

RCH 3302
Outdoor Hospitality Industry
Summer 1, 2020

Lecture times: Online

Lab Times: Online

Instructor: Dr. Ryan O'Shaughnessy
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Office: Everett E. Turner Range Animal Science Center, Room 115
Office hours: Monday 10h00 – 12h00, Wednesday 10h00 – 12h00

Text: Strategic Management for Tourism, Hospitality, and Events. Second edition, by Nigel Evens. Routledge Publishers.

Catalog description: Application of the principles needed to operate business relating to the outdoor hospitality industry. Example will include hunting, photographic tours, hiking, camping, lodge accommodations etc.

Course objective: To provide a general overview of factors to consider when starting and operating a business based on outdoor recreation.

Grading: Weekly Assignments – Cumulative Grade

Scale: 90 -100% = A
80 – 89% = B
70 – 79% = C
60 – 69% = D
< 60% = F

Attendance: No make-up quizzes, assignments, or exams will be given for unexcused absences. An excused absence is one where you notify the instructor PRIOR to being absent.

Accommodations: It is up to Sul Ross State University to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of physical, mental, or learning disabilities please contact the ADA coordinator for Program Accessibility located in Room 206 of the Briscoe Administration Building, or call 432-837-8203.

Program learning objectives:

Program Learning Outcomes for the **B.S. in Natural Resource Management**

The graduating student will demonstrate that he/she is able to:

1. Identify species of wildland plants and wildlife common to the western United States and describe their natural history.

2. Demonstrate knowledge of the elements of an ecosystem.
3. Communicate about natural resources and conservation both verbally and in writing.
4. Conduct range and wildlife inventories in a team setting.
5. Apply knowledge about elements of an ecosystem into an appropriate conservation management plan.

Program Learning Outcomes for the **M.Agr. in Range and Wildlife Management**

The graduating student will demonstrate that he/she is able to:

1. Apply statistical concepts and procedures to natural resource data
2. Evaluate literature and references as they apply to the natural resource field
3. Demonstrate their knowledge of the fundamentals and advanced concepts of range and wildlife management.

Program Learning Outcomes for the **M.S. in Range and Wildlife Management**

The graduating student will demonstrate that he/she is able to:

1. Apply statistical concepts and procedures to natural resource data
2. Evaluate literature and references to substantiate an applied research project.
3. Examine, select, and utilize appropriate resources, materials, and data collection instruments to implement research projects.
4. Justify and defend the research questions and design.