

I. COURSE DESCRIPTION:

The planning and implementation of recreational events is a key skill for Adventure Recreation and Parks students. Events are at the very 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 in their chosen field.

Students will examine a number of case studies to grasp the scope and impact of recreational events. These lessons will then be translated into a practical component through hosting a number of community based events. Students will be 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.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Implement and evaluate event management planning procedures for an adventure based recreational event.**

Potential Elements of the Performance:

- Report on their personal involvement in an event.
- Recommend enhancements to the planning process based upon their volunteer experience
- Identify key steps in the event planning process
- Describe trends in volunteerism, fundraising, marketing, etc.
- Attend planning meetings and report on meeting techniques
- Understand the role of advisory boards and steering committees
- Use event-planning tools (guidebooks, checklists, etc.)
- Use relevant software

2. **Engage with a variety of people through the process of event management.**

Potential Elements of the Performance:

- Interact with event participants and other stakeholders (general public, volunteers, athletes, children, sponsors, officials, students etc.)
- Use a variety of communication techniques (written, oral, social media)
- Adhere to a professional code of conduct in speech and actions that is event appropriate.

3. **Describe, in a comprehensive manner, elements of recreation planning, which relate to the operation of private and /or municipal recreation facilities.**

Potential Elements of the Performance:

- Describe some of the key elements of resort/facility management including scheduling, staffing, infrastructure, reporting, training, licensing, regulations, risk management.
- List various marketing devices, media and venues, etc.
- Access support services (research data, small business consulting, marketing, etc.) from government agencies, travel and trade associations.
- Understand specific issues related to the use of crown land by private companies offering recreation experiences (land use permits, fees, the remote tourism industry)
- Participate in field trips to local recreational facilities

4. **Analyze and discuss the many management challenges related to adventure recreation planning on conservation lands.**

Potential Elements of the Performance:

- Complete a case study summarizing recreation planning and an issues analysis for a municipal park or conservation area.
- Analyze the costs/benefits (financial and ecological) of recreational activities on conservation lands
- Recognize trends in recreation (i.e. mountain biking) and the implications for conservation land managers
- Examine ways to integrate multiple and sometimes conflicting uses
- Understand the role of stakeholder committees

III. TOPICS:

1. **Event Planning Case Studies**
Event Planning Processes:
Budgeting, scheduling, promotion, volunteerism, effective meetings, advisory boards and steering committees, training, liability, risk management, evaluation, etc.
2. **Adventure Based Recreation Planning – Private/Civic Facilities**
Resorts, camps, lodges, community centers, municipal parks
3. **Recreation Planning - Conservation Lands**
User group conflicts, Users Committee, Zoning, Enforcement, Fundraising (membership system), Management Plans, Impact Monitoring, Public consultation.
4. **Recreation Planning - Protected Areas/Crown Land**
User group conflicts, Zoning, Enforcement, Management Plans (Visitor Risk, Bear management, Heritage Resources Impact), Impact Monitoring, Quotas, Group size limits, Can and Bottle bans, Public consultation, Search/Rescue, greater park area land use conflicts.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Readings will be made available on LMS.

- V. 50 % Event Planning & implementation
30 % Case studies and assignments
10% Final test
10 % Participation and teamwork
100%

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	3.00

C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.