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### RECM 483.01: Commercial Recreation, Marketing, and Tourism

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*The University of Montana-Missoula*

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## Commercial Recreation, Marketing, and Tourism

Instructor: Dr. Neil Moisey  
SC 440 Phone: 243-6673

### Course Description:

An analysis of the basic principals of commercial recreation and tourism businesses especially ecotourism/nature tourism. An emphasis will be placed on marketing concepts appropriate to businesses dependent on the natural and cultural resources.

### Course Overview and Goals:

Commercial recreation, marketing, and tourism concepts provide the business aspect of the recreation industry. Development and management of recreation businesses who use the natural resources as the reason for their existence need to be aware of environmental management issues as well as personnel and management styles. Marketing concepts related to leisure time pursuits in natural areas require special marketing techniques to entice the customer while maintaining the resource they seek to use. The difference between the one time tourism user and the daily or regular user of the recreation business provides a complex set of customer behaviors. The understanding of business concepts, leisure behavior, and environmental impacts is needed for a sustainable commercial recreation or tourism industry dependent on the natural environment.

This course will provide:

- a review of commercial recreation and tourism businesses;
- an understanding of the marketing concepts needed for these enterprises;
- an understanding of sustainable tourism concepts, principles, and practices;
- a thorough understanding of ecotourism concepts and practices.

### Required Textbooks:

Abram, S., Waldren, J., & Macleod, D., Editors (1997). *Tourists and Tourism Identifying with people and places*, Berg: New York, New York.

Lindberg, D., & Hawkins, D., Editors (1993). *Ecotourism A guide for planners & managers*. The Ecotourism Society, North Bennington, VT

### Grading and Evaluation Procedures:

First Exam on <i>Tourists and Tourism, guest speakers, lectures</i>	100 points
2 <sup>nd</sup> Exam on <i>Ecotourism: A guide, guest speakers, lectures</i>	100 points
7.5 minute presentation/discussion of article	50 points
Daily discussion and class interaction	50 points
Ecotourism/sustainable tourism paper	<u>100 points</u>
TOTAL	400 points

### Ecotourism/sustainable tourism article presentation and one page summary

Every student will have 5 minutes to present the basic information of an article provided to the student by the instructor and 2 ½ minutes to answer questions. In addition the student will write a one page summary of the article and hand that to the instructor with the copy of the article stapled behind it.

Knowledge of material	10 pts.
Ability to cover significant information in given time	10 pts.
Ability to speak to group (not reading your paper)	10 pts.
Ability to answer questions about article	10 pts.
One page summary – synthesis, grammar/spelling, highlights	<u>10 pts.</u>
	50 pts.

**Ecotourism/sustainable tourism Concept Paper**

This 3 page concept paper must answer the following question: Can Tourism be sustained? If yes, how? If not, why not? The paper must reflect knowledge in the field of tourism and sustainability as shown through references to articles, books, guest speakers, and your synthesis of all the information you acquired in the course. Your paper must take one side and defend that side of the argument. Use APA format for referencing your materials.

Grammar/spelling/flow of text	25 pts.
References	10 pts.
Ability to prove your side – be convincing	<u>65 pts.</u>
	100 pts.

**Class schedule (always subject to change!)**

**Oct. 1**

Field Trip to West Glacier - Montana Raft Company - Glacier Wilderness Guide: An on-site look at Montana's best ecotourism business. Check <http://glacierguides.com/> for a background of this company.

**Oct. 4**

Introduction to class – expectations, assignments  
 Commercial Recreation concepts and discussion  
 Business practices needed (brief discussion on each)  
 Feasibility study to begin new business (Tram case study)

**Oct. 5**

Article presentations: Berry, Zamora, Stapert, Stockett  
 Marketing concept introduction  
 Guest Speaker - Dr. Jakki Mohr 10:30-noon, Marketing concepts: In the context of outdoor recreation/tourism business discuss product, price, place, promotion; segmentation; relationship marketing; customer perspective

**Oct. 6**

Article presentations: Moore, Frison, Prew, McAtee  
 Tourism concepts and discussion  
 International/national tourism  
 Montana tourism  
 Regional tourism  
 Community tourism (Rock n' Roll Daze case study)

**Oct. 7**

Article presentations: Lovely, Shepherd, Gordon M, Long, Mercer  
*Tourists and Tourism*  
 Chapters 1-3

**Oct. 11**

Article presentations: Twomey, Otis, LeFevre, Krisko  
*Tourists and Tourism*  
Chapters 4-7

**Oct. 12**

Article presentations: Gordon P., Wisdom, Redman, Lehmkuhl  
*Tourists and Tourism* Chapters 8 - 11  
Guest Speaker – Ramona Holt, Guest Ranch owner

**Oct. 13**

Article presentations: Graber, Ewing, Strife, Kneeshaw  
Exam on *Tourists and Tourism, lectures, and guest speakers*  
Guest Speaker Steve Loken-environmental builders/designers 9:30-10:30  
*ECOTOURISM: A Guide for Planners and Managers* Chapter 5

**Oct. 14**

Article presentations: Hart, Graf, Tavegia  
*ECOTOURISM: A Guide for Planners and Managers*  
Foreword, Introduction and Chapters 1, 2, 4  
Guest speaker Hayley Hesseln - Economics of tourism 9:00-10:30

**Oct. 15**

Article presentations: Strachan, Risse, Jenkins,  
*ECOTOURISM: A Guide for Planners and Managers* Chapters 3  
Guest speaker Sarah Harris - Limits of Acceptable Change

**Oct. 18**

Article presentations: Younce, Sironen, Schmidt, Petrille, Wells  
*ECOTOURISM: A Guide for Planners and Managers*  
Chapters 6-7

**Oct. 19**

Guest speaker and discussion leader: Brian Glaspell – What don't we know about ecotourism discussion and strategy development

**Oct. 20**

*Exam on ECOTOURISM: A Guide for Planners and Managers, and guest speakers*  
Exam is handed out at 8:30AM and should be returned to class at noon that day. Please use the computer to complete the exam.

**Oct. 25**

Ecotourism/sustainable tourism Concept Paper Due 8:30 Monday, Oct. 25<sup>th</sup>