

# FOR 334/534: Forest Recreation and Tourism

Spring 2022

## 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: Mondays and Wednesdays, 2:00 pm to 2:50 pm; other times by chance or appointment

## Class Location & Meeting Time

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

Discussion: TNR 320, 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 Canvas.

## Exams

There will be two take-home, essay 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 Discussion

To explore a variety of contemporary recreation and tourism issues, you will work with a partner to lead a discussion on a selected topic. Topic and group selections will occur early in the semester, and discussions will take place on assigned days throughout the semester. Your team will provide the class with two articles on your discussion topic. Some class time will be dedicated to reviewing and selecting appropriate readings. 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 fact sheet 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.

## Class Activities and Discussions

Our exploration of forest recreation and tourism issues in Wisconsin and beyond will be greatly enhanced through your active participation. We will engage in several conversations and activities to explore and apply course content. The success of this course depends on you! One-quarter of your course grade will be based on regular attendance, contributions to class and small group discussions, and engagement in class activities. Of course, the ongoing COVID-19 pandemic will demand continued flexibility this semester. Please reach out if you need to quarantine or miss class due to another excused

reason. I will work with you as needed to make up missed work. Please silence phones and other portable electronic devices and store them away during class unless being used for class related activities.

## Grading\*

Profile Assignments	15%	<u>Grade Scale</u>	
Class Activities and Discussions	25%	A: 93+	C: 73-76
Tourism Issue Discussion	10%	A-: 90-92	C-: 70-72
<u>Exams</u>	<u>50%</u>	B+: 87-89	D+: 67-69
Total	100%	B: 83-86	D: 60-66
		B-: 80-82	F: <60
		C+: 77-79	

\*Students taking the course for graduate credit will also deliver a lecture on a tourism topic appropriate for the course.

## Academic Honesty

All suspected cases of academic misconduct will be reported to the Dean of Students. Refer to the Dean of Students website for policies and expectations regarding academic honesty at UW – Stevens Point.

## Learning Resources

If you have questions or observations about the course, please share them! I am happy to talk during office hours or at another scheduled time. I will also ask for feedback during the semester. Don't hesitate to reach out when I can be of help. Writing and other academic assistance is available in the Tutoring Learning Center, 018 Albertson Hall. Please arrange for accommodations for learning or physical disabilities through the Disability Services and Assistive Technology Center, 609 Albertson Hall.

## College of Natural Resources Principles of Professionalism

See Canvas for a copy of these principles, required of all students, staff, and faculty in the CNR.

## Forestry Anti-harassment Statement

Please review this statement on Canvas and the associated expectations of everyone involved in this class.

## COVID-19 Precautions

Please take good care of yourself and others this semester by following health and safety guidance provided by the University: <https://www.uwsp.edu/coronavirus/Pages/default.aspx>. The *Chancellors Order on Mask Use to Minimize Spread of COVID-19* requires that everyone wear a face covering while inside campus buildings. Any student with a condition that impacts their use of a face covering should contact the Disability and Assistive Technology Center to discuss accommodations in classes. This is university policy and not up to the discretion of individual instructors.

## Course Schedule

<b>Wk</b>	<b>Lecture (W)</b>	<b>Discussion (F)</b>	<b>Assignment</b>
1	Introduction & overview	Postcard activity (CCC 307)	--
2	Tourism definitions, components, and history	"Great vacation squeeze"	Read Ch. 1 & 2; Bring topic ideas to lecture
3	Tourism organizations, planning, and policy	Tourism issue articles (CCC 307)	Read Ch. 3
4	Tourism demand	Regional profile project (CPS 107)	Read Ch. 4; <u>Tourism issue articles due</u>
5	Stevens Point tourism/CVB	Tourism issue 1	Read T11 articles
6	Wisconsin tourism; regional profile presentations	Regional profile presentations	<u>Regional profiles due</u>
7	Understanding & managing tourists	Tourism issue 2	Read Canvas & T12 articles
8	Tourist attractions and types	<u>Midterm exam due</u>	Read Ch. 5
9	Transportation for tourism	Tourism issue 3	Read Ch. 6 & T13 articles
10	Tourism economics; Tourism issue 4	Business profile project (CPS 107)	Read Ch. 7 & T14 articles
11	Adventure, nature, and eco-tourism	Tourism issue 5	Read Canvas & T15 articles
12	Tourism entrepreneurs and businesses	Business profile discussion	<u>Business profiles due</u>
13	Urban and rural tourism	Tourism issue 6	Read Ch. 8 & 9 & T16 articles
14	Film tourism	Film tourism discussion	Film/destination review
15	Futures of tourism	Tourism issue 7	Read Ch. 10 & T17 articles
16	<u>Final exam due @ 10:00 am</u>		