



The University of Southern Queensland

## Course specification

This version produced 20 Dec 2007.

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.

Please consult the web for updates that may occur during the year.

### Description: Ecotourism

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
TOU	2008	62825	1, 2007	ONC	1.00	Toowoomba

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	2
<b>ASCED code:</b>	080323

### STAFFING

Examiner: Narelle Beaumont  
Moderator: Frances Cassidy

### REQUISITES

Pre-requisite: TOU1003 or MKT1003

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at  
<http://www.usq.edu.au/handbook/current/busgeninfo.html>

### RATIONALE

The use of natural areas for tourism activity is widely promoted by government, industry and the community. It is critical that such use is socially, economically and environmentally sustainable. To this end, ecotourism has developed to become an important component of the tourism industry. A high level of management competence and knowledge is necessary to achieve the aims of sustainability for all stakeholders and the environment.

### SYNOPSIS

The course begins by defining ecotourism and other related tourism activities. It then provides some historical background to the development of ecotourism in the context of changing paradigms and values in society towards nature and the impacts of human activity. Different market segments are described as well as the range of areas and their suitability for ecotourism, including parks and protected areas, modified and privately owned areas. A number of organisations are described including those specific to ecotourism, plus governments non-government organisations and accreditation agencies. The impacts of ecotourism are considered as well as research that is necessary to sustain the aims of the industry. Throughout the course case studies of specific places are used to illustrate the main points. Visitor management and interpretation is also considered as

well as an overview of global ecotourism. Finally an overview of ethics and research and how they relate to ecotourism are given.

## OBJECTIVES

The course objectives define the student learning outcomes for a course. On successful completion of this course, students should be able to:

1. demonstrate an understanding of the emerging green paradigm, how it differs to the dominant paradigm and the place of ecotourism in this process of change
2. discuss the various interpretations of 'sustainability' and how these interpretations impact the conduct of ecotourism activity
3. describe and define the critical components of ecotourism
4. differentiate ecotourism from other nature based tourism
5. describe the main ecotourism markets, and discuss the difficulties in segmenting this market
6. assess appropriate activity types for the main market segments
7. assess the suitability of different natural environments for the conduct of the different ecotourism activities
8. list and describe the IUCN classification for protected areas and assess their use for ecotourism activities
9. assess the use of modified and private areas for ecotourism
10. critically assess the potential impacts of ecotourism
11. cite the main bodies associated with international and national Australian ecotourism and how they contribute to the growth and development of the ecotourism industry
12. analyse the interaction between ecotourism and main stakeholders in specific areas
13. illustrate the importance of visitor interpretation and management in an ecotourism context
14. critically assess the results of case studies about ecotourism activities
15. describe the current process of quality control for ecotourism and analyse the effect of these programs on sustainability for the natural environment and communities.

## TOPICS

	Description	Weighting (%)
1.	Introduction and definitions	10.00
2.	Paradigms, orientations and values	10.00
3.	Describing and segmenting the ecotourism market	10.00
4.	Environments 1: Parks and protected areas	10.00
5.	Environments 2: Privately protected areas, modified areas, and distribution management	5.00
6.	Impacts and critique	10.00
7.	Visitor interpretation	10.00
8.	Quality control and organisations	10.00
9.	Dealing with external influences	10.00
10.	Review of environments, activities and the involvement of indigenous people in ecotourism	5.00

11. Global overview	5.00
12. Ethics and research	5.00

### **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

TOU2008 study package available from the USQ Bookshop.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

Weaver, D 2001, *Ecotourism*, John Wiley & Sons, Milton, Queensland.

### **REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Ecotourism Australia <http://www.ecotourism.org.au>

The International Ecotourism Society <http://www.ecotourism.org>

Sustainable Tourism Cooperative Research Centre <http://www.crctourism.com.au>

United Nations Environment Programme <http://www.unep.org>.

Beaumont, N 2001, Ecotourism and the conservation ethic: recruiting the uninitiated or preaching to the converted?, *Journal of Sustainable Tourism*, Vol 9, no.4, pp317-341.

Beaumont, N 1998, The meaning of ecotourism according to..Is there now consensus for defining this 'natural' phenomenon? an Australian perspective, *Pacific Tourism Review*, Vol 2, no.3, pp239-250.

Beeton, S 1998, *Ecotourism: a practical guide for rural communities*, Landlinks Press, Collingwood, Victoria.

Bureau of Tourism Research *Occasional paper series*, BTR, Canberra, Australian Capital Territory.

Diamantis, D 2004, *Ecotourism: management and assessment*, Thomson, London.

Duffy, R 2002, *A trip too far: ecotourism politics and exploitation*, Earthscan, Sterling, Virginia.

Fennell, D 2003, *Ecotourism: an introduction*, 2nd edn, Routledge, London.

Fennell, D & Dowling, RK 2003, *Ecotourism policy and planning*, CABI Publishing, New York.

Gunn, C & Var, T 2002, *Tourism planning, basics, concepts, cases*, Routledge, New York.

Honey, M (ed.) 2002, *Ecotourism and certification: setting standards in practice*, Island Press, Washington, DC.

Knudson, DM & Cable, TT 2003, *Interpretation of cultural and natural resources*, 2nd edn, Venture Publishing, State College, Pennsylvania.

Page, S & Dowling, R 2001, *Ecotourism*, Prentice Hall, Harlow, Essex.

Weaver, DB (ed.) 2001, *Encyclopedia of ecotourism*, CABI, Wallingford, Connecticut.

Weiler, B & Ham, S 2001, *Pounding hearts: tourism, wildlife and interpretation*, Monash University, Caulfield, Victoria.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	50.00
Directed Study	70.00
Private Study	40.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ESSAY	20.00	20.00	04 Apr 2007 (see note 1)
PRODUCT ANALYSIS A - PRESENTN	10.00	10.00	30 Apr 2007 (see note 2)
PRODUCT ANALYSIS B - REPORT	20.00	20.00	23 May 2007 (see note 3)
2 HOUR EXAMINATION	50.00	50.00	END S1 (see note 4)

### NOTES

1. Objectives 1, 2, 3, 4, 5, 6 relate.
2. Objectives 2, 3, 4, 6, 7, 8, 9 relate.
3. Objectives 2, 7, 10, 11, 12, 13, 14, 15 relate.
4. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised. Objectives 1, 2, 3, 4, 5, 7, 8, 9, 10, 11, 13, 14, 15 relate.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.
- 4 Requirements for student to be awarded a passing grade in the course:

- To be assured of receiving a passing grade a student must submit all of the assessment items, achieve at least 50% for the examination and at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
  - 6 Examination information:  
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
  - 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
  - 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL <http://www.usq.edu.au/handbook/current/buspolproc.html>.

## **ASSESSMENT NOTES**

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Students may apply for an assignment extension either by contacting the examiner before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant examiner. The extension policy for this course tries to be fair to all students who organise their work and family commitments to submit their assignments by the due date, and those few students who cannot do so through unforeseen and uncontrollable circumstances. If an assignment is late, up to one week's extension may be granted if a signed statement with supporting documentation is sent with the assignment proving that an unforeseen and an uncontrollable extenuating circumstance caused the delay, for example, unusual and unpredictable work or family commitments. If this statement and documentation does not show that unforeseen and uncontrollable extenuating circumstance were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the examiner before the date that the assignment is due. (iv) Extensions beyond one week are extremely rare because model answers may start to be distributed to students after one week. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the commcoursey as appropriate) accompanying an application for extension and decide on the outcome. In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the commcoursey stating:

- the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment.
- 2 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
  - 3 Word count on assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
  - 4 Text books: It is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ Bookshop.

## **OTHER REQUIREMENTS**

- 1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book\* and Book/s of Selected Readings \*; CD (compact disc)\*; and course Website accessible via USQConnect. Print copies of some material contained on the CD may be purchased through the USQ Bookshop. \*part of the study package available from the USQ Bookshop
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