

## **PLS (NRRM) 361 Visitor Behavior in Natural Resources & Recreation Management**

Fall 2015, 3 Credits, SEC 101 (CRN 3613)

T/R: 02:00 – 3:15 pm

Room: Morrow Library Commons

---

### **Instructor**

Min Kook Kim, Ph.D.

Office: Prichard Hall 212

E-Mail: kimm@marshall.edu

Phone number: 304-696-3748

Fax number: 304-696-6533

Office Hours: M/W: 09:50 – 11:50 am, T/R: 10:50 – 11:50 am, 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](http://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/](http://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* (3<sup>rd</sup> 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

<b>Course Student Learning Outcomes</b>	<b>How students will practice each outcome in the course</b>	<b>How student achievement of each outcome will be accessed in the course</b>
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 14-16, Leave No Trace (LNT) presentation

### **Course Requirements**

- 1) **Exams:** There will be three in-class exams during the semester (closed book test).
- 2) **Reflection Paper:** Students will be required to write/submit a *reflection paper* (limit: two pages) associated with student's own recreational behavior. The instructor will provide instructions for the expected content of the paper.
- 3) **Leave No Trace (LNT) Presentation:** As part of the training for the LNT, students will

teach a lesson to the class. Students can use different teaching styles/materials and should prepare a 15-20 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.

- 4) **Group Discussion/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.
- 5) **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, 10 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.).
- 6) **Extra Point Chance**: To celebrate GIS day this year (November 18th, Wednesday), the IST 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 pts. = 20 \* 3)

Leave No Trace (LNT) Presentation (15 pts.: instructor 10 pts., peer-evaluation: 5 pts.)

Reflection Paper (10 pts.)

Attendance (5 pts.)

Group Discussion/Activity (10 pts.)

**Total: 100 pts.**

## 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) **Assignment** (Reflection Paper) is expected to be professionally presented. The instructor will provide instructions for the expected style of assignment.
- 4) **Resources**: Students who find themselves in need of additional assistance are reminded that the instructor is available during office hours. Again, the instructor's office hours during the fall 2015 semester are as follows: M/W: 09:50 – 11:50am, T/R: 10:50 – 11:50am.
- 5) **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)

PLS 361 (NRRM 361): Visitor Behavior/Management in NRRM			
Date	Day	Topic	Reading
Aug. 25	T	Orientation, expectations, and overview	
Aug. 27	R	Motivation/barrier for participation in outdoor recreation: policy implication Group discussion 1	Lecture note

Sept. 01	T	Outdoor recreation demand & supply Group discussion 2 <b><i>Guideline for “Reflection Paper”</i></b>	Lecture note
Sept. 03	R	Search for satisfaction: outdoor recreation research trend Group discussion 3	Manning Ch. 1
Sept. 08	T	Social aspects of the visitor: users and use Group discussion 4	Manning Ch. 2
Sept. 10	R	Attitudes, preferences, and perceptions Group discussion 5	Manning Ch. 3
Sept. 15	T	Exam review (Motivation/participation, demand/supply, Chapters 1-3)	
Sept. 17	R	<b>Exam # 1</b>	
Sept. 22	T	Carrying capacity: an organizational framework Group discussion 6	Manning Ch. 4
Sept. 24	R	Density, crowding, and satisfaction Group discussion 7	Manning Ch. 5
Sept. 29	T	Indicator and standard of quality: a normative approach Group discussion 8	Manning Ch. 6 <b><i>Reflection Paper Due</i></b>
Oct. 01	R	Motivation and benefits in recreation: a behavioral approach Group discussion 9	Manning Ch. 7
Oct. 06	T	Recreation opportunity spectrum: design for diversity Group discussion 10	Manning Ch. 8
Oct. 08	R	Exam review (Chapters 4-8)	
Oct. 13	T	<b>Exam # 2</b>	
Oct. 15	R	Recreation conflict: goal interference Group discussion 11	Manning Ch. 9
Oct. 20	T	Substitutability: alternative recreation opportunities Group discussion 12	Manning Ch. 10
Oct. 22	R	Specialization in Recreation: experience and related concept Group discussion 13	Manning Ch. 11
Oct. 27	T	Visitor behavior data collection method	Lecture note
Oct. 29	R	Exam review (data collection method, Chapters 9-11)	
Nov. 03	T	<b>Exam # 3</b>	
Nov. 05	R	LNT lesson allocation / Presentation Schedule / Q & A	

Nov. 10	T	Presentation Preparation	
Nov. 12	R	Presentation Preparation	
Nov. 17	T	Presentation Preparation * Note: GIS Day Event by Integrated Science/Technology & Geography: Poster Presentation & Geocaching (NOV. 18, Memorial Student Center)	
Nov. 19	R	Presentation Preparation	
Nov. 24/26	T/R	<b>NO CLASS – Fall Break</b>	
Dec. 01	T	LNT Presentation I	
Dec. 03	R	LNT Presentation II	