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| <b>Module code</b>   | AW-2314   |   |               |
| <b>Module Title</b>  | Ecotourism  |   |               |
| <b>Degree/Diploma</b>  | Bachelor of Arts (Geography, Environment and Development Studies) |   |               |
| <b>Type of Module</b>  | Major Option/ Breadth   |   |               |
| <b>Modular Credits</b>   | 4   | <b>Total student workload</b>   | 10 hours/week |
|  |   | <b>Contact hours</b>  | 4 hours/week  |
| <b>Prerequisite</b>  | None  |   |               |
| <b>Anti-requisite</b>  | None  |   |               |
| <b>Aims</b>  |   |   |               |
| To introduce students the plethora of different concepts of ecotourism and its economic, cultural and environmental impacts at different scales.   |   |   |               |
| <b>Learning Outcomes:</b>  |   |   |               |
| <i>On successful completion of this module, a student will be expected to be able to:</i>  |   |   |               |
| Lower order :  | 30%   | - Describe the history of ecotourism and its definition<br>- Assess ecotourism as a growth sector within the industry                           |               |
| Middle order :   | 60%   | - Analyse how ecotourism can be marketed and managed, together with its potential adverse impacts   |               |
| Higher order:  | 10%   | - Critically evaluate through case studies if ecotourism is a significant aspect of tourism<br>- Work cooperatively and independently in a team |               |
| <b>Module Contents</b>   |   |   |               |
| <ul style="list-style-type: none"> <li>- History of ecotourism and its definitions</li> <li>- Ecotourism as a growth sector within the tourism industry</li> <li>- Environmental, socio-cultural and economic impacts of ecotourism</li> <li>- Ecotourism and development issues</li> <li>- Ecotourism and protected areas</li> <li>- Marketing ecotourism</li> <li>- Ecotourism and competing resource users</li> <li>- Case studies of ecotourism</li> </ul> |   |   |               |
| <b>Assessment</b>  | Formative assessment  | Online quiz/ discussion online  |               |
|  | Summative assessment  | Examination: 60%  |               |
|  |   | Coursework: 40%<br>- 1 group presentation on an ecotourism destination (20%)<br>- Essay (20%)   |               |