

Course Name: REC131 Ecotourism Programming
Credit Value: 5
Prerequisite Course: None

Course Description

Ecotourism professionals must be competent in planning and delivering programs to accommodate a range of interests in a variety of outdoor settings.

This course will provide students with the theory and practice of ecotourism programming. Risk management and leadership are key components of this course. A major emphasis will be placed on student participation in ecotourism experiences and specialized workshops.

PLAR Information

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Course Learning Outcomes

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

- 1. Demonstrate knowledge of ecotourism program opportunities.**
 - 1.1 Compile an inventory of North Bay and area ecotourism opportunities.
 - 1.2 Analyze ecotourism programs found world-wide.
 - 1.3 Discuss ecotourism programming trends.
- 2. Understand the development, design and implementation of ecotourism programs.**
 - 2.1 Examine how ecotourism programs impact local environment, culture and economy.
 - 2.2 Identify program planning considerations that minimize impact on the environment.
- 2.3 Assess liability and risk management strategies for specific ecotourism programs.**
- 2.4 Understand behaviour/motivation and group dynamics as they relate to ecotourism programming.**
- 2.5 Relate required technical, safety, and trip planning strategies and techniques.**
- 2.6 Describe different instructional styles appropriate for ecotourism activities.**
- 2.7 Discuss leadership styles/strategies that may be used in outdoor recreation settings.**
- 3. Profile potential customers who may be attracted to ecotourism programs.**
 - 3.1 Research marketing strategies used to promote ecotourism programming.
 - 3.2 Discuss the relationship between demographics and ecotourism programming.
 - 3.3 Identify barriers affecting participation in ecotourism programs.
 - 3.4 Suggest strategies to overcome barriers to participating in ecotourism programs.
 - 3.5 Develop an ecotourism program for a specific market segment.
- 4. Appreciate a variety of ecotourism programs through active participation.**
 - 4.1 Participate in applied learning experiences.
 - 4.2 Evaluate a variety of ecotourism programs.
- 5. Create and implement an ecotourism activity.**
 - 5.1 Organize an ecotourism program.
 - 5.2 Recruit, train and supervise volunteers to assist with an ecotourism activity.
 - 5.3 Promote and register participants for an ecotourism activity.
 - 5.4 Implement and evaluate ecotourism activities.

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

(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

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