

## **FOR 334/534: Forest Recreation and Tourism**

**Spring 2020**

### **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**

Dr. Laura E. Anderson McIntyre

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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 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, 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 your participation in the conversation. Beyond the in-class requirements of the assignments listed above, participation grades will be based on regular attendance, contributions to class discussions, timely submission of articles, and engagement in class activities. Phones and other portable electronic devices should be silenced and stored away during class unless being used for class related activities. Persistent use of digital devices for non-class purposes (texting, social media) will result in a reduction of participation points for the course.

## 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

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 to share about the course, please see me! I am happy to talk after class, during office hours, or at another scheduled time. Don't hesitate to reach out if 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.

## Course Website

Check Canvas frequently for announcements, reading assignments, project instructions, and other materials.

## Course Schedule

Wk	Days	Lecture (W)	Discussion (F)	Assignment
1	Jan 22 & 24	Introduction & overview	Postcard activity (CPS 107)	--
2	Jan 29 & 31	Tourism definitions, components, and history	"Great vacation squeeze"	Read Ch. 1 & 2; Bring topic ideas to lecture
3	Feb 5 & 7	Tourism organizations, planning, and policy	Tourism issue articles (CPS 107)	Read Ch. 3
4	Feb 12 & 14	Tourism demand	Regional profile project (CPS 107)	Read Ch. 4; <u>Tourism issue articles due</u>
5	Feb 19 & 21	Stevens Point tourism/CVB	Tourism issue 1	Read TI1 articles
6	Feb 26 & 28	Wisconsin tourism; regional profile presentations	Regional profile presentations	<u>Regional profiles due</u>
7	Mar 4 & 6	Understanding & managing tourists	Tourism issue 2	Read D2L & TI2 articles
8	Mar 11 & 13	Tourist attractions and types	<u>Midterm exam due</u>	Read Ch. 5
<b>SPRING BREAK</b>				
9	Mar 25 & 27	Transportation for tourism	Tourism issue 3	Read Ch. 6 & TI3 articles
10	Apr 1 & 3	Tourism economics; Tourism issue 4	Business profile project (CPS 107)	Read Ch. 7 & TI4 articles
11	Apr 8 & 11	Adventure, nature, and eco-tourism	Tourism issue 5	Read D2L & TI5 articles
12	Apr 15 & 17	Tourism entrepreneurs and businesses; business profile presentations	Business profile presentations	<u>Business profiles due</u>
13	Apr 22 & 24	Urban and rural tourism	Tourism issue 6	Read Ch. 8 & 9 & TI6 articles
14	Apr 29 & May 1	Film tourism	Film tourism discussion	Film/destination review
15	May 6 & 8	Futures of tourism	Tourism issue 7	Read Ch. 10 & TI7 articles
16	May 13	<u>Final exam due @ 10:00 am</u>		