

# FOR 334/534: Forest Recreation and Tourism

Spring 2021

## 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  
Office: TNR 365  
Phone: 346-4182  
E-mail: [Laura.Anderson@uwsp.edu](mailto:Laura.Anderson@uwsp.edu)

## Zoom Office Hours

Tuesdays & Thursdays, 10-11am; other times by appointment  
<https://uwsp.zoom.us/j/97883233301?pwd=bUR3TkdTQWFKUUIBVTh2WFc4R2ZxQT09>  
Meeting ID: 978 8323 3301  
Passcode: 512580

## Course Format

In Spring 2021, FOR 334 will be an asynchronous, online class. Lecture content will be organized by week, with new material posted on Canvas each Monday. A variety of content – including slides, recorded videos, lecture notes, readings, external resources, short activities, and study guides – may be posted. Discussions will also take place online, using the discussion feature in Canvas. Plan to set aside a minimum of 3 hours each week to work through the lecture and discussion material, with additional time dedicated to study and assignments.

## 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 open book, 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.

## Assignments

There will be four individual assignments that build upon lecture material: a planning activity, hometown profile, business profile, and ecolabel activity. Each assignment is worth 25 points and will be due two weeks after each topic is introduced.

## Tourism Issue Discussions

To explore a variety of contemporary recreation and tourism issues, you will coordinate with a partner to lead a discussion on a selected topic. Topic and partner selections will occur during the second week of class, and discussions will occur on assigned days throughout the semester. You will provide an article, video, and/or other resources for the class to review, along with 2-3 discussion prompts for your topic. Everyone in the class will be responsible for reviewing these materials and participating in the online conversation.

## Discussion Participation

There will be twelve online discussions throughout the semester, including the tourism issue discussions addressed above. Participation in each discussion is worth up to 10 points.

## Grading\*

Assignments (4 @ 25 pts)	100 pts	<u>Grade Scale</u>	
Discussions (12 @ 10 pts)	120 pts	A: 93+	C: 73-76
Tourism Issue Discussion Lead	30 pts	A-: 90-92	C-: 70-72
Midterm Exam	100 pts	B+: 87-89	D+: 67-69
<u>Final Exam</u>	<u>100 pts</u>	B: 83-86	D: 60-66
Total	450 pts	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 is worth 50 points, bringing the total possible points for FOR 534 to 500.

## 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 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

Please 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 Topics	Discussions	Reading
1	Introduction & overview	Postcard activity and discussion	--
2	Tourism definitions, components, and history	Discussion set-up	Ch. 1 & 2
3	Tourism organizations, planning, and policy	"Great vacation squeeze"	Ch. 3
4	Tourism demand	Discussion 1	Ch. 4
5	Stevens Point tourism/CVBs <u>Planning activity due</u>	Discussion 2	Canvas
6	Wisconsin tourism	Discussion 3	Canvas
7	Understanding & managing tourists <u>Hometown profile due</u>	Discussion 4	Canvas
8	Tourist attractions and types	<u>Midterm exam</u>	Ch. 5
9	Transportation for tourism	Cruise industry discussion	Ch. 6
10	Tourism entrepreneurs and businesses	Discussion 5	Canvas
11	Tourism economics	Discussion 6	Ch. 7
12	Adventure, nature, and eco- tourism <u>Business profile due</u>	Discussion 7	Canvas
13	Gringo Trails	Gringo trails discussion	Canvas
14	Urban and rural tourism <u>Ecolabel activity due</u>	Discussion 8	Ch. 8 & 9
15	Futures of tourism	Course reflection and wrap-up	Ch. 10
16		<u>Final exam</u>	