



COURSE OUTLINE: NRT231 - PLAN.RECREAT.EVENTS

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Course Code: Title	NRT231: PLANNING RECREATIONAL EVENTS
Program Number: Name	5212: ADVENTURE RECREATION
Department:	NATURAL RESOURCES PRG
Semesters/Terms:	20W
Course Description:	<p>The planning and implementation of recreational events is a key skill for Adventure Recreation and Parks students. Events are the fabric of communities, bringing people together for a variety of reasons including fun, fitness, education and competition. Events can also have an enormous financial impact by creating jobs, driving tourism and building sustainable infrastructure that can be used by future generations. This course will take students through the process of recreation event planning to prepare them for the opportunities that exist.</p> <p>Students will examine a number of case studies to grasp the scope and impact of recreational events. The practical component includes hosting a number of community based events where students are involved in all aspects of goal setting, planning, organizing and operating. Careful consideration will be given to community participation, volunteerism, logistics, media relations, finances, promotion, evaluation and risk management.</p>
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	NRT204
Vocational Learning Outcomes (VLO's) addressed in this course:	<p>5212 - ADVENTURE RECREATION</p> <p>VLO 1 Demonstrate clear, concise and industry appropriate written, spoken and visual communication skills.</p> <p>VLO 5 Start and manage a career in the Adventure Recreation and Parks field.</p> <p>VLO 6 Demonstrate a sound understanding of the significance of the Adventure Recreation and Parks Industry including relevant legislation, trends and issues.</p> <p>VLO 8 Demonstrate an understanding of sustainable development and apply the foundations in the natural environment.</p> <p>VLO 9 Safely operate and maintain equipment used in Adventure Recreation and Park operations.</p> <p>VLO 11 Analyze, evaluate and apply subjective and objective safety considerations for Adventure Recreation and Parks activities.</p>
Essential Employability Skills (EES) addressed in this course:	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 4 Apply a systematic approach to solve problems.</p>



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- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

Course Evaluation:

Passing Grade: 50%, D

Other Course Evaluation & Assessment Requirements:

Academic success is directly linked to attendance. Missing more than 1/3 of the course hours in a semester shall result in an 'F' Grade for the course.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Implement and evaluate event management planning procedures for an adventure based recreational event.	1.1 Report on their personal involvement in an event. 1.2 Recommend enhancements to the planning process based upon their volunteer experience. 1.3 Identify key steps in the event planning process. 1.4 Describe trends in volunteerism, fundraising, marketing, etc. 1.5 Attend planning meetings and report on meeting techniques. 1.6 Understand the role of advisory boards and steering committees. Use event-planning tools (guidebooks, checklists, etc.) Use relevant software.
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Engage with a variety of people through the process of event management.	2.1 Interact with event participants and other stakeholders (general public, volunteers, athletes, children, sponsors, officials, students etc.) 2.2 Use a variety of communication techniques (written, oral, social media). 2.3 Adhere to a professional code of conduct in speech and actions that is event appropriate.
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Describe, in a comprehensive manner, elements of recreation planning, which relate to the operation of private and /or municipal recreation facilities.	3.1 Describe some of the key elements of resort/facility management including scheduling, staffing, infrastructure, reporting, training, licensing, regulations, risk management. 3.2 List various marketing devices, media and venues, etc. 3.3 Access support services (research data, small business consulting, marketing, etc.) from government agencies, travel and trade associations. 3.4 Understand specific issues related to the use of crown land by private companies offering recreation experiences (land use permits, fees, the remote tourism industry). 3.5 Participate in field trips to local recreational facilities.
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Analyze and discuss the many management challenges related to adventure recreation planning on conservation lands.	4.1 Complete a case study summarizing recreation planning and an issues analysis for a municipal park or conservation area. 4.2 Analyze the costs/benefits (financial and ecological) of recreational activities on conservation lands. 4.3 Recognize trends in recreation (i.e. mountain biking) and



the implications for conservation land managers.
4.4 Examine ways to integrate multiple and sometimes conflicting uses.
Understand the role of stakeholder committees.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Case Studies and Assignments	30%
Event Planning and Implementation	50%
Final Test	10%
Participation / Teamwork	10%

Date:

June 19, 2019

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

