

MODULE DESCRIPTOR

TITLE	Ecotourism
SI MODULE CODE	44-5979-00S
CREDITS	10
LEVEL	5
JACS CODE	N830
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Victoria Cox

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
18		82	100

MODULE AIM

The aims of this module are to:

- provide core knowledge of Ecotourism management principles and their applications by exposure to current management practice within the field of Ecotourism;
- develop specific knowledge and skills in the area of Ecotourism management;
- develop problem-solving capabilities through the application of vocationally relevant managerial skills to a range of issues in Ecotourism management.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Understand and appraise theories, concepts and principles relating to Ecotourism management;
2. Develop a reasoned argument and challenge assumptions about the nature and characteristics of Ecotourists, Ecotourism products, the structure, operation and interactions within the Ecotourism sector;
3. Demonstrate understanding of theory and best practice in respect to Ecotourism management;
4. Exercise professional and ethical judgement in decision making and actions;
5. Use a well thought out approach to deliver appropriate and sustainable managerial and entrepreneurial approaches to Ecotourism;
6. Analyse, prioritise and critically evaluate information.

INDICATIVE CONTENT

- Ecotourism aims and principles;
- Ecotourism demand and supply trends and characteristics;
- Ecotourism certification;
- Ethical issues in Ecotourism;
- Ecotourism planning and management.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

These will change and evolve but may include:

- Workshops comprising lecture and seminar-style activities (theory & practice);
- Specialist guest speakers to demonstrate professional practice, enhance your motivation and introduce some employment opportunities associated with your degree;
- UK-based field visit to demonstrate Ecotourism initiatives in practice; and
- Self-study activities.
- Project which will be assessed.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Report	CW	100%	2500	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Students will be given feedback & feed-forward during the scheduled seminar on their assignment - providing they bring this with them to the seminar. Once the students have handed their work in, the tutor/module leader aims to return the marked work back to the students during the last seminar. This will include the strengths of the assignment and the areas for improvement in the future.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Fennel, D. (2008) <i>Ecotourism</i> . 3rd ed., Oxon, Routledge.
Weaver, D. (2008) <i>Ecotourism</i> . 2 nd ed., Milton, Qld., John Wiley
Supplementary and Alternative Texts
Black, R. & Crabtree, A. (eds.) (2007) <i>Quality Assurance and Certification in Ecotourism</i> , Oxon, Cabi Publishing.
Buckley, R. (2003) <i>Case Studies in Ecotourism</i> , Oxon, Cabi Publishing.
Butcher, J. (2007) <i>Ecotourism, NGOs and Development</i> , Oxon, Routledge.
Cater, E. & Lowman, G. (eds.) (1994) <i>Ecotourism: A sustainable option?</i> Chichester, Wiley Publications.
Diamantis, D. (2004) <i>Ecotourism</i> , London, Thomson.
Font, X. & Buckley, R. (eds.) (2001) <i>Tourism Ecolabelling, Certification and Promotion of Sustainable Management</i> , Oxon, Cabi Publishing.
Higham, J. (ed.) (2007) <i>Critical Issues in Ecotourism: Understanding a complex tourism phenomenon</i> , Oxford, Butterworth-Heinemann.
Lindberg, K. Wood M.E., & Engeldrum, D. (1998) (eds.) <i>Ecotourism, A guide for Planners and Managers</i> , Vermont, The Ecotourism Society.
Page, S. & Dowling, R. (2002) <i>Ecotourism</i> . Harlow, Prentice Hall
Weaver, D. (ed.) (2001) <i>The Encyclopaedia of Ecotourism</i> , Oxon, Cabi Publishing.
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Annals of Tourism Research
Tourism Management
Journal of Sustainable Tourism
Journal of Ecotourism
Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
The International Ecotourism Society - http://www.Ecotourism.org/
Ecotourism Australia - http://www.Ecotourism.org.au/index.asp
GreenGlobe 21 - http://greenglobe.com/
Green Business Tourism Scheme - http://www.green-business.co.uk/
UNWTO, Sustainable Development of Tourism - http://sdt.unwto.org/en

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	Sept 2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	Sept 2013	Dec 2013
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	