

FOR 480/680: Forest Recreation Management

Fall 2019

Course Description and Objectives

In the popular PBS Ken Burns series, U.S. national parks are celebrated as “America’s Best Idea.” It could be argued that establishment of the National Park Service, an agency dedicated to the management of these parks, was an even better idea. The first parks (created before the agency) were subject to the whims of souvenir-seeking tourists, squatters, and poachers. Likewise, early recreationists were left to navigate the promises and perils of these magnificent landscapes on their own.

Today, national parks – and most recreation areas – are actively managed to ensure safe, satisfying experiences for recreationists and protection of the natural resources these individuals have come to enjoy. Responsibilities of the modern recreation manager are substantial and diverse; they include: administering facilities and services; budgeting and fundraising; assessing risk; recruiting, retaining, and assessing employees; motivating staff and volunteers; maintaining positive public relations; and integrating research into decision-making – among other things.

In FOR 480/680, we’ll explore the breadth of recreation management through the following objectives:

1. Consider historical and current approaches to management in the U.S. and Europe.
2. Compare and contrast major outdoor recreation management models.
3. Review key responsibilities of managers in the context of forest-based recreation.
4. Study techniques for assessing, monitoring, and managing ecological impacts in forests, parks, and protected areas.
5. Examine real-world applications of management strategies and practices.
6. Develop recreation management skills related to employee recruitment, budgeting, risk assessment, and public relations.

Instructor

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Office Hours: Wednesdays, 9:00 am – 10:50 am; other times by chance or appointment

Class Location & Meeting Time

TNR 320

Tuesdays and Thursdays, 11:00 am – 12:15 pm

Required Text

Edginton, C., Hudson, S., Lankford, S., & Larsen, D. (2015). *Managing recreation, parks, and leisure services – An introduction*. Champaign, IL: Sagamore Publishing, LLC. (Text Rental)

Manning, R., Anderson, L., and Pettengill, P. (2017). *Managing outdoor recreation: Case studies in the national parks*. 2nd edition. Oxfordshire, UK: CABI Publishing. (Text Rental)

Additional readings as posted on Canvas.

Exams: Exams will be based on lectures, assigned readings and class discussions and may contain true/false, multiple choice, fill-in-the-blank, matching, and/or essay questions.

Management Case Study: We will consider several existing management case studies through a series of in-class presentations and discussions. In addition, you will prepare and share a case study on an outdoor recreation management issue of interest. Presentations will take place during the last week of class. A final copy of your case study chapter is due on the day of the final exam. Additional instructions, and an outline for the case study, will be provided in class.

Class Activities: Your participation will be key to the success of this class. We will review and discuss 25 management case studies set in the national parks. You will be responsible for taking the lead on two of these case studies, and for participating in all of the case study discussions. Additionally, a variety of in-class activities will be used to illustrate course concepts. Fifty points will be allocated based on attendance and participation in class activities.

Graduate Lecture

Students taking the course for graduate credit will deliver a lecture on a recreation management topic for a separate grade.

Grading

FOR 480

Exams (100 pts each)	200 pts
Case Study	100 pts
<u>Participation</u>	<u>50 pts</u>
Total	350 pts

Grade Scale

A:	93+	C:	73-76
A-:	90-92	C-:	70-72
B+:	87-89	D+:	67-69
B:	83-86	D:	63-66
B-:	80-82	D-:	60-62
C+:	77-79	F:	<60

FOR 680

Exams (100 pts each)	200 pts
Case Study	100 pts
Participation	50 pts
<u>Lecture</u>	<u>50 pts</u>
Total	400 pts

Academic Honesty: Please refer to the University of Wisconsin – Stevens Point Community Bill of Rights and Responsibilities 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. Accommodation for learning or physical disabilities can be arranged through the Disability Services Office.

Course Website: Please check the course website frequently for announcements, reading assignments, project instructions, and other materials.

Course Schedule

Section	Wk	Day	Topic	Reading Assignment
Introduction	1	Sep 3	Introduction & overview	
		Sep 5	Characteristics of good managers; MOR framework	MRPLS, 1; MOR, 5
Management Models	2	Sep 10	General management history	MRPLS, 2; MOR, 6 & 7
		Sep 12	Schools of management thought	MOR, 8 & 9
	3	Sep 17	Outdoor recreation management	Canvas; MOR, 10 & 11
		Sep 19	Activity- and experience-based management	Canvas; MOR, 12 & 13
Manager Responsibilities	4	Sep 24	Benefits-based management	Canvas; MOR, 14 & 15
		Sep 26	Ethics	MRPLS, 5; MOR, 16 & 17
	5	Oct 1	Leadership (TNR 356)	MRPLS, 6
		Oct 3	Motivation	MOR, 18 & 19
6	Oct 8	<u>EXAM ONE</u>		
	Oct 10	Case Study Project (TNR 356)		
Managing Ecological Impacts	7	Oct 15	Impact patterns	Canvas; MOR, 20 & 21
		Oct 17	Environmental durability and visitor use	Canvas; MOR, 22 & 23

	8	Oct 22	Monitoring techniques	Canvas; MOR, 24 & 25
Employee Management		Oct 24	Recruiting and hiring	MRPLS, 10; MOR 26 & 27
	9	Oct 29	Interviews	
		Oct 31	Appraisal and promotions	MOR, 28 & 29
Managing Risk	10	Nov 5	Legal issues	MRPLS, 13; MOR, 30; D2L
		Nov 7	Risk decisions	
Budgeting	11	Nov 12	Types of budgets	MRPLS, 11
		Nov 14	Budgeting time	Canvas
Public Relations	12	Nov 19	Goals and channels	MRPLS, 12
		Nov 21	<u>EXAM TWO</u>	
	13	Nov 26	Case Study Project & PR take-home activity	
		Nov 28	Thanksgiving	
Management Case Studies	14	Dec 3	MOR Principles	MOR, 31
		Dec 5	Case Study Project (CPS 107)	
	15	Dec 10	Case study presentations	
		Dec 12	Case study presentations	

CASE STUDY CHAPTER DUE: Wednesday, December 18.