

FOR 334/534: Forest Recreation and Tourism

Spring 2024

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 Wednesdays, 2:00 pm to 2:50 pm; other times by appointment

Class Location & Meeting Time

Lecture: TNR 361, Wednesdays, 9:00 am – 10:50 am

Discussion: TNR 361, Fridays, 10:00 am – 10:50 am

Required Texts

Epler Wood, M. (2017). *Sustainable Tourism on a Finite Planet – Environmental, Business and Policy Solutions*. 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, you will prepare a profile on an assigned region. 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, you will prepare a profile 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, you may need flexibility due to illness or other unforeseen circumstances. Please reach out if you need to miss class due to an excused reason and I

will work with you as appropriate 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. The lecture will be valued at half the points of an exam (50) and be included within the exam category for the purposes of determining course grades.

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. Please arrange for accommodations for learning or physical disabilities through the Disability Resources Center.

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.

Course Schedule

Wk	Lecture (W)	Discussion (F)	Assignment
1	Introduction & overview	Postcard activity (TNR 356)	--
2	Tourism definitions, components, and history	"Great vacation squeeze"	Ch. 1; Bring topic ideas to lecture
3	Tourism organizations, planning, and policy	Tourism issue articles (TNR 356)	Ch. 2
4	Tourism demand	Regional profile project (TNR 356)	<u>Discussion articles due</u>
5	Understanding & managing tourists	Discussion 1	D1 articles
6	Wisconsin tourism	Regional profile discussion	<u>Regional profiles due</u>
7	Stevens Point tourism/CVB	Discussion 2	D2 articles
8	Tourism economics; tourist attractions and types	<u>Midterm exam due</u>	Ch. 3 & 4
9	Transportation for tourism	Discussion 3	Ch. 5 & 7 & D3 articles
10	Tourism entrepreneurs and businesses	Business profile project (TNR 356)	Ch. 6
11	Gringo trails; graduate lecture	Discussion 4	D4 articles
12	Adventure, nature, and eco-tourism; Discussion 5	Business profile discussion	Ch. 8 & D5 articles <u>Business profiles due</u>
13	Urban and rural tourism	Discussion 6	D6 articles
14	Climate change and tourism	Discussion 7	D7 articles
15	Futures of tourism	Discussion 8	Ch. 9 & D8 articles
16	<u>Final exam due</u>		