow students (in total; NOT per discussion topic). A student's two responses may be within one discussion topic only OR spread across two topics. A grading rubric will be provided for students to access, so they know the kind of discussion posts and responses that they should provide.
- ***Learning Module Study Questions*** will be assigned each week. Throughout the course, students will be provided questions that relate to the material from each of the learning modules. There will be a total of 11 of these "Learning Module Study Questions" or LMSQs. These LMSQs will be provided during Learning Modules 1, 2 and 3 (from section 1 of the course); Learning Modules 5, 6, and 7 (from section 2 of the course), Learning Modules 9, 10 and 11 (from Section 3 of the course); and Learning Modules 13 and 14 (from section 4 of the course). You need only do 8 of the 11 LMSQs for full credit. You may answer these questions in any way that benefits you. I will not grade them as I would an examination, but you will receive full credit if you address each question. The purpose of this is to provide you the opportunity to address the reading content for each learning module beyond simply reading it and to the extent you feel benefits you. This can be a brief bulleted answer summarizing a few key points or a detailed response, whatever you feel enhances your own learning.

### Course Readings

The primary textbook for this class is:

Crossley, J., Rood, S., Brayley, R., Price-Howard, K., & Holdnak, A. (2018, 7<sup>th</sup> edition). Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach. Urbana, IL: Sagamore-Venture.

Additional assigned readings throughout the semester will be made available on the course website for the learning module in which they are assigned.

### Course Evaluation

<b><i>Course Requirements</i></b>	<b><i>Points</i></b>	<b><i>Grade</i></b>	<b><i>Percent</i></b>
8 (of 11) Learning Module Study Questions @ 3 points each (+1)	25	A+	≥ 98.0%
4 Exams @ 100 points each	400	A	92.0% - 97.9%
3 Group Homework Assignments @ various points each	220	A-	90.0% - 91.9%
4 Discussion Posts and Responses @ 20 points each	80	B+	88.0% - 89.9%
Total	725	B	82.0% - 87.9%
		B-	80.0% - 81.9%
		C+	78.0% - 79.9%
		C	70.0% - 77.9%
		D	60.0% - 69.9%
		F	< 60.0%

## NRRT471 Course Schedule

Module Week	Learning Module Topics
<b><i>Section 1. The Foundations of Tourism and Entrepreneurship</i></b>	
LM 1 1/17/22	Tourism & Entrepreneurship
LM 2 1/24/22	The Tourism Entrepreneur
LM 3 1/31/22	Tourism Industry Challenges & Economic Concepts
LM 4 2/07/22	<i>Exam 1, LM1 – LM3</i>
<b><i>Section 2. Starting your Tourism Business</i></b>	
LM5 2/14/22	Describing Your Tourism Business
LM 6 2/21/22	The Feasibility Study
LM7 2/28/22	Financing your Business; Alternatives to Starting a New Business
LM8 3/07/22	<i>Exam 2, LM5 – LM 7</i>
3/14/22	<i>Spring Break</i>
<b><i>Section 3. Managing Your Tourism Business: Financial and Marketing Management</i></b>	
LM 9 3/21/22	Financial Management I: Financial Statements & Cash
LM 10 3/28/22	Financial Management II: Financial Objectives, Planning, and Analysis
LM 11 4/04/22	Marketing Management
LM 12 4/11/22	<i>Exam 3, LM9 – LM 11</i>
<b><i>Section 4. Managing Your Tourism Business: Human Resource, Liability, and Risk Management</i></b>	
LM 13 4/18/22	Human Resource Management
LM 14 4/25/22	Asset, Liability & Risk Management
LM 15 5/02/22	<i>Complete work and prepare for Exam 4</i>
LM 16 5/09/22	<i>Exam 4, LM13 – LM15</i>

## CSU COVID Message

### **Important information for students:**

**Masks are required inside university buildings. You must also meet university vaccine or exemption requirements.**

**All students are expected and required to report to the COVID Reporter(<https://covid.colostate.edu/reporter/>) when:**

- You suspect you have symptoms of COVID, regardless of whether or not you are vaccinated and even if your symptoms are mild
- You have tested positive for COVID through a non-CSU testing site, such as home test or test at a pharmacy
- You believe you may have been exposed to COVID go to the COVID Reporter and follow the guidance under “I believe I have been in close contact with someone who has COVID-19.” This guidance will depend upon your individual circumstances

You will not be penalized in any way for reporting symptoms or concerns.

**Do not ask me as your instructor to report for you. It is your responsibility to report through the COVID Reporter promptly.**

**As your instructor I may not ask you about vaccination status or if you have COVID but you may freely volunteer to send me information from a public health official - if you have been asked to isolate or quarantine.**

When you complete the COVID Reporter, the CSU Public Health office is notified. Once notified, that office will contact you and, depending upon each situation, will conduct contact tracing, initiate any necessary public health requirements and notify you if you need to take any steps.

If you do not have internet access to fill out the online COVID-19 Reporter, please call (970) 491-4600.

For the latest information about the University’s COVID resources and information, including FAQs about the spring semester, please visit the **CSU COVID-19 site** <https://covid.colostate.edu/>.