

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: ECOTOURISM

CODE NO.: FOR323-3 SEMESTER: V

PROGRAM: INTEGRATED RESOURCE MANAGEMENT TECHNOLOGY

AUTHOR: H. ROBBINS

DATE: AUGUST 1995 PREVIOUS OUTLINE DATED: NEW

APPROVED: *H. Robbins*
DEAN

Aug 8/95
DATE

3 hrs.
3 hrs.
3 hrs.
3 hrs.
3 hrs.
3 hrs.
3 hrs.
3 hrs.
3 hrs.
3 hrs.

Small Business Operations
Visitor Activity Management
Ecotourism Experiences
Field Investigations
Group Dynamics
Environmental/Risk Management
Expedition Planning
Hospitality
Area/Topic Research
Students' needs
Design courses
Scope and nature of ecotourism
Introduction to the course

** SUBJECT TO CHANGE

ECOTOURISM

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TOTAL CREDITS HOURS: 48

PREREQUISITE(S): None

I. PHILOSOPHY/GOALS:

This course provides the learner with an overview of the ecotourism experience especially as it relates to natural resources. Upon completion, the student will appreciate the scope and requirements of successful ecotourism operations. The class will be lead to selected outdoor experiences as a demonstration of this understanding. Development of an outline conclusive to an ecotourism experience will be encouraged throughout all field and classroom activity.

II. STUDENT PERFORMANCE OBJECTIVES (OUTCOMES):

Upon successful completion of this course the student will:

- 1) Describe the nature and scope of ecotourism.
- 2) Prepare a visitor activity plan.
- 3) Evaluate the potential of a region for ecotourism.
- 4) Research, interpret and apply knowledge of a specialized subject area.
- 5) Simulate the ecotourism experience using selected field environments as a group lead.

III. TOPICS TO BE COVERED: **

Approximate Time Frames (Optional)

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|---|---------|
| 1) Introduction to the course | 1 hr. |
| 2) Scope and nature of ecotourism | 3 hrs. |
| 3) Design course content to best meet students' needs | 1 hr. |
| 4) Area/topic research | 2 hrs. |
| 5) Hospitality | 3 hrs. |
| 6) Expedition Planning | 2 hrs. |
| 7) Environmental/Risk Management | 2 hrs. |
| 8) Group Dynamics | 3 hrs. |
| 9) Field Investigations | 6 hrs. |
| 10) Ecotourism Experiences | 12 hrs. |
| 11) Visitor Activity Management | 5 hrs. |
| 12) Small Business Operations/Promotion | 6 hrs. |

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IV. LEARNING ACTIVITIES/REQUIRED RESOURCES

Topic/Unit - Introduction to Ecotourism

Learning Activities:

- Review course outline.
- Describe the nature and scope of ecotourism in northeastern Ontario and elsewhere.
- Upon consultation with the students, emphasis in the balance of the course will complement the existing background of students.

Resources:

- Course Outline
- Program proposal - Ecotourism Operations/Management

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Topic/Unit - Area/Topic Research

Learning Activities:

- Students will be led through a discussion of how to research the geographical area and specific topics of interest in preparation of their ecotourism experiences.

Resources:

- Library resources (various)

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Topic/Unit - Hospitality

Learning Activities:

- Through discussion and instructor presentation, students will be introduced to and encouraged to exhibit behaviour that exhibits hospitality towards classmates/instructor as clients in a simulated ecotourism environment.

Resources:

- Student and instructor resources.
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IV. **LEARNING ACTIVITIES/REQUIRED RESOURCES:** (cont'd)

Topic/Unit - Expedition Planning

Learning Activities:

- Using the discussion approach, students will be introduced to plans for a field expedition. Later, they will prepare a plan for the ecotourism experience that they will be conducting in the field.

Resources:

- Instructed led activity.

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Topic/Unit - Environmental/Risk Management

Learning Activities:

- Instructor will present considerations in planning field activities which are critical to the environment and the health and safety of quests.

Resources:

- Instructor led discussion

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Topic/Unit - Group Dynamics

Learning Activities:

- Instructor will lead a discussion of the dynamics of ecotourism groups, what can go wrong and how to correct for it, in preparation for the actual student led ecotourism experiences.

Resources:

- Instructor led discussion.
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IV. LEARNING ACTIVITIES/REQUIRED RESOURCES: (cont'd)

Topic/Unit - Field Investigations

Learning Activities:

- Students will form groups of three, select a field site and with the instructor, cover the field area noting highlights, points of interest, etc. as a start on preparation for ecotourism experience they will be providing classmates.

Resources:

- Area maps, field guides, etc.

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Topic/Unit - Ecotourism Experiences

Learning Activities:

- Groups of 3 students will lead instructor and classmates in an ecotourism field experience of 1/2 day.

Resources:

- As needed by each group depending on the environment/ transportation method required.

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Topic/Unit - Visitor Activity Management

Learning Activities:

- This is an instructor-run portion of the course where formal visitor activity programs are developed and discussed.

Resources:

- Visitor Activity Management Plan
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IV. LEARNING ACTIVITIES/REQUIRED RESOURCES: (cont'd)

Topic/Unit - Small Business Operations/Management

Learning Activities:

- This final portion of the course will provide the student with an overview of the difficulties/challenges and rewards of operating a small business in the ecotourism sector.

Resources:

- formal classroom instruction utilizing standard small business theory.

V. EVALUATION METHODS:

Term Test -	30%
Ecotourism Experience - Plan	20%
- Field Presentation	30%
Attendance/Participation/Cooperation	20%

VI. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor.

VII. REQUIRED STUDENT RESOURCES

Course outline

Balance of resources will be provided during course.

VIII. ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY:

Students in 3rd year Technology are expected to use the Sault College, Public Library and other area libraries to full advantage without being provided with a listing of resources. The instructor may have additional resources to which you may be referred.

IX. SPECIAL NOTES

Students with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the instructor.

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of students.