



Wildlife Recreation and Nature Tourism Certificate

A new graduate-level training program
in the field of wildlife viewing and
nature-based tourism

OUTREACH AND
GRADUATE STUDIES



GROWING INTEREST IN NATURE TOURISM

Wildlife and nature enthusiasts are willing to go places and spend money to become

immersed in the natural history and culture of an area. Wildlife

viewing is one of the fastest growing segments of wildlife-related recreation. Viewing activities hold great potential for stimulating the local economy while celebrating its natural wonders.

WHERE REGIONAL ECONOMICS AND ECOLOGICAL INTERESTS MEET

To be successful, ecotourism experiences must bring people into close contact with nature while protecting and preserving wildlife populations they are coming to see. This program is designed for a new generation of wildlife professionals, including resource managers, community leaders, conservationists, nature enthusiasts and recreation and hospitality providers.



Build the skills needed to effectively preserve natural resources while stimulating the local economy.

You will learn how to:

- Assess and plan wildlife viewing opportunities
- Conserve and protect natural resources
- Improve local and regional economies
- Promote nature-based tourism activities
- Steer land use planning and community development
- Expand outdoor recreational opportunities



Classes include:

Wildlife Recreation, Nature Tourism, and Sustainability-Based Systems
Wildlife and Visitor Management in Nature Tourism
Hospitality Management for Nature Tourism
Site Planning and Development for Wildlife Tourism
Wildlife Recreation and Nature Tourism Graduate Capstone

EARN GRADUATE CREDIT

You will earn graduate-level credits leading up to a 15 credit graduate certificate. As part of the program, you will write a master plan for a site you select that integrates biology, resource management, hospitality services, and site planning.

*And the best part is you can take the classes
anywhere in the world!*

ONLINE OR FACE-TO-FACE TEACHING

All five core courses will be taught online via the Internet or on campus in River Falls, Wisconsin. The graduate-level credits will be issued from the University of Wisconsin-River Falls, a member of the prestigious University of Wisconsin system.

FOR MORE INFORMATION

To get information about class schedules, how to apply, and tuition costs, visit the web site at www.watchwildlife.com or call 715-425-3256 or 1-800-228-5607.



PROFESSIONAL SUPPORT FOR THE CERTIFICATE

The Wildlife Recreation and Nature Tourism Certificate is the **first of its kind** in the United States.

The program was developed in partnership with Watchable Wildlife, Inc.

Watchable Wildlife is an international organization that is “committed to helping local committees realize the economic potential of nature-related recreation while conserving native plants and animals in their natural habitats.”

www.watchablewildlife.org



"It's time to address the gaping educational vacuum that exists in the nature tourism field! Wildlife populations and habitats, visitor demands and satisfaction, and community well-being are unnecessarily competing, to their detriment."

"A cohesive educational program for resource managers, tourism entrepreneurs, land-use planners, and all others actively engaged in managing the changes occurring among our culture and wildlife recreation – and doing so in an economically, environmentally and socially responsible manner – has not existed until now."

James Mallman
President
Watchable Wildlife, Inc.

"I am pleased to see a program that recognizes and promotes the great potential in sustainability-based wildlife recreation and nature tourism. Through it, communities and businesses may learn to recognize the natural and cultural resources that give their area its wonderful sense of place. We all stand to benefit from the evolution of recreation and tourism to value-added, holistic experiences that appreciate the natural and cultural environment as opposed to the old paradigm of commodity-based recreational pursuits."

Tom Bradley
Superintendent
Saint Croix National Scenic Riverway

TRENDS SHOW PROFESSIONAL OPPORTUNITIES

In the past two decades, activities related to wildlife viewing have become the fastest growing segments of wildlife-related recreation.

In 2001, 82 million U.S. residents participated in wildlife recreation activities.

Chart of Wildlife-Related Receptionists in 2001



Reference: 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation

Wildlife-watching expenditures totaled \$38 billion in 2001, with \$8 billion in trip-related expenditures.

Expenditures Chart



Reference: 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation

Cover photo: "Kelly Spring at the Kelly Creek Preserve" compliments of the Kinnickinnic River Land Trust
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