

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

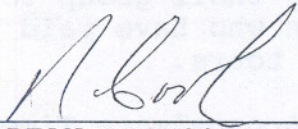
COURSE TITLE: ECOTOURISM

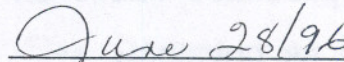
CODE NO.: FOR323-3 SEMESTER: V

PROGRAM: INTEGRATED RESOURCE MANAGEMENT TECHNOLOGY

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DATE: JUNE 1996 PREVIOUS OUTLINE DATED: AUGUST 1995

APPROVED: 
DEAN, SCHOOL OF SCIENCES
& NATURAL RESOURCES


DATE

ECOTOURISM

FOR323-3

COURSE NAME

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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 through selected outdoor experiences as a demonstration of this understanding. Development of a culture conducive 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 group/individual responses to potential real situations the field.
- 6) Simulate the ecotourism experience using selected field environments as a group leader and participant.
- 7) Demonstrate the attitude, culture, interpersonal relations, verbal communication skills, cooperation and work ethic necessary for a successful visitor experience during their group tour.
- 8) Act in a manner appropriate for the guests who have paid for an ecotour experience while on other groups' tours.

III. TOPICS TO BE COVERED: **

Approximate Time Frames

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

** SUBJECT TO CHANGE

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IV. LEARNING ACTIVITIES/REQUIRED RESOURCES

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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)

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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 guests.

Resources:

- Instructor led discussion

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Topic/Unit - Field Investigations

Learning Activities:

- The instructor will take the class to a field site and bring to the attention of students, the potential the site has for an ecotourism experience. Students will then form groups of three, select a field site and 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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IV. LEARNING ACTIVITIES/REQUIRED RESOURCES: (cont'd)

Topic/Unit - Ecotourism Experiences

Learning Activities:

- Groups of 4-5 students will lead instructor and classmates in an ecotourism field experience of one day. Each tour will feature a specific theme which will be enhanced by appropriate educational presentation, activities and food and refreshments.

Resources:

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

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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.

Resources:

- Instructor led discussion.

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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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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:

- guest speakers will be used to bring actual experiences into the classroom

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V. EVALUATION METHODS:

Term Test -	30%
Ecotourism Experience - Plan (Group)	20%
- Field Presentation - group	14%
- individual	16%
Attendance/Participation/Cooperation/Attitude	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

1. Participation in all tours is mandatory except where a valid reason for absence can be verified.
2. Satisfactory individual effort by each member of the tour groups is necessary for a pass in the course.
3. This course is very different from nearly all other courses you have taken previously. Your attitude, work ethic, cooperation with others, willingness to set aside undesirable habits and to honestly participate will be evaluated especially during the field experiences. You will find these skills will be valuable in the future, not just ecotourism. The successful student must be willing to demonstrate these in this course.

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.

ECOTOURISM EXPERIENCE SITES:

1. St. Mary's River between St. Joseph Island Bridge and Kensington Point. This is an area of changing geology, islands, rock cliffs, deep waters and history associated with the fur trading era. Transportation will be by large steel boats(2) with motors necessitating frequent stops or if available, voyageur canoes. History, geology and ecology both terrestrial and aquatic, should be included.
2. St. Mary's River between Bell's Point and Echo Bay with a short excursion into Echo bay marsh. This area exhibits large areas of shallow water, deeper channels, native presence, sandy beaches and the history of the voyageurs. Transportation will be by voyageur canoe involving all participants in the travel. Glacial and bedrock geology, native and European history, ecology and bird watching are all part of this tour.
3. Gros Cap promontory. This is a land-based excursion extending a considerable distance north from the Bluewater Inn. Interesting aspects include sandstone/granite interface, lake erosion dynamics, unique ecological niches, bird migration, glacial features and local history.
4. St. Joseph Island Wildlife viewing. This is a road tour providing the excursionist with wildlife viewing and photography opportunities along with geological and historical aspects of the island. Transportation will be by college van.

ECOTOURISM EXPERIENCES

Components to be Included and Evaluated

A. Interim Plan of Tour (20%)

- names of tour leaders
- topics to be covered by each and anticipated amount of time needed for each of these topics. Note: Each student should have an equal opportunity to participate
- A map of the route to be travelled with stops for presentations, topics to be discussed, refreshments/lunch etc. and the arrival time for each stage of the tour
- list of references read, and persons contacted and from whom information was obtained
- Information flyer/brochure to promote and inform visitors on the tour. It is to include:
 - your company name
 - description of the tour including what the guest will see and learn
 - what is included and what the guest needs to bring with them
 - date and timing, start location
 - the way this is written up and illustrated should clearly convey your intended theme and therefore attract interested clients who will not be disappointed.

B. Tour Experience Itself

Individual (16%)

- professionalism
- ease and confidence
- appropriate languages - verbal and body
- enthusiasm and attitude
- clarity
- knowledge of subjects covered

Group Overall (14%)

- group cooperation
- equalness of individual participation
- overall theme, hospitality, caring attitude towards guests
- smoothness of transfers
- timing of trip
- food and refreshments
- environmental responsibility
- completeness of experience