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Office: 304 C. E. Barnhart Building
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Course Description: An economic analysis of small-scale, rural-based, travel-oriented, and/or natural-resource dependent business ventures and the entrepreneurial strategies that make them successful or not. Students will use empirical evidence gathered from multiple field sites along with published findings and critical thinking to evaluate observed entrepreneurial behaviors and to recommend possible improvements. This course includes study of ecotourism, adventure tourism, agritourism, culinary/food tourism, and other similar activities. ECO 201 or its equivalent is recommended.

Learning Objectives: At the conclusion of this course, actively engaged students should be more familiar with rural and ag-based tourism business ventures and the entrepreneurial behaviors that make them successful or not. More importantly, actively engaged students should be able to:

1. Evaluate theoretical and evidence-based claims critically using scientific (e.g., economic) principles;
2. Gather original observational field data methodically and ethically;
3. Utilize original field data to support/contradict new and/or existing scientific claims; and
4. Report original insights, findings, and conclusions appropriately to general audiences.

Teaching Objectives: In this course, the instructor aims to:

1. Design the course to allow remote access to course materials, flexible deadlines on assignments, and meaningful interactions with other students and the course instructor;
2. Present the course content and expectations clearly and effectively;
3. Evaluate students fairly; and
4. Provide students with a high-value learning experience.

Productivity is defined simply as output divided by input. In this course, the instructor aims to make learning as productive as possible for students (i.e., to help students get as much learning output for their study input). Students will find that one of the most productive uses of their time will be to read carefully and understand clearly everything in this syllabus and the specific instructions for each assignment.

Graded Assignments: In this course, actively engaged students must complete: (1) ten or more visits to pre-qualified field sites to observe rural and ag-based tourism business operations directly, (2) three in-class exams, (3) six or more homework assignments, and (4) one term paper.

Field Site Visits:

All students in the course are required to visit a coherent group of ten or more pre-qualified rural and ag-based tourism business venues to observe current entrepreneurial practices. In general, qualifying venues are those enterprises that are (1) small-scale, (2) rural-based, (3) travel-oriented, and (4) natural-resource dependent. Using a provided interactive PDF form, students are required to document their visits to and their meaningful engagement with the goods/services offered at each qualifying rural and ag-based tourism enterprise. All site visit forms must be submitted via the course website (http://elearning.uky.edu) before the last regular day of the semester (Friday, May 2, 2014). At their discretion, students may independently contract with private tour operators to help them satisfy the credit-bearing field research requirement (e.g.,
by helping students with travel arrangements to 10+ field sites). Students that are interested in this possibility may want to look at tours offered by Alex and Donna Thor (www.explorationsbythor.com). During the Spring 2014 semester, Alex and Donna Thor are offering three tour packages with qualifying site visits:

**Panama Tour** ($2,300). This is a nine-day tour to the country of Panama over UK’s spring break (Saturday, March 15, 2014 to Sunday, March 23, 2014). Participants on this tour will visit, experience, and talk with owners of more than 20 qualifying rural and ag-based tourism businesses. Round-trip airfare from Lexington, KY is included as are most meals, all scheduled tours, all ground transportation, and all lodging (double occupancy). This tour is limited to 20 participants on a first-come, first-served basis. NOTE: Students that select this tour must also register their international field research plans with the Education Abroad Office and pay that office a risk management fee ($50) and for travel medical insurance ($21). The instructor will help all students with this process.

**KY Forest Tour** ($500). This is a three day / two night weekend tour centered in the Red River Gorge area of the Daniel Boone National Forest (Friday, February 28, 2014 to Sunday, March 2, 2014). Participants will visit, experience, and talk with owners of more than 10 qualifying rural and ag-based tourism businesses. All transportation, lodging, tours, and meals are included. This tour is limited to 13 participants on a first-come, first-served basis. Participating students will be excused from all classes on Friday, February 28, 2014. This tour may also be offered March 7 to 9, 2014.

**KY Bluegrass Tour** ($500). This is a three day / two night weekend tour centered in the Bluegrass area of Kentucky (Friday, April 4, 2014 to Sunday, April 6, 2014). Participants will visit, experience, and talk with owners of more than 10 qualifying rural and ag-based tourism businesses. All transportation, lodging, tours, and meals are included. This tour is limited to 13 participants on a first-come, first-served basis. Participating students will be excused from all classes on Friday, April 4, 2014. This tour may also be offered April 11 to 13, 2014.

More information about these privately offered Explorations by Thor (including detailed itineraries) can be found by clicking on “Destinations” at Alex and Donna Thor’s website (www.explorationsbythor.com) and then scrolling to the bottom.

NOTE: References in this syllabus to private tour operators and their tour packages are presented here for the benefit of individual students who may desire from such operators help coordinating the credit-bearing field research portion of this course. Such references here shall not constitute approval or sponsorship of said tour packages as domestic or international programs of the University (see UK AR 4:9).

No qualified field site visits may begin until after the first day of class (Wednesday, January 15, 2014) and all qualified site visits must be completed by Monday, April 14, 2014.

**In-Class Exams:**

There are three mid-semester exams in this course. Exams are designed to evaluate students’ progress in mastering the course materials (e.g., concepts, principles, facts, etc. from lectures, readings, homework assignments, etc.). Exams may include a mixture of multiple choice, true/false, graphical analysis, fill-in-the-blank, short answer, and/or essay questions. All three mid-semester exams are graded on a percent basis (i.e., 100% max score). All exams are held on UK’s main campus in the Seay Auditorium in the Agricultural Sciences Building unless special arrangements are approved in advance. Students should bring three items to every exam: (1) a writing utensil, (2) a basic, non-cell phone, non-graphing calculator, and (3) a photo ID. The first opportunity to take each mid-semester exam is as follows:

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<tr>
<th>Date</th>
<th>Month</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Wednesday</td>
<td>February 12</td>
<td>5:00PM – 7:30PM</td>
<td>Seay Auditorium</td>
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<tr>
<td>Wednesday</td>
<td>March 12</td>
<td>5:00PM – 7:30PM</td>
<td>Seay Auditorium</td>
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<tr>
<td>Wednesday</td>
<td>April 16</td>
<td>5:00PM – 7:30PM</td>
<td>Seay Auditorium</td>
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Any student that misses any mid-semester exam(s) or wishes to retake any exam(s) for a higher grade may elect to do so without penalty on Monday, May 5, 2014 from 6:00PM – 8:30PM in the Seay Auditorium. Grades will not be made lower as a result of retaking any exam. Students must name the exam(s) they wish to make-up/retake in an email sent to the instructor by 5:00PM on Friday, May 2, 2014.

**Homework Assignments:**

Actively engaged students are expected to complete successfully at least six homework assignments. All homework assignments require students to apply course materials (e.g., concepts, principles, facts, etc. from lectures, readings, etc.) to observed (i.e., “real world”) situations. Detailed descriptions of all homework assignments, including detailed grading criteria, will be posted on Blackboard. All homework assignments are graded on a percent basis (i.e., 100% max score). All homework assignments must be submitted via the course website (Blackboard) no later than the last regular day of the course (Friday, May 2, 2014).

**Term Papers:**

Actively engaged students are expected to complete a high-quality term paper. The term paper requires students to prepare an attractive, coherent, and complete type-written analysis of either (1) an existing scientific hypothesis or (2) a newly proposed scientific hypothesis. For their term papers, students must identify a specific rural and ag-based tourism business behavior (actual or hypothetical) and evaluate its actual or expected impact on business success, a term that must be defined by each author. Students are expected to use empirical evidence gathered from multiple field sites along with published findings and critical thinking to support the conclusion(s) of their term papers. A description of the term paper assignment, including detailed grading criteria, is available on Blackboard. All term papers are graded on a percent basis (i.e., 100% max score). All final drafts of students’ term papers must be submitted via the course website (Blackboard) no later than the last regular day of the course (Friday, May 2014).

**Final Letter Grades:** All final letter grades are assigned at the discretion of the instructor based on students’ overall performance in the course. Overall performance includes the number and quality of field sites visited, the professionalism of students’ email/phone communications, the quality of their in-class discussions, and the fullness with which students embrace the learning process. Overall performance also includes student performance on exams, homework assignments, and term papers. Students that meet the performance standards listed below are guaranteed at a minimum the following final letter grades:

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<tr>
<th>Final Letter Grade</th>
<th>Site Visits (10 visits documented)</th>
<th>Exams (70% or better on 3 exams)</th>
<th>Homeworks (80% or better on 6 homeworks)</th>
<th>Term Paper (90% or better on 1 paper)</th>
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<tr>
<td>A</td>
<td>✓</td>
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<td>Assigned at the discretion of the instructor based on overall performance in the course</td>
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Students may earn higher grades than those indicated above based on their overall performance in the course.

**University Statement on Writing:** A student’s writing in all courses is expected to meet acceptable standards for college-level English. Any instructor who finds that the written work of any student does not meet college-level standards may require the work to be revised to reflect competency and resubmitted. Instructors may include the quality of writing as a factor in students’ grades. (Senate Rule 5.2.4.3) Interpretation of this rule by the University Ombud allows instructors to “ask students to rewrite papers, make writing style one of the grading criteria, and report a seriously deficient student to his/her college for remedial work.” Students that do not demonstrate minimally acceptable college-level standards of written English (e.g., on written assignments) may be referred to their College for remedial coursework in English.
**Course Website:** The course website ([http://elearning.uky.edu](http://elearning.uky.edu)) is powered by Blackboard and provides access to all course materials, including printable copies of required texts, downloadable copies of all online lecture materials, links to all exams review materials, and interactive templates for preparation and submission of all required writing assignments. There is currently no required textbook for this course.

**Technical Questions about Course Website:** The learning management software used to deliver the academic content for this course is Blackboard. This software is accessible for free by students enrolled in this course. Students that are unfamiliar with how to navigate this software package or who experience problems using it should contact the UK Information Technology helpline at 859-218-4357. Students may also contact the Teaching and Academic Support Center at 859-257-8272 for technical assistance.

**Grievance Policy:** Students are encouraged to discuss any grievances that they may have regarding the course with the instructor as soon as possible. Students who wish to dispute a grade on an assignment or exam should present their concerns to the instructor in writing, including a justification for a grade change no later than two weeks after the assignment/exam due date.

**Syllabus Changes:** The instructor reserves the right to make changes at any time to any part of this syllabus, including changes in due dates and times, grading procedures, and/or required assignments. The instructor will use basic principles of fairness when making such changes to the syllabus.

**University Statement on Plagiarism:** All academic work, written or otherwise, submitted by students to their instructors, is expected to be the result of their own thought, research, or self-expression unless clear attribution indicates otherwise or unless the instructor clearly makes an exception. In cases where students feel unsure about the standards of clear attribution or about any exception, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else’s work, whether it be a published article, chapter of a book, a paper from a friend or some file, or whatever. “Work” includes not only the particular words or phrases from another author. Work also includes any photograph or other image created by someone else. It includes any graph created, date collected, idea conveyed, or organization of thoughts, or particular ideas generated by someone else. In academic assignments, all work that is the creation of someone else— including work from a book, the radio, an internet site, a blog, a friend, a relative, or your instructor—must be clearly attributed to its author unless clearly excepted by the instructor. Otherwise, it’s plagiarism.

When students’ work in any way draws upon other’s work, students must carefully acknowledge exactly what, where and how they have employed other’s work. An author’s last name in parentheses at the end of a long paragraph is often not enough to clarify exactly what work the student did versus other authors. Of course, if the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Some information and ideas have no genuinely unique source and are so generally and freely circulated as to be a part of the public domain. This so-called “general knowledge” only includes information or ideas that may be found without attribution in at least two credible sources (i.e., sources with correct attribution). If in doubt, ask your instructor.

**Cheating:** Cheating is defined by its general usage. It includes, but is not limited to, wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade. Any question of definition shall be referred to the University Appeals Board.
Plagiarism:

Plagiarism is simply any violation of the attribution requirement (see attached flowchart, “Understanding and Avoiding Plagiarism”). The attribution requirement states that, given an assumption of originality, any work done by any person other than the presenter must have clear attribution. In other words, plagiarism is simply unclear attribution given an assumption of originality.

An originality assumption is a reasonable expectation by a listener, reader, or viewer that the presenter is the sole producer of all work not clearly attributed to others. Clear attribution is unambiguous indication by the presenter that some work—differentiated clearly from his or her own—was done by others. Work is any product that results from the mental or physical activity of any person. Work includes photographs, data, graphs, wording, ideas, pictures, arguments, outlines, organization of ideas, maps, arrangement of information, analytical techniques, and much, much more.

Some information—called “common knowledge”—does not require attribution. Common knowledge is information that has no unique producer. In other words, information is common knowledge if it appears without attribution in at least two sources authored by credible presenters, i.e., those who themselves satisfy the attribution requirement.

Under this definition of plagiarism, authors and presenters have three responsibilities. First, presenters must clarify whether an originality assumption applies. If so, presenters secondly must clearly differentiate their work from others’ work. Finally, presenters that use common knowledge must be able to show that at least two other credible sources use the same information without attribution.

Many specialized symbols (e.g., quotation marks) are intended to make attribution unobtrusive without compromising clarity. In fact, whole systems of symbols have been developed (e.g., MLA and APA styles) to give presenters attribution tools that do not distract listeners, readers, and viewers. Presenters that use these tools bear the added responsibility of using them correctly. Presenters that are unskilled using these tools should practice first. Remember, to avoid plagiarism, presenters need only distinguish clearly—in whatever ways they want—what work is theirs and what work is from others.

Students that are in doubt about the “rules” of attribution or about the academic conventions of proper attribution must at least be clear what work is theirs and what work is from others. All college students possess and are consequently held completely responsible for communication skills sufficient to distinguish clearly their work from others’ work. Students that do not make this distinction clear deceive listeners, viewers, and/or readers and are guilty of plagiarism.
Penalties for Academic Dishonesty: Please refer to the "Student Rights and Responsibilities" codes regarding plagiarism. These University rules are strictly enforced. The minimum penalty for plagiarism or cheating in this class, however, is an ‘E’ grade in the course, not merely on the assignment. Students should consult with their instructor and, for writing assignments, with the staff at the UK Writing Center at the Young Library if they have questions about academic expectations regarding plagiarism and cheating.

Absence Policy: All homework assignments and term papers are due on the last regular day of class (Friday, May 2, 2014) but may be submitted earlier. Any student may retake or make up any mid-semester exam for any reason during the optional exam period on Monday, May 5, 2014 from 6:00PM to 8:30PM. While there are no specific penalties for missing in-class lectures and discussions, the instructor assigns all final letter grades based on students’ overall performance in the course, including their class/exam attendance record, their contributions to in-class discussions, the quality of their email/phone communications, etc.

Official Communication: All official communications regarding this course are sent to students’ University of Kentucky email accounts (e.g., rogerbrown@uky.edu). Students should check their accounts regularly (e.g., once daily) for important information about this course. The instructor makes every reasonable effort to respond to student email inquiries as soon as possible.

Guidelines for Discussion and Interaction: All participants in this course are expected to show consideration and respect for others’ ideas and to meet appropriate standards of tolerance, decorum and civility. Students are expected to address the issues under discussion, never the personalities of the other participants. Any student who does not abide by these standards and expectations will be dismissed from the course with a failing grade and additionally recommended to the UK Dean of Students Office for disciplinary action, if appropriate.

Student – Instructor Interaction: Students may contact the instructor via email or telephone. The instructor will be available to meet with students on campus during weekly office hours or by appointment. Online course discussion boards are best for course-related questions. Email is best for personal questions. Telephone is best for specific or time-sensitive questions. During weekend or early evening hours, students are invited to call the instructor’s cell phone number. Students should contact the instructor again if they have not received a response within a few hours (cell phone calls) or within 12 hours (email). Only in rare cases will the instructor not respond to students within 24 hours.

In general, students should not hesitate to contact the instructor when/if they have questions. However, if students ask questions that are already clearly answered either in the syllabus, in the online course materials, or in earlier email communications, the instructor will typically refer such students simply to those existing online resources with invitations to resubmit their original inquiries in a later email if needed. Students are expected to make reasonable efforts on their own to answer their own questions.

Minimum System Requirements: Students enrolled in this course will need reliable access to a computer (500Mhz or faster processor; 128MB or more of RAM) with a broadband internet connection (500+ Kbps). Students may also need to install some free software in order to view the online lecture videos or to view some files (e.g., Adobe Reader is needed to view some PDF text files).

Course Accessibility: Students that have a documented disability that requires academic accommodations in this course should contact the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide the instructor with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu.