

FOR 334/534: Forest Recreation and Tourism

Spring 2019

Course Description and Objectives

Forest recreation and tourism are inextricably linked – forests, parks, and protected areas, with their myriad recreational opportunities, serve as the foundation for much larger social, political, and economic systems. Forest visitors are recreationists, but they are also consumers – of accommodations, food services, transportation, and entertainment. The entrepreneurial spirit of the tourism industry is reflected in bus tours, gift shops, and IMAX theatres– from the simple huckleberry ice cream shop outside of Glacier National Park in Montana to the wax museums, haunted houses, and go-cart tracks in Gatlinburg, Tennessee. The activities of forest visitors have far reaching economic impacts. In turn, through marketing, tourism draws new recreationists to the forest. The success of such a complex system of actors, including the protection of natural resources, visitor experiences, and communities, depends upon policy, planning, research, and partnerships.

These connections will be explored through the following course objectives:

1. Examine positive and negative impacts of tourism on economies, communities, and natural resources
2. Introduce the multiple components of the tourism industry, considering the role of nature-based recreation and tourism within this larger industry
3. Review nature-based tourism opportunities, impacts, and marketing efforts in Wisconsin
4. Outline challenges and opportunities associated with establishing and maintaining a nature-based tourism business
5. Consider a variety of contemporary forest recreation and tourism issues

Instructor

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Office Hours: Tuesdays and Thursdays, 10:00 am to 10:50 am; other times by chance or appointment

Class Location & Meeting Time

Lecture: TNR 320, Wednesdays, 9:00 am – 10:50 am

Discussion: TNR 352, Fridays, 10:00 am – 10:50 am

Required Texts

Ioannides, D. & Timothy, D. (2010). *Tourism in the USA – A spatial and social synthesis*. New York, NY: Routledge.

Additional readings as posted on D2L: uwsp.edu/d2l/Pages/default.aspx.

Additional reading assignments will be announced in class and posted on the course website throughout the semester.

Exams

There will be two take-home, written exams. Exam questions will be handed out one week prior to the exam due date. Exam questions will be based on material covered in lectures, assigned readings, and class discussions.

Tourism Issue Articles and Discussion

To explore a variety of contemporary recreation and tourism issues, you will work with a partner to lead a discussion of selected tourism issue articles. Topic and group selections will occur during the second week of class, and discussions will occur on assigned days throughout the semester. Article selections will be considered during the third week of class and are due the following week. A PDF or viable link should be provided for each reading. Everyone in the class will be responsible for reading assigned articles prior to discussion days.

Regional Profile

To consider forest recreation and tourism throughout Wisconsin, each student will prepare a short presentation on an assigned region of the state. Additional instructions for the assignment will be provided during class and you will be given some time to research your region during discussion.

Business Profile

To consider the unique challenges and opportunities associated with establishing and running a nature-based tourism business, each student will prepare a short presentation on a selected tourism business. Additional instructions for the assignment will be provided during class and you will be given some time to research your business during discussion.

Participation

Our exploration of forest recreation and tourism issues in Wisconsin and beyond will be greatly enhanced through the active participation of everyone. Beyond the in-class requirements of the assignments listed above, “active participation” includes completing readings before class, submitting articles on time, contributing to class discussions, engaging in class activities, and asking questions after presentations.

Grading*

Regional Profile	25 pts	<u>Grade Scale</u>	
Business Profile	25 pts	A: 93+	C: 73-76
Issue Discussion	50 pts	A-: 90-92	C-: 70-72
Participation	50 pts	B+: 87-89	D+: 67-69
Midterm Exam	100 pts	B: 83-86	D: 60-66
<u>Final Exam</u>	<u>100 pts</u>	B-: 80-82	F: <60
Total	350 pts	C+: 77-79	

*Students taking the course for graduate credit will also deliver a lecture on a tourism topic appropriate for the course. The lecture is worth 50 points, bringing the total possible points for FOR 534 to 400.

Academic Honesty

Please refer to the University of Wisconsin – Stevens Point Dean of Students website (uwsp.edu/dos/Pages/default.aspx) for policies and expectations regarding academic honesty.

Learning Resources

Students are encouraged to seek help from the instructor regarding any academic concerns or questions. Writing assistance is available in the Mary K. Croft Tutoring-Learning Center, 018 Albertson Hall (uwsp.edu/tlc/Pages/default.aspx). Accommodation for learning or physical disabilities can be arranged through the Disability Services Office (uwsp.edu/disability/Pages/default.aspx), 609 Albertson Hall.

Course Website

Please check the course website frequently (through D2L: uwsp.edu/d2l/Pages/default.aspx) for announcements, reading assignments, project instructions, and other materials.

Course Schedule

Wk	Days	Lecture (W)	Discussion (F)	Assignment
1	Jan 23 & 25	Introduction & overview	Postcard activity (CPS 107)	--
2	Jan 30 & Feb 1	Tourism definitions, components, and history	"Great vacation squeeze"	Read Ch. 1 & 2; Bring topic ideas to lecture
3	Feb 6 & 8	Tourism organizations, planning, and policy	Tourism issue articles (CPS 107)	Read Ch. 3
4	Feb 13 & 15	Tourism demand	Regional profile project (CPS 107)	Read Ch. 4; <u>Tourism issue articles due</u>
5	Feb 20 & 22	Stevens Point tourism/CVB	Tourism issue 1	Read TI1 articles
6	Feb 27 & Mar 1	Wisconsin tourism; regional profile presentations	Regional profile presentations	<u>Regional profiles due</u>
7	Mar 6 & 8	Understanding & managing tourists	Tourism issue 2	Read D2L & TI2 articles
8	Mar 13 & 15	Tourist attractions and types	<u>Midterm exam due</u>	Read Ch. 5
SPRING BREAK				
9	Mar 27 & 29	Transportation for tourism; TBD	Tourism issue 3	Read Ch. 6 & TI3 articles
10	Apr 3 & 5	Tourism economics; Tourism issue 4	Business profile project (CPS 107)	Read Ch. 7 & TI4 articles
11	Apr 10 & 12	Adventure, nature, and eco- tourism	Tourism issue 5	Read D2L & TI5 articles
12	Apr 17 & 19	Tourism entrepreneurs and businesses; business profile presentations	Business profile presentations	<u>Business profiles due</u>
13	Apr 24 & 26	Urban and rural tourism	Tourism issue 6	Read Ch. 8 & 9 & TI6 articles
14	May 1 & 3	Futures of tourism	Tourism issue 7	Read Ch. 10 & TI7 articles
15	May 8 & 10	Field trip (TBD)	Tourism issue 8	Read TI8 articles
16	May 13	<u>Final exam due @ 2:30pm</u>		