

**SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE MARIE, ON**



COURSE OUTLINE

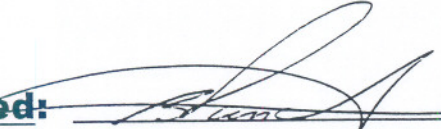
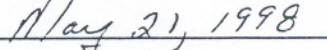
Course Title: ECOTOURISM

Code No.: FOR323 Semester: 5

Program: INTEGRATED RESOURCE MANAGEMENT

Author: HARVEY ROBBINS

Date: JUNE 1998 Previous Outline Date: AUG 97

Approved:  
Dean, Natural Resources Programs Date

Total Credits: 3 Total Credit Hours: 48

Length of Course: 3 hours/week X 16 weeks

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For additional information, please contact Brian Punch, Dean, Natural Resources Programs,
(705) 759-2554, Ext. 688

ECOTOURISM

FOR323-3

COURSE NAME

CODE NO.**I. COURSE DESCRIPTION:**

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. LEARNING OUTCOMES:**A. Learning Outcomes:**

1. Describe the criteria that qualify a tourism experience as ecotourism.
2. Describe the skills and abilities necessary for a person to be successful in the ecotourism business.
3. Describe and identify from selected criteria the types of communities where ecotourism experiences are likely to be successful.
4. Visit the local library and identify the categories of source materials available to develop a knowledge of local history and culture.
5. Observe an instructor-led presentation on the various aspects of an ecotourism experience in an outdoor setting.
6. Discuss the elements of being "hospitable" as related to an ecotourism experience.
7. Perform emergency repairs to canoes and other watercraft.
8. Prepare a plan for a day-long expedition.
9. Discuss and identify appropriate actions/cautions to take to minimize risk.
10. Operate tours in an environmentally responsible manner.
11. Conduct a group ecotour of approximately six hours duration.
12. Discuss scenarios in which the dynamics of a tour group are important to the well-being/survival of the group.
13. Discuss the concept of visitor activity management programming and relate to ecotourism client groups.
14. Discuss value-added business opportunities in the ecotourism field.
15. Discuss the challenges of setting up and operating a small business as seen through the eyes of a guest speaker.

B. Learning Outcomes and elements of the Performance:

1. Describe the criteria that qualify a tourism experience as ecotourism.

Potential elements:

- discuss criteria necessary for an experience to be deemed ecotourism
- state necessary components for an ecotourism experience

This learning outcome will constitute 2% of the course's grade.

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2. Describe the skills and abilities necessary for a person to be successful in the ecotourism business.

Potential elements:

- discuss the skills required of a graduate of the college's proposed Ecotourism program
- identify those skills and abilities that are critical to success in ecotourism
- demonstrate to the best of the individual's ability, the skills/abilities identified during class time and during tours

This learning outcome will constitute 10% of the course's grade.

3. Describe and identify from selected criteria the types of communities where ecotourism experiences are likely to be successful.

Potential elements:

- discuss criteria of a community that would be a successful host for ecotourism activity
- discuss selected Northern Ontario communities and their potential as host communities.

This learning outcome will constitute 3% of the course's grade.

4. Visit the local library and identify the categories of resource materials available to develop a knowledge of local history and culture.

Potential elements:

- visit local library and listen to librarian explain sources and sections with information on local history and culture.
- do the research necessary to relate local history to the tour site for the student's group tour.
- list the types of libraries most useful in providing resource materials.

This learning outcome will constitute 5% of the course's grade.

5. Observe an instructor-led presentation on the various aspects of an ecotourism experience in an outdoor setting.

Potential elements:

- experience one or more tours in outdoor settings to observe how others would educate tour guests about that area
- record ideas from this tour that can be applied to your group's tour area
- research these ideas as related to your area
- apply these ideas to your group tour

This learning outcome will constitute 10% of the course's grade.

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6. Discuss the elements of being “hospitable” as related to an ecotourism experience.

Potential Elements:

- define hospitality
- discuss what are the right things to do and the wrong things to do in tourism
- of the best of individual ability, use these skills/abilities in the ecotourism experiences.
- demonstrate a professional image through the course and particularly during all tours.

This learning outcome will constitute 10% of the course’s grade.

7. Perform emergency repairs to canoes and other watercraft.

Potential Elements:

- Using fiberglass and other repair kit, apply patch repairs to canoes/boats
- Using natural materials, apply patch repairs

This learning outcome will constitute 1% of the course’s grade.

8. Prepare a plan for a day-long expedition.

Potential Elements:

- scout out and establish a suitable area for a group ecotour
- inventory the area for points of interest geologically and biologically
- prepare a route that is timed and incorporates the important sites and points of interest
- develop a detailed script for the tour which incorporates elements of biology, geology, history, and native culture
- prepare a brochure which promotes the tour and your company
- prepare a lunch plan which takes advantage of the tour’s theme(s).

This learning outcome will constitute 20% of the course’s grade.

9. Discuss and identify appropriate actions/cautions to take to minimize risk.

Potential Elements:

- examine various potential risk situations that could be encountered in ecotourism
- through role-playing, act out scenarios to address these risky situations to avert disaster.

This learning outcome will constitute 2% of the course’s grade.

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10. Operate tours in an environmentally responsible manner.

Potential Elements:

- list and describe practices in ecotourism that maintain environmental quality and ensure the quality of the experience
- apply these practices where appropriate, in the group ecotours

This learning outcome will constitute 2% of the course's grade.

11. Conduct a group ecotour of approximately six hours duration.

Potential Elements:

- conduct a six hour group ecotour on a pre-selected date using the itinerary and subject script prepared previously
- transfer the tour lead to all group members
- plan for and implement transportation logistics, timing of the tour route, luncheon for the guests and a full slate of interesting points of interest both educational and recreational
- advise guests of details of departure & return and information on what to bring
- incorporate suitable ways to ensure enjoyment of guests
- ensure guests are treated in a hospitable manner & are kept busy during the tour
- employ appropriate safety and risk control measures
- employ suitable environmental responsibility measures

This learning outcome will constitute 20% of the course's grade.

12. Discuss scenarios in which the dynamics of a tour group are important to the well-being/survival of the group.

Potential Elements:

- discuss situations which would lead to division in a tour group
- implement strategies to ameliorate these situations through role-playing and discussion

This learning outcome will constitute 5% of the course's grade.

13. Discuss the concept of visitor activity management programming and relate to ecotourism client groups.

Potential Elements:

- discuss what visitor activity management programming is
- discuss potential areas of interest that may exist in an ecotourism client group
- develop activity plans for client groups that would ensure desired varied experiences and suitable activities for rain-out days

This learning outcome will constitute 3% of the course's grade.

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COURSE NAMECODE NO.

14. Discuss value-added business opportunities in the ecotourism field.

Potential Elements:

- define and describe the variety of value-added business opportunities that are available/necessary to support ecotourism ventures
- describe how to encourage/establish these support services

This learning outcome will constitute 2% of the course's grade

15. Discuss the challenges of setting up and operating a small business as seen through the eyes of guest speakers.

Potential Elements:

- listen to guest speaker(s) with small business interests talk about their experiences
- list challenges/pitfalls in establishing and running small businesses
- state the opportunities for ecotourism businesses
- describe how establishing partnerships in tourism can make opportunities happen

This learning outcome will constitute 5% of the course's grade.

III. TOPICS*:**APPROXIMATE TIME FRAMES**

1. Introduction to the course	1 hr
2. Scope and nature of ecotourism	3 hrs
3. Community Requirements	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

**** SUBJECT TO CHANGE**

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Course outline

Balance of resources will be provided during course.

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COURSE NAMECODE NO.**V. EVALUATION PROCESS/GRADING SYSTEM:**

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

***ECOTOURISM EXPERIENCES**

Components to be Included and Evaluated

A. Interim Plan of Tour (20%)

- Names of tour leaders
- Topics to be covered by each student 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 traveled with stops for presentations, topics to be discussed at each stop and the arrival/departure times for each stage of the tour
- Proposed menu for lunches/refreshments, cost estimates
- 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 – come up with a novel ideal
 - 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 ItselfIndividual (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, quality, related to theme
- environmental responsibility
- completeness of experience
- ability to handle unplanned events

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B	65-74%
C	60-64%
R	Less than 60%

NOTES: Students must complete the following to receive credit in this course:

1. Successfully complete the individual component of the tour.
2. Attend at least 4 of the 5 group tours.

VI. 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 has some additional resources to which you will be referred. Consideration should also be given to Internet sources.

VII. SPECIAL NOTES:

Special Needs

If you are a student with special needs (eg. Physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717 or 491 so that support services can be arranged for you.

Plagiarism

Students should refer to the definition of “academic dishonesty” in the “Statement of Students Rights and Responsibilities.”

Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

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CODE NO.Advanced Standing

Students who have completed an equivalent post-secondary course should bring relevant documents to the Coordinator, Natural Resources Programs.

Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in gaining advanced standing at other post-secondary institutions.

Substitute course information is available at the Registrar's Office.

VIII. PRIOR LEARNING ASSESSMENT:

Please contact the Prior Learning Assessment Office for further information.