

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

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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%	R	Repeat	U	Unsatisfactory
A	80-84%	B	70-74%	C	60-64%	D	50-54%	S	Successful	I	Incomplete

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

Student Success

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.
- Special Needs will accommodate you if you have physical, mobility, visual, auditory, medical and/or learning disabilities.
- Health Centre provides services to you in case of emergency or illness.

Waiver of Responsibility

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