The University of Southern Queensland  

Course specification

<table>
<thead>
<tr>
<th>Description: Ecotourism</th>
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<tr>
<td>Subject</td>
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<tr>
<td>MKT</td>
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Academic group: FOBUS  
Academic org: FOB004  
Student contribution band: 2  
ASCED code: 080323

STAFFING

Examiner: Caroline Winter  
Moderator: Janelle McPhail

REQUISITES

Pre-requisite: MKT1003

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 how it relates to ecotourism is given.
OBJECTIVES

Completion of this course should enable students to:

- 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;
- discuss the various interpretations of 'sustainability' and how these interpretations impact the conduct of tourism activity;
- describe and define the critical components of ecotourism;
- differentiate ecotourism from other nature based tourism;
- describe the main ecotourism markets, and discuss the difficulties in segmenting this market;
- design appropriate activity types for the main market segments;
- assess the suitability of different natural environments for the conduct of the different ecotourism activities;
- list and describe the IUCN classification for protected areas and assess their use for ecotourism activities;
- assess the use of modified and private areas for ecotourism;
- critically assess the potential impacts of ecotourism for a specific area;
- cite the main bodies associated with international and national Australian ecotourism and how they contribute to the growth and development of the ecotourism industry;
- analyse the interaction between ecotourism and main stakeholders in a specific areas;
- illustrate the importance of visitor management and interpretation in an ecotourism context;
- critically assess the results of case studies about ecotourism activities; and
- 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Defining ecotourism and distinguishing other nature based forms of tourism</td>
<td>10.00</td>
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<tr>
<td>2. Changing paradigms, values and orientations towards the natural environment and the place of ecotourism within these changes</td>
<td>5.00</td>
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<tr>
<td>3. Describing market segments for ecotourism</td>
<td>5.00</td>
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<tr>
<td>4. Classification and use of parks and protected areas</td>
<td>10.00</td>
</tr>
<tr>
<td>5. The use of modified and private areas</td>
<td>10.00</td>
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<tr>
<td>6. Impacts of ecotourism</td>
<td>10.00</td>
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<tr>
<td>7. Organisations associated with national and international ecotourism</td>
<td>10.00</td>
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<tr>
<td>8. Interaction of ecotourism with other stakeholders</td>
<td>10.00</td>
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<tr>
<td>9. Examination of cases and specific activities</td>
<td>10.00</td>
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<tr>
<td>10. Visitor management and interpretation</td>
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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).

MKT2008 study package available from the USQ Bookshop.

(revised edition)


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.

Bureau of Tourism Research, Occasional Paper Series, BTR, Canberra.


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


International Ecotourism Organisation http://www.ecotourism.org

Cooperative Research Centre for Sustainable Tourism http://www.crcfotourism.com.au


**STUDENT WORKLOAD REQUIREMENTS:**

<table>
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<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
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</tr>
<tr>
<td>Directed Study</td>
<td>70.00</td>
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<tr>
<td>Private Study</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT EVENT PRESENTATION</td>
<td>5.00</td>
<td>5.00</td>
<td>02 Mar 2004</td>
</tr>
<tr>
<td>ESSAY</td>
<td>20.00</td>
<td>20.00</td>
<td>05 Apr 2004</td>
</tr>
<tr>
<td>ECOTOURISM REPORT</td>
<td>25.00</td>
<td>25.00</td>
<td>31 May 2004</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
<td>END S1</td>
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**NOTES:**

1. Date to be advised.
2. 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.

**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. If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

2. **Requirements for students to complete each assessment item satisfactorily:**
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

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 attempt all of the 
summative assessment items, achieve an aggregated mark of at least 50% in the 
total marks allocated for the assignments, achieve at least 50% in the examination, 
and at least 50% of the available weighted marks for the summative assessment 
items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate 
of the marks (or grades) 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 

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student 
must despatch the assignment to the USQ. The onus is on the student to provide 
proof of the despatch date, if requested by the Examiner. (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 course) 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 course 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 for 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 textbook 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.