

Common Course Outline
PEAQ 262/RECR 262
Public Beach Management
3 Semester Hours

The Community College of Baltimore County

Description

Public Beach Management explores the recreational management of natural-based beach and shore environments. The course presents in-depth information on environmental characteristics and hazards; beach safety and maintenance; staff hiring; training, and certification; characteristics of visitors; risk management; emergency action plans; and administrative policies and procedures. Practical information is provided to minimize risks and increase enjoyment of beaches and shore environments. 3 credits: 3 lecture hours per week. Prerequisite: PEAQ 114.

Overall Course Objectives

Upon completion of this course the student will be able to:

1. trace the history of public beach recreation;
2. explain the characteristics and motivations of various user groups that visit beaches;
3. apply knowledge of beach environmental concerns to the development of an environmental action plan;
4. create a summer recreation program for a local beach;
5. assess the health and safety of the water in a specific beach environment;
6. identify recreational water illnesses and their prevention methods and techniques;
7. provide a safe and healthy beach recreational environment;
8. effectively manage the risk involved in operating a public beach;
9. create an emergency action plan for a specific beach;
10. explain methods how access to beach recreation can be created for persons with disabilities;
11. create a maintenance management plan for a specific beach;
12. develop policies related to the recruitment, testing, hiring, training, and certification requirements of surf rescue and lifeguarding staff;
13. create an operational budget for a specific beach;
14. discuss management concerns related to administering various beaches;
15. create a tourism marketing plan for a specific beach; and
16. develop a plan for a seasonal evaluation of a beach facilities and programs.

Major Topics

- I. History of public beach recreation
- II. Beach visitors and their characteristics
- III. Characteristics of beaches
 - A. Ocean
 - B. Lakeshores
 - C. Bays
 - D. Rivers
- IV. Beach environmental management concerns

- A. Beach erosion - jetties
- B. Endangered species protection
- C. Storm management
- D. Pollution – hazardous waste
- E. Beach cleaning methods
- V. Recreational beach programming
 - A. Land & water sports
 - B. Bandshells and pavilions
 - C. Food services
 - D. Fireworks
 - E. Piers & amusements
 - F. Boardwalks and strands
- VI. Health and safety in the water
 - A. Watercraft
 - 1. Personal watercraft
 - 2. Boats, canoes, kayaks
 - B. Recreational water illnesses (RWIs)
 - C. Animal concerns, e.g. stinging nettles, sharks
 - D. Rip tides and undertows
- VII. Health and safety on the beach
 - A. Emergencies, e.g. evacuations, ambulance access
 - B. Pets
 - C. Alcohol & other drugs
 - D. Law enforcement
 - E. Sanitary facilities
- VIII. Surf Rescue and Guarding
 - A. Certifications available for tidal bodies of water
 - B. Rescue techniques
 - C. Equipment and supplies for guards
 - D. Pre-screening and pre-testing applicants
 - E. Staff training, management, & certification
- IX. Supervision and risk management
 - A. Beach signage
 - B. Legal liability and risk management
 - C. Emergency actions plans (EAPs)
 - D. Routine operations: daily, weekly, monthly
- X. Administration
 - A. Management concerns
 - 1. Concessions
 - 2. Beach closures
 - 3. Access and parking
 - 4. Americans with Disabilities Act (ADA)
 - 5. Clothing optional beaches
 - B. Financial management and budgeting
 - C. Marketing the tourism potential of beach recreation
 - D. Evaluating aquatic-based services

Course Requirements

Grading/exams/writing assignments: Grading procedures will be determined by the individual faculty member but will include the following:

- ◆ Reading textbook and handouts;
- ◆ Creation of three of the following procedural plans for an beach environment: maintenance, staffing, financial, recreational program, access, marketing, or evaluation;
- ◆ Create an Emergency Action Plan for a specific beach;
- ◆ Participate in problem-solving sessions related to issues that arise in the management of beaches and shorelines;
- ◆ There is one midterm exam and a final.

Other Course Information

This is a minimum course outline. Individual instructors have the right to add additional requirements.

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in knowledge, attitudes, and skills necessary to function successfully as a transfer student, in a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending classes, completing all homework and other assignments, participating in class activities and preparing for tests.

We take seriously our responsibility to maintain high-quality programs and will periodically ask you to participate in assessment activities to determine whether our students are attaining the knowledge, attitudes and skills appropriate to various courses and programs. The assessment activities may take many forms such as surveys, standardized or faculty-developed tests, discussion groups or portfolio evaluations. We ask that you take these activities seriously so that we can obtain valid data to use for the continuous improvements of CCBC's courses and programs.