

NRRM 361 Visitor Behavior in Natural Resources & Recreation Management

Fall 2018, 3 Credits, SEC 101 (CRN 3402)

T/R: 02:00 – 3:15 pm

Room: ML122

Instructor

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Office Hours: Open door policy for Fall 2018, Other times by appointment

University Policies

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to www.marshall.edu/academic-affairs and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to www.marshall.edu/academic-affairs/policies/. Academic Dishonesty/Excused Absence Policy for Undergraduates/Computing Services Acceptable Use/Inclement Weather/Dead Week/Students with Disabilities/Academic Forgiveness/Academic Probation and Suspension/Academic Rights and Responsibilities of Students/Affirmative Action/Sexual Harassment

Required Texts, Additional Reading, and Other Materials

- 1) Main Text: Manning, B. (2010). *Studies in Outdoor Recreation: Search and Research for Satisfaction* (3rd edition). Corvallis, OR: Oregon State University Press (ISBN: 0870715809).
- 2) Additional reading materials will be assigned by the instructor as needed.

Course Description

The course is designed to understand outdoor recreation user/visitor behavior as it impacts the planning, design and management of outdoor recreation. In addition, the course is designed to help students to understand social and psychological principles that alter behavior and satisfaction in recreation experiences. This course explores characteristics of visitor behavior, expectation, and satisfaction related to outdoor recreation planning and management.

Pre/co-requisites: N/A

Natural Resources/Recreation Management Discipline-Specific Learning Outcomes

Students will *demonstrate* the ability to *identify* natural resource and or/recreation management problems, *propose* appropriate management actions to address those problems, and *evaluate* the potential implications of their proposed management actions.

Course Student Learning Outcomes and Assessment Measures

Upon completion of this course, student will be able to

Course Student Learning Outcomes	How students will practice each outcome in the course	How student achievement of each outcome will be accessed in the course
Students will <i>understand</i> theories and factors associated with visitor behavior	In-class examples/materials, student-led group discussion, low-stake writing	Exam 1 & 2, group discussion 1-2, 11-13, reflection paper
Students will <i>recognize</i> how diverse visitor use/behavior studies could be conducted	In-class examples/materials, student-led group discussion,	Exam 1, group discussion 3-5
Students will <i>understand</i> the major concepts of visitor behavior such as social/physical carrying capacity, crowding, conflict and satisfaction	In-class examples/materials, student-led group discussion	Exam 2, group discussion 6-10,
Students will <i>propose</i> appropriate techniques for modifying visitor behavior under natural resource recreation settings	In-class examples/materials, student-led group discussion	Exam 3, group discussion 14-15, final presentation

Course Requirements

- 1) **Exams:** There will be three in-class exams during the semester (closed book test).
- 2) **Final Presentation (Interagency Visitor Use Management Project, <https://visitorusemanagement.nps.gov/>):** As a way of understanding visitor use/behavior and its management, students will teach a lesson to the class (e.g. concept, issues, perspectives...). Students can use different teaching styles/materials and should

prepare a 5-10 minute lesson. The instructor encourages students to use an interactive teaching style/material (moves beyond the lectures using ppt). This will be a great opportunity for students to practice teaching to a supportive group of peers.

- 3) **Individual/Group Activity**: Almost every week, students will be required to have a group discussion based on the questions that the instructor provides. The instructor will provide instructions for the group discussion, but individual students must perform the responsibilities of presenter and writer at least more than *five times*, in order to obtain full class participation point.
- 4) **Attendance & Participation**: Attendance will be part of your grade as noted below. If students miss more than 30 percent of the lectures, the instructor reserves the right to summarily assign you a failing grade for the course. In addition, 15 percent of the grade for this course is comprised of group discussions and activities, most of which will be completed in class. Student will not be allowed to make-up in class discussions and activities missed due to unexcused absences. Absences will only be excused if they have been pre-approved by the instructor or if the student is able to document a valid reason for their absence (i.e. illness, death in family, automobile accident, the Dean of Students, etc.).
- 5) **Extra Point Chance**: To celebrate GIS day this year (November 14th, Wednesday), the NRE and Geography departments will be jointly hosting a series of events (GIS/RS poster presentation, guest lecture, geocaching event, etc.) in the Memorial Student Center. All interested faculty, students and staff are invited to participate in this poster presentation and geocaching event. Any types of GIS/RS posters including your past and on-going projects will be welcomed, and a small prize will be given for best graduate and undergraduate posters. In addition, if you present your past and on-going projects, you will receive *two extra points*. If you attend the student poster presentation (either morning or afternoon session), you will receive *one extra point*.

Grading Policy

Exams (60 % = 20 % × 3)

Final Presentation (15 %: instructor 10 %, peer-evaluation: 5 %)

Attendance (10 %)

Group Discussion/Activity (15 %)

Total: 100 %

Grading Scale

100 – 93	A
92.9 – 85	B
84.9 – 77	C
76.9 – 70	D
69.9 – 0	F

Additional Policies and Expectations

- 1) **Class participation** is essential for the successful completion of the course. Students are expected to read the assigned papers prior to class and to come to class ready to discuss what they have read. In the absence of meaningful classroom discussions/activity, quizzes may be given to ensure that readings have been done.
- 2) **Class materials** can be found at MU-online (<http://www.marshall.edu/muonline>). The instructor will upload all lecture and class discussion files (pdf format) at MU-online in a timely manner. It is mandatory that students monitor the MU-online for updated class materials at least once a week.
- 3) **Course Evaluation**: Mid-semester evaluation will be done by the instructor to identify students' suggestions on the course (i.e. pace and topic/subject of the course). Final student course evaluation will be conducted during the last two weeks of the semester in a manner that maintains the integrity of the process and the anonymity of evaluators (online format).

Course Outline (Please note this is a tentative schedule and it may change upon class progress)

NRRM 361: Visitor Behavior/Management in NRRM			
Date	Day	Topic	Reading
Aug. 21/23	T/R	Orientation, expectations, and overview Motivation/barrier for participation in outdoor recreation: policy implication	Lecture note
Aug. 28	T	Individual/Group discussion #1	
Aug. 30	R	Outdoor recreation demand & supply	Lecture note
Sept. 04	T	Individual/Group discussion #2	
Sept. 06	R	Search for satisfaction: outdoor recreation research trend Group discussion #3	Manning Ch. 1
Sept. 11	T	Social aspects of the visitor: users and use Group discussion #4	Manning Ch. 2

Sept. 13	R	Attitudes, preferences, and perceptions Group discussion #5	Manning Ch. 3
Sept. 18	T	Exam review (Motivation/participation, demand/supply, Manning Chapters 1-3)	
Sept. 20	R	Exam # 1	
Sept. 25	T	Carrying capacity: an organizational framework Group discussion #6	Manning Ch. 4
Sept. 27	R	Density, crowding, and satisfaction Group discussion #7	Manning Ch. 5
Oct. 02	T	Indicator and standard of quality: a normative approach Group discussion #8	Manning Ch. 6
Oct. 04	R	Motivation and benefits in recreation: a behavioral approach Group discussion #9	Manning Ch. 7
Oct. 09	T	Recreation opportunity spectrum: design for diversity Group discussion #10	Manning Ch. 8
Oct. 11	R	Exam review (Manning Chapters 4-8)	
Oct. 16	T	Exam # 2	
Oct. 18	R	Recreation conflict: goal interference Group discussion #11	Manning Ch. 9
Oct. 23	T	Substitutability: alternative recreation opportunities Group discussion #12	Manning Ch. 10
Oct. 25	R	Specialization in Recreation: experience and related concept Group discussion #13	Manning Ch. 11
Oct. 30	T	Visitor Management Group discussion #14	Manning Ch. 12
Nov. 01	R	Visitor behavior data collection method Group discussion #15	Lecture note
Nov. 06	T	Exam review (Manning Chapters 9-12, data collection method)	
Nov. 08	R	Exam # 3	
Nov. 13	T	Interagency Visitor Use Management Project Discussion / Presentation Schedule / Q & A *GIS Day (Nov. 14th) at MSC	
Nov. 15	R	Presentation Preparation	
Nov. 20/22	T/R	NO CLASS – Fall Break	
Nov. 27	T	Presentation Preparation	

Nov. 29	R	Presentation Preparation	
Dec. 04	T	Presentation Preparation	
Dec. 06	R	Final Presentation	