

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo
May 2010
RECREATION, PARKS, & TOURISM ADMINISTRATION

1. **Catalog Description**

RPTA 424 - Financing Recreation, Parks, & Tourism Services (4)

Financing leisure products and services in public, private, and commercial and voluntary settings. Emphasis on sources and methods of financing; operational/financial cost analysis; forecasting, budgeting, pricing and fiscal master planning through use of computer technology. 4 lectures. Prerequisite: BUS 212/214, RPTA 360 with a C- or better, recommended: ENGL 310.

2. **Required Background or Experience**

BUS 212/214, RPTA 360 with a C- or better, recommended: ENGL 310.

3. **Expected Outcomes**

Upon successful completion of this course, students will be able to:

1. Demonstrate entry-level knowledge of the scope and practices of the profession. (7.01.01)
 - a. Differentiate between the finance administration practices of public, private, and nonprofit organizations
 - b. Describe different types of financial documents: income statement, balance sheet, operating and capital budgets
2. Apply entry-level knowledge of professional in decision making about policies, procedures, practices, techniques, and related ethical and professional issues. (7.01.03)
 - a. Conduct program cost analysis for fee development
 - b. Describe financial management activities
 - c. Describe and apply financial measurement tools in decision-making
 - d. Use of computer applications in financial planning
3. Recognize and apply basic facts, concepts, principles, and procedures of administration and financial management. (7.03.01 & 7.03.02)
 - a. Understand principles and procedures of budgeting and financial management
 - b. Understand recreation, parks, and tourism service funding sources.
 - c. Develop program and organization budgets

4. **Text And References**

Text:

Brayley, R., & McLean, D. (2008). Managing Financial Resources In Sport and Leisure Service Organizations. Champaign, Ill: Sagamore Publishing.
Recreation 424 course manual.

References:

- Jagels, M. & Coltman, M. (2004) Hospitality Management Accounting. New Jersey: John Wiley & Sons.
- Sawyer, T., Hypes, M., & Hypes, J. (2004). Financing The Sport Enterprise. Champaign, IL: Sagamore Publishing.
- Crompton, J. (1999). Financing and Acquiring Park and Recreation Resources. Champaign, IL: Human Kinetics.
- Garrison, H., Noreen, E. and Brewer, P. (2008). Managerial Accounting. New York, N.Y.: McGraw-Hill
- Shim, J. & Siegel, J. (1994) Budgeting Basics and Beyond. New Jersey, Prentice Hall.
- Kelsey, C. & Gray, H. (1993). The Budget Process in Parks and Recreation: A Case Study Manual. Reston, VA: AAHPERD.
- Deppe, T. (1983). Management Strategies In Financing Parks and Recreation. New York: John Wiley & Sons.
- Moore, B. (1984) (ed). Practical Financial Management: New Techniques for Local Government. Washington, DC: International City Management Assoc.
- Axelrod, D. (1988) Budgeting for Modern Government. New York: St. Martin's Press, Inc.

5. **Minimum Student Materials**

Notebook, text, and computer

6. **Minimum University Facilities**

Classroom, library, and computer lab

7. **Expanded Description of Content And Method**

a. Fiscal Administration of Recreation and Parks Agencies and Organizations

- 1) standards and methods of finance
- 2) the budget process
- 3) different budget formats
 - a) line item budget
 - b) object classification
 - c) fee budget
 - d) program budget
- 4) operating budget versus capital budget
- 5) legal aspects of a budget
- 6) budget preparation
- 7) the budget as a communication/planning tool
- 8) income sources for recreation and leisure services

b. Program Cost Analysis

- 1) Cost-Volume Analysis
- 2) Direct vs. Indirect Costs
- 3) Breakeven
- 4) Fee Budget

c. Fund-Raising Within Recreation Agencies

- 1) the role of fund-raising within recreation agencies
- 2) general fund-raising principles

- 3) sources of funding
 - a) individuals
 - b) organizations
 - c) corporations
 - d) foundations and trusts
 - e) government
- d. Computer Spreadsheets
 - 1) Use of computer
 - 2) Use of Excel Software
 - 3) Role of spreadsheets in budget development

Method

- a. Lecture-discussion
- b. Written and laboratory assignments
- c. Guest Speakers
- d. Case Studies
- e. Participant Observation
- f. Written Examinations
- g. Budget project

8. Methods of Evaluating Outcomes
Outcomes:

- 1. Demonstrate entry-level knowledge of the scope and practices of the profession. (7.03.01)
- 2. Apply entry-level knowledge of professional in decision making about policies, procedures, practices, techniques, and related ethical and professional issues. (7.03.03)
- 3. Recognize and apply basic facts, concepts, principles, and procedures of administration and financial management. (7.05.01 & 7.05.02)

Methods:

Class Lecture, case studies, written examination, quarter budget project

Outcomes:

- a. Ability to utilize the tools of professional communication. (8.23).
- b. Ability to apply current technology to professional practice. (8.24)

Methods:

Excel Spreadsheet assignment and quarter budget project.