

# FOR 480/680: Forest Recreation Management

Fall 2020

## Course Description and Learning Outcomes

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 following these course goals and learning outcomes:

## Course Goals

Upon successful completion of this course, students will:

1. Understand established approaches to outdoor recreation management.
2. Have an appreciation of the park and recreation profession.
3. Be able to critically consider the impact of outdoor recreation management decisions.

## Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Compare and contrast outdoor recreation management models.
2. Explain key responsibilities of managers in the context of nature-based recreation.
3. Demonstrate competencies required of park and recreation professionals.
4. Identify techniques for assessing, monitoring, and managing ecological impacts in forests, parks, and protected areas.
5. Critique real-world applications of recreation management strategies and practices.
6. Author a recreation management case study.

## Instructor

Dr. Laura E. Anderson McIntyre

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Zoom Office Hours: Tuesdays & Thursdays, 10:00 – 11:00 am; other times by appointment

<https://uwsp.zoom.us/j/97883233301?pwd=bUR3TkdTQWFKUUIBVTh2WFc4R2ZxQT09>

Meeting ID: 978 8323 3301

Passcode: 512580

## Class Location & Meeting Time

In Fall 2020, FOR 480/680 will be an asynchronous, online class. New materials and assignments will be posted each Tuesday. You will have one week to review content, respond to discussions, and complete class activities. I will check in with the class regularly. Please check in with the Course Q&A, reach out to me via e-mail, or drop in during office hours. While we will not be in the same room, I am here to help!

## 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*. 2<sup>nd</sup> edition. Oxfordshire, UK: CABI Publishing. (Text Rental)

Additional readings as posted on Canvas.

## Grading

Assignments/Exams	Learning Outcome(s) Addressed	Points
Midterm Exam	1,2	100
Final Exam	3-5	100
Management Case Study	5,6	100
Class Activities	1-6	50
	Total	400

### FOR 480

Exams (100 pts each)	200 pts
Case Study	100 pts
Participation	50 pts
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
Lecture	50 pts
Total	400 pts

**Exams:** Exams will be based on posted materials, 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 readings and class discussions. In addition, you will prepare and share a case study on an outdoor recreation management issue of interest. Virtual presentations will take place during the last week of the semester. A final copy of your case study chapter is due the last day of class. Additional instructions, and an outline for the case study, will be provided online.

**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 class activities will be used to illustrate course concepts. Fifty points will be allocated based on participation in class activities. Completing activities within a given week will help you keep up with the course and not become overwhelmed later in the semester. However, if you need additional time on an assignment, please reach out to arrange an extension.

## Graduate Lecture

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

**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:** Canvas is the place to go for weekly activities, announcements, reading assignments, project instructions, and other materials.

## Course Schedule

	Unit	Wk	Topics	MRPLS Chapters	MOR Chapters
<b>Management Case Studies</b>		1	Introduction & overview	1	
	<b>Management Models</b>	2	MOR framework General management history		1-5
		3	Schools of management thought Outdoor recreation management	2	Acadia Appalachian Trail Great Smoky Mountains
		4	Activity- and experience-based management Benefits-based management		Arches Biscayne Mammoth Cave
	<b>Manager Responsibilities</b>	5	Vision, mission, and goal statements Ethics	3, 5	Chaco Denali Colorado River
		6	Leadership Motivation	4, 6	Apostle Islands Muir Woods Mesa Verde
		7	MIDTERM EXAM Case Study Project		
	<b>Managing Ecological Impacts</b>	8	Impact patterns Environmental durability		Mt. Whitney Petrified Forest Carlsbad Caverns
		9	Visitor use Monitoring techniques		Katmai Voyageurs Yosemite
	<b>Professional Competencies</b>	10	Human Resources: Recruiting and hiring Appraisals and promotions	10	Zion Shuttle Grand Canyon National Mall
		11	Operations: Legal issues Risk decisions	13	Devils Tower Yellowstone Grand Teton
		12	Finance: Types of budgets Budgeting time	11	Glacier TBD x 3
		13	Communication: Public relations & marketing ***Thanksgiving***	12	
		14	Programming: Program evaluation MOR Principles	14	31
		15	Case study presentations CASE STUDY CHAPTER		
		16	FINAL EXAM		