

## **Matthew T.J. Brownlee, Ph.D.**

### **Faculty Position**

Assistant Professor  
Coordinator of the Natural Resources Recreation  
Planning and Management emphasis area

### **Contact Information**

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### **Degrees**

Ph.D. in Parks, Recreation and Tourism Management with an emphasis in Parks and  
Conservation Area Management  
Clemson University, Clemson, SC

M.S. in Recreation Administration  
The George Williams College of Aurora University

B.S. in Outdoor Education  
Northland College

### **Research Interest and Activity**

My research links outdoor recreation and resource management, and provides information to help park and protected area managers plan for, monitor, and evaluate visitor experiences. Specifically, my research experiences include using surveys (internet and on-site sampling methods) and photographic methods to help managers evaluate nature-based recreationists' 1) on-site behaviors, motivations, and benefits, 2) perceptions of environmental conditions, and 3) opinions regarding social crowding and carrying capacities. I also examine how nature-based recreationists' interactions with and attachments to climate-sensitive and impacted environments influence their 1) attitudes towards sustainability initiatives, 2) park visitation and recreation behavior, and 3) opinions about global climate change. My research generally incorporates student learning and addresses a pertinent management need in addition to unanswered academic questions.

## **Selected Publications**

Brownlee, M., Powell, B., & Hallo, J. (2012). Understanding foundational processes that influence beliefs in climate change: Opportunities for environmental education research. *Environmental Education Research*. <http://dx.doi.org/10.1080/13504622.2012.683389>

Brownlee, M., Hallo, J., & Krohn, B. (in press, 2012). Botanical garden visitors' perceptions of local climate impacts: Awareness, concern, and behavioral responses. *Managing Leisure*.

McKay, A., Brownlee, M., & Hallo, J. (2012). Changes in visitors' focus on the environment at Congaree National Park. *Journal of Leisure Research*, 44(2), 179-200.

Powell, R., Brownlee, M., Kellert, S., & Ham, S. (2012). From awe to satisfaction: Immediate affective responses to the Antarctic tourism experience. *Polar Record*, 48(2), 145-156.

Brownlee, M., & Hallo, J. (2012). Climate change segmentation groups at Kenai Fjords National Park: Insight into visitors' perceptions. *Alaska Park Science*, 10(2), 18-21.

Brownlee, M., & Leong, K. (2011). Climate change, management decisions, and the visitor experience: The role of social science research. *Park Science*, 28(2), 21-25.

## **Selected Technical Reports**

Hallo, J., Brownlee, M., & Fix, M. (2012). *The application of the VERP planning framework at Pinnacles National Monument*. Technical report submitted to the National Park Service. Clemson, SC: Clemson University.

Brownlee, M., Hallo, J., & Jodice, L. (2012). *2011 Survey of marine recreationists' attitudes towards potential offshore wind energy in South Carolina*. Technical report submitted to South Carolina Sea Grant. Clemson, SC: Clemson University.

Hallo, J., Manning, R., Brownlee, M., & Smith, B. (2012). *Visitor Use Study at Cumberland Island National Seashore: Transportation and carrying capacity*. Technical report submitted to the National Park Service. Clemson, SC: Clemson University.

Brownlee, M., & Hallo, J. (2011). *Visitors' perceptions of climate change at Kenai Fjords National Park: Global beliefs and park specific attitudes*. Technical report submitted to the National Park Service. Clemson, SC: Clemson University.

Brownlee, M., & Hallo, J. (2009). *Visitor demographics and satisfaction of facilities*. Technical report submitted to the Army Corps of Engineers. Clemson, SC: Clemson University.

Brownlee, M., & Hallo, J. (2009). *Perceptions of drought, on-site behavior, and willingness to donate*. Technical report submitted to the South Carolina State Botanical Garden. Clemson, SC: Clemson University.

## **2012-2013 Courses**

PRT 3207, Management in Parks, Recreation and Tourism

PRT 5420/6420, Ecology and Management of Wildland Recreation Settings

PRT 5965/6965, On-Site Policy Analysis