

Course Name: REC109 Concepts and Principles of Ecotourism
Credit Value: 5
Prerequisite Course: None

Course Description

Ecotourism is one of the fastest growing fields in recreation. This course will provide students with an overview of the ecotourism industry. Course themes will include: history, concepts, principles, marketing, planning and developing ecotourism activities that promote cultural and environmental awareness and local economic benefits.

In addition to theory, students will have opportunities to participate in a range of ecotourism activities.

PLAR Information

/

Course Learning Outcomes

Upon completion of this course, the student will have reliably demonstrated the ability to:

1. **Appreciate ecotourism and its relevance to the recreation and tourism industry.**
 - 1.1 Examine concepts associated with ecotourism.
 - 1.2 Relate the benefits of ecotourism to recreation and the tourism industry.
 - 1.3 Organize an ecotourism experience.
2. **Interpret current trends in ecotourism.**
 - 2.1 Discuss the development and growth of ecotourism.
 - 2.2 Identify current growth factors associated with ecotourism.
 - 2.3 Research and analyze findings relating to ecotourism industry.
 - 2.4 Describe the future prospects of ecotourism.
3. **Analyze ecotourism markets.**
 - 3.1 Compile an inventory of individuals and agencies that provide ecotourism opportunities and services.
- 3.2 Develop a profile of ecotourism participants.
- 3.3 Discuss the skills and qualifications necessary to work in the field of ecotourism.
- 3.4 Identify employment opportunities relating to ecotourism.
4. **Comprehend the relationship between sustainable development and the local ecology, culture, history and economy.**
 - 4.1 Describe the impact ecotourism activities have on the local ecology, culture, history and economy.
 - 4.2 Review case studies relating to positive and negative effects of ecotourism on the local ecology, culture, history and economy.
 - 4.3 Analyze the impact of an ecotourism activity on the local ecology, culture, history and economy.
5. **Understand the planning, design, development and maintenance of the environment for sustainable leisure activity.**
 - 5.1 Relate planning principles associated with the development of an ecotourism facility.
 - 5.2 Discuss maintenance and future development requirements of an ecotourism facility.
 - 5.3 Critique an ecotourism facility for design, development and maintenance.
6. **Experience a variety of ecotourism activities.**
 - 6.1 Participate in ecotourism experiences: hiking, nature identification, bird watching, nature science, outdoor leadership, etc.

Evaluation Strategy

Grading System

A+ Honours	90-100%						
A+	85-89%	B+	75-79%	C+	65-69%	D+	55-59%
A	80-84%	B	70-74%	C	60-64%	D	50-54%
						R	Repeat
						S	Successful
						I	Incomplete
						U	Unsatisfactory

*For a complete detailed description please refer to the *Academic Calendar*.

Student Success

(Dial 5185 for Campus Life or 5301 for the Aboriginal Learning Unit)

Canadore is committed to Student Success and offers CONFIDENTIAL services to help you in your studies.

- Counselling helps with academic, career and personal/crisis issues.
- AccessAbility Services will accommodate you if you have physical, mobility, visual, auditory, medical and/or learning disabilities.
- Health Centre provides services to you in case of illness.
- Career Services offers career advice, resume and interviewing workshops.

Waiver of Responsibility

Every attempt is made to ensure the accuracy of this information as of the date of publication. The college reserves the right to modify, change, add, or delete content.