



**SUL ROSS**  
KINESIOLOGY DEPARTMENT

**KES 3330 – “Sustainable Tourism & Commercial Recreation”**  
**Tue/Thur: 1230-145pm in GPC 105 + DE**  
**Fall 2020**

**Dr. Chris Herrera, Assistant Professor - Kinesiology**

**Office:** Graves-Pierce 101  
**Phone:** 432/837-8375 office  
**Email:** [Christopher.herrera@sulross.edu](mailto:Christopher.herrera@sulross.edu) (Please include “KES 3330” in subject of email)  
**Office Hours:** MWF: **By appointment** (email to set an appointment)  
**Required Text:** None

**Course Description:**

Course will analyze commercial recreation; economics, marketing, and financing commercial recreation endeavors; and assemble the various opportunities available in the commercial and private sector.

**Student Learning Outcomes:**

1. Understand the terms sustainability and commercial recreation
2. Develop a sustainability philosophy
3. Develop professionalism through class participation and guest lecture participation
4. Appraise available commercial tourism profiles
5. Communicate sustainable tourism business plan

**Attendance & Class Participation:** Students are expected to attend class and actively participate in class discussions. Failure to attend a class will result in a deduction from your participation grade for each missed class period. Students will be able to miss one class and receive the full points but will not receive bonus points. Small quizzes will be given each class and will be used to track attendance. The content may come from the lecture or from the assigned weekly reading. No make-up quizzes will be given.

**Academic Honesty:** “The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials.”  
--Excerpt from the Student Handbook

**Special Needs:** It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of a physical, mental, or learning challenge, please contact the ADA Coordinator in the Counseling office in Ferguson Hall, Room 112. The mailing address is PO Box C-122, Alpine, TX 79832. E-mail: [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu)

**Late Work:** No late work will be accepted without previous conversation.

## **GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS**

<b>Grade calculation</b>	<b>% of Grade</b>	<b>Grading Scale</b>	
<b>Class Participation</b>	<b>20% (200 points)</b>	<b>895 – 1000</b>	<b>A</b>
<b>Weekly Discussions</b>	<b>50% (500 points)</b>	<b>795 – 894</b>	<b>B</b>
<b>Tourism Survey</b>	<b>10% (100 points)</b>	<b>695 – 794</b>	<b>C</b>
<b>Sustainability Project</b>	<b>10% (100 points)</b>	<b>595 – 694</b>	<b>D</b>
<b>Business Presentation</b>	<b>10% (100 points)</b>	<b>594 and Below</b>	<b>F</b>

**Important University Dates:**

8/29	Last day to add a class to your schedule
9/11	Last day to drop a course (without it counting against you)
9/27	University "Meal on the Mall"
11/15	Last day to drop a course with a "W" (by 4pm)
11/21	Res halls close for Thanksgiving at 9am
12/4	Last class day before finals
12/5	"Dead Day"
12/6, 9-11	Final Exams
12/13	Graduation begins at 7pm
12/14	Res halls close at Noon