

PTRM 210: Nature-Based Tourism

Spring 2016

Mondays 2:10-5:00 p.m.

Location: 312 Education Bldg.

Instructor Info:

Instructor: Jennifer Thomsen, Ph.D.

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Office Hours: Tues 2-4 or by appointment (Only if cannot make office hours for legitimate reason)

Teaching Assistant: Sophia Weinmann

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Office Hours: Tues/Thurs 9:30-10:30

Required Readings:

Wearing, S., & Neil, J. (2009). *Ecotourism: impacts, potentials and possibilities?* Routledge (can get hardcopy or e-book). Additional readings will be posted on Moodle.

Course Description:

This course introduces students to the tourism and recreation in a nature-based context. An initial link between the environmental, social, and economic aspects of nature-based tourism will be made.

Students will combine introductory tourism, natural resources, community, and business management concepts into a framework for future reference and coursework.

Course Overview and Goals:

The purpose of this course is to introduce students to the concepts and principles of tourism within the context of a sustainable system. Emphasis is placed on understanding the tourism industry with a focus on the relationship between natural resources, their protection, management and other multiple and competing uses. Students will understand the planning, marketing, and management of tourism activities and development that promote cultural and environmental awareness.

Course Objectives:

1. Knowledge of current trends in tourism and nature-based tourism.
2. Ability to discuss the importance of tourism in terms of ecology, culture, and economic development balanced with a social responsibility.
3. Ability to critically examine nature-based tourism operations.
4. Awareness of conserving natural resources and culture while still allowing for tourism.

Overall Class Grading	Percentage	Grading Scale
Midterm	25%	90-100% = A
Reflection Paper 1	15%	80- 89% = B
Reflection Paper 2	15%	70-79% = C
Weekly Participation	10%	60-69% = D
Discussion Group	10%	0- 59% = F

Final Exam	25%	
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ADDITIONALLY: All career paths have something in common. In order to be successful in today's job market, you must be able to locate information and recognize all your available resources so that you can better solve problems. When opportunities or crises arise, you must be someone that can make sense of the situation with your colleagues or business partners and then react with a sound strategy. You must be able to think critically and solve problems.

It is because of this that I expect all students in this class to take on a "figure it out" attitude and only after searching on your own should you then properly escalate questions/issues to me (whether this be on homework, concepts, or general questions). Out in the real world, the people that are successful do not necessarily have predetermined answers; but they do know where to find and/or how to develop solutions.

Class Information and Expectations:

1. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). If you think you may have a disability adversely affecting your academic performance, and you have not already registered with DSS, please contact DSS in Lommason 154 or 406 243 2243. I will work with you and DSS to provide an appropriate accommodation.
2. All assignments are due at the beginning of the class period, printed out and handed in, on the due date. Any assignments submitted later than the beginning of class will be reduced one letter grade per day. If there are legitimate reasons (e.g. medical illness proven through a doctor's excuse) which prevent an assignment from being completed on time, then a revised schedule for completing that assignment must be negotiated with the instructor.
3. All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at: [Student Conduct Code Web Page](http://life.umt.edu/vpsa/student_conduct.php) (http://life.umt.edu/vpsa/student_conduct.php)
4. Please note, this class is offered for traditional letter grade only, it is not offered under the credit/no credit option.

Midterm (25%) and Final Exam (25%):

The midterm will cover class discussions, readings, guest speakers, and trips from the start of the semester to the time of the midterm. The final exam will cover class discussions, readings, guest speakers, and trips from the midterm to the end of the semester. There will only be make-up exams for excused absences and it is the responsibility of the student to notify the instructor prior to the exam of the absence and a time to reschedule taking the exam.

Reflection Papers (30%):

Students will be required to submit two reflection papers (15% each). For the first paper, the student will select one topic covered in class during the semester and write a paper reflection on the readings, class lecture and discussions, and possible guest speaker. Case study papers are due one week from the date of the class topic. The papers will be typed, double-spaced and 2 pages in length.

Our class will be visiting Destination Missoula/Glacier Country Missoula's downtown office. It also is an opportunity to get out of the classroom, meet your fellow students, and enjoy being a "tourist." Each student will write a reflection paper about the field trip to Destination Missoula/Glacier Country and will be due the following week of the field trip. The student will answer the following questions in the paper:

1. Describe the speaker's/site's/business' role in nature-based tourism.
2. What are some of the challenges facing the speakers/businesses today?
3. What strategies can be used to negate these issues?
4. What is one aspect of the topic that really stood out you and why?

Weekly Participation (10%)

A single Weekly Participation grade will be given to the entire class each week for participation and engagement with course material inside and outside of class.

In Class (75%): During class, participation will be assessed by responses/questions during lectures, guest speaker presentations, and engagement during group discussions. Participation grades will be reduced when students are seen on cell phones or on computers beyond taking notes. This grade is dependent on ALL class members and a few students doing all the participation will not result in a high grade.

Facebook Group (25%): A Facebook group will be created for the PTRM 210 course and each student is required to join the group by the second class. This is a private group and does not require being friends on Facebook to join. This page will be a forum for the instructor and students to post articles and current events on topics related to nature-based tourism. The class will be evaluated by how many students are posting articles, commenting on topics, and engaging with the group. This is also a way to communicate with fellow students, group members, and for the instructor to post information about events, jobs, or other class information. The articles posted on the Facebook page will then be tied into the next class discussion allowing students to guide the topic of class discussions.

Discussion Groups (10%):

At the beginning of the semester, each student will be assigned to a Discussion Group, which will be his or her group for the remainder of the semester. There will be time during each class period for discussion groups to engage with the subject material from the class and readings. The discussion grade will comprise of two peer reviews from discussion group members, weekly participation in group discussions, and a short presentation at the end of the semester of the group's topic of choice.

Attendance and Classroom Behavior:

Participation points can only be obtained by being in class and attendance will be taken. Students are expected to attend all class sessions and complete all assignments both inside and outside of class. Students with more than two unexcused absences will receive an automatic drop in a full letter grade. Instructors may excuse brief and occasional absences for reasons of illness, injury, family emergency, religious observance or participation in a University sponsored activity.

It is important that everyone take part in the classroom activities and discussions, and are not disrespectful of other students, faculty or guest speakers. Arriving on time and leaving on time, not engaging in excessive talking or disturbing activities in the classroom/field trips, and allowing for diverse opinions are some examples of expected behavior. Behavior in these professional situations reflects not only themselves, but the university as a whole.

Important Dates Restricting Opportunities to Drop a Course Spring 2016:

Description	Date Range

Students can drop classes on Cyberbear.	Feb. 12 through last day
Drop requires form with instructor and advisor signature, a \$10 fee from registrar's office, student will receive a 'W'.	Feb. 13 through March 28
Students are only allowed to drop a class under very limited and unusual circumstances. Not doing well in the class, deciding you are concerned about how the class grade might affect your GPA, deciding you did not want to take the class after all, and similar reasons are not among those circumstances.	March 29

Tentative Class Schedule and Due Dates (subject to change):

Date	Topics	Readings/Assignments Due
January 25 th	Class overview, expectations, discussion groups, reflection paper sign-up Intro to Galapagos and NBT	Get the assigned textbook and join Facebook group!
February 1 st	Definition, History, and Philosophy of Ecotourism	Wearing & Neil: Chapter 1 and Chapter 2
February 8 th	Guest Speaker: Zach Miller Roles of Social Media and Interpretation	Wearing & Neil: Chapter 5; Readings on Moodle
February 15 th	President's Day – No class!	
February 22 nd	Guest Speaker: Norma Nickerson Montana Tourism Issues and Research	Wearing & Neil: Chapter 9; Readings on Moodle
February 29 th	Field Trip: Destination Missoula Sustainable Visitor Management and Destination Marketing	Wearing & Neil: Chapter 4
March 7 th	Guest Speaker: Rajiv Bhartari Costs and Benefits for Local Communities	Wearing & Neil: Chapter 6; Readings on Moodle Field Trip Reflection Paper Due
March 14 th	Midterm 1st Peer Review for Discussion Group	
March 21 st	Guest Speaker: Evan Tipton Geotourism and character of place	Wearing & Neil: Chapter 8; Readings on Moodle
March 28 th	Guest Speaker: Brian Morgan, Adventure Life International versus Domestic NBT planning; Stakeholder roles in Ecotourism	Wearing & Neil: Chapter 3; Readings on Moodle
April 4 th	Spring Break – No class!	
April 11 th	Montana Governor's Conference on Tourism Sophia Weinmann- Topic of Choice	Readings on Moodle
April 18 th	Guest Speaker: Walter Hailes Case Studies of Ecotourism	Wearing & Neil: Chapter 7; speaker readings on Moodle
April 25 th	Field Trip: Milltown State Park Reflections on Sustainability of Ecotourism	Wearing & Neil: Chapter 10; Readings on Moodle

May 2 nd	Semester Reflections/Discussion Group Features/Final Exam Prep/Evaluations 2nd Peer Review for Discussion Group	Discussion Group Feature Presentations Selected Topic Reflection Papers Due
May 9 th Week	Final Exam	