

NRRT 679B-001 – Current Topics in Nature-Based Tourism

Coordinator: Dr. Jerry J. Vaske

Office: 244 Forestry

Phone (970) 491-2360

Email: jerryv@cnr.colostate.edu

Office hours: Tuesdays 10 – 11 or by appointment

Location: 217 Forestry

Time: 3:00 – 5:00 p.m. Wednesday

Course Description:

NRRT679B is required of all Master of Tourism Management (MTM) graduate students. This one-credit seminar integrates travel and tourism industry topics across the MTM program within the context of economic, social, environmental, technological, and political issues. Industry professionals guest lecture on a range of issues throughout the semester. Excursions allow students to see and experience the opportunities and challenges of the tourism industry.

Course Objectives:

At the end of this seminar, students will have an increased understanding of:

- The connection with and integration of topics covered by other classes across the MTM curriculum.
- The impact of the travel and tourism industry on economic, social, technological, environmental, and political issues.
- The impacts of economic, social, technological, environmental, and political changes on the travel and tourism industry.

Course Time: Class normally meets on Wednesdays from 3:00 to 5:00 p.m. Some excursions, however, will require flexible scheduling due to unique opportunities that arise.

Course Requirements:

Attendance – Class attendance is mandatory and will constitute 20% of your grade. Attendance will be taken at the beginning of each class session. One unexcused class absence (for whatever reason) will be allowed. A second unexcused class absence will drop your grade by 20% (75 points). For example, if you have a letter grade of “A” based on your assignments and miss 2 or more classes, your final grade for the course will be a “B”.

Assignments – Over the course of the semester, you will hear presentations from 15 different speakers. For each speaker:

1. Write a 150-word analysis of the presentation in which you reflect on the points raised by the speaker, and whether you agree or disagree with the position (10 points for each presentation).
2. Find an article (popular press or scientific) similar to the speaker’s topic and indicate in a sentence or two whether the authors agree or disagree with the speaker (10 points for each presentation).

Both components of each assignment are due Tuesday evening by 11:59 p.m. in the week following the presentation. For example, Mike Logan speaks on Wednesday, January 21. The assignments associated with that presentation are due on Tuesday, January 27 at 11:59 p.m.

Assignments that are turned in late will not receive the allotted points.

The schedule on the next two pages indicate the presentation and assignment due dates.

Evaluation: Assessment is based on attendance and assignments.

Grading Summary	% of Grade	Total Points
Attendance	20	75
Assignments (15 at 20 points each)	80	300
Total	100%	375

Grade	Percent	Points
A	100 – 90%	375 – 338
B	89 – 80%	337 – 300
C	79 – 70%	299 – 263
D	69 – 60	262 – 225
F	< 60%	< 225

RAMCT Blackboard will be used to post announcements, schedule changes, upload assignments, and list resources for the industry and tourism.

Schedule:

1st 8-week Session Schedule

Week	Presentation Date	Assignment Due	Topic
Week 1	Jan. 21	Jan. 27	Overview of spring seminar series Michael Logan Event Manager – Ranch Event Center
Week 2	Jan. 27	Feb. 3	Diane Gaede Associate Professor – University of Northern Colorado (9:30am-11am, Forestry 212)
Week 3	Feb. 4	Feb. 10	Judy Dorsey President – Brendle Group
Week 4	Feb. 11	Feb. 17	Fort Collins Ghost Tours (noon – 2pm)
Week 5	Feb. 18	Feb. 24	Daren Cole Owner – Moab Under Canvas
Week 6	Feb. 25	Mar. 3	Mr. Tom Ryan Owner – Smashburger
Week 7	Mar. 4	Mar. 10	Brett Meldrum Chief Social Scientist – National Park Service
Week 8	Mar. 11	Mar. 17	Tami Door President / CEO – Downtown Denver Partnership

2nd 8-week Session Schedule

Week	Date	Assignment	Topic
Week 1	Mar. 25	Mar. 31	DIA Visit
Week 2	Apr. 1	Apr. 7	Kristin Phipps Destination Development Manager – Wyoming Office of Tourism
Week 3	Apr. 8	Apr. 14	Bob Adams Recreation Director – Ft. Collins Recreation Dept.
Week 4	Apr. 15	Apr. 21	Beth Fox Operations Director – NSCD
Week 5	Apr. 22	Apr. 28	Richard Scharf CEO – Visit Denver
Week 6	Apr. 29	May 5	New Belgium Tour – Brewery Industry
Week 7	May 6	May 12	Ben Costello Director of Fun – Mountain Whitewater Descents
Week 8	May 13	N/A	No Class
