

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: All Undergraduate Programmes
Programme QF Level	: 5
Course Title	: Principles and Practice of Ecotourism
Course Code	: GGP3018
Department	: Social Sciences
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

Ecotourism has been regarded as an environmentally friendly mode of tourism since the past decades and it has been regarded as an important niche to help in achieving sustainability in the tourism industry. Countries endowed with rich natural resources actively develop and promote ecotourism. This course introduces the concepts and the principles of ecotourism. Various ecotourism practices of local and overseas countries will be examined to equip students with the fundamental knowledge of the tourism industry. This course is useful to students with different background in arts, education, social sciences, and science disciplines.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁: demonstrate a high level of competence in understanding the concepts and principles of ecotourism
- CILO₂: analyze the interactions between tourist activities and ecosystem
- CILO₃: evaluate critically the positive and negative impacts of ecotourism
- CILO₄: assess the importance of ecotourism for conservation and sustainable tourism development
- CILO₅: summarize current patterns and future trends of ecotourism

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
1. Concepts and principles of ecotourism: differences between nature-based tourism and ecotourism, definitions of ecotourism, basic principles of ecotourism, types of ecotourism activities	<i>CILO_{1,4}</i>	Lectures, lecturer-led Q&A, video
2. Ecotourist: motivation, attitude and behaviour of ecotourist, the ecotourist market	<i>CILO_{2,5}</i>	Lectures
3. Impacts of ecotourism: economic, environmental and socio-cultural impacts, the importance of ecotourism for environmental conservation, ecotourism in protected areas, linking conservation with communities	<i>CILO_{3,4}</i>	Lectures, video, students' presentation, discussion
4. Planning and management of ecotourism: ecotourism policy and planning, ecotourism destination management (e.g. principles and practices), ecotourism certification	<i>CILO_{3,4,5}</i>	Lectures, discussion, Field trip
5. Ecotourism case studies: Animal	<i>CILO_{3,4,5}</i>	Lectures, video, students'

watching, birdwatching, ecotourism in indigenous and special communities, etc.		presentation, discussion
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4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Field trip report (1000-1500 words) to identify prospects of ecotourism in Hong Kong or mainland China	30%	CILO _{1,4}
(b) Group presentation: students need to choose one type of ecotourism activity and discuss its impacts	30%	CILO _{1,4,5}
(c) An 2-hour examination	40%	CILO _{1,2,3,4,5}

5. Required Texts

Fennell, D. A. (2003). *Ecotourism: an Introduction* (2nd ed.). London; New York: Routledge.

Weaver, D. B. (2008). *Ecotourism* (2nd ed.). Milton, Qld: John Wiley & Sons Australia.

6. Recommended Readings

Ballantyne, R., & Packer, J. (Eds.). (2013). *International Handbook on Ecotourism*. Cheltenham, UK: Edward Elgar.

Buckley, R. (Ed.). (2004). *Environmental Impacts of Ecotourism*. Wallingford, Oxon, UK; Cambridge, MA, USA: CABI.

Buckley, R. (2009). *Ecotourism: Principles and Practices*. Wallingford, UK; Cambridge, MA: CABI.

Diamantis, D. (2004). *Ecotourism: Management and Assessment*. London: Thomson.

Fennell, D. A., & Dowling, R. K. (Eds.). (2003). *Ecotourism Policy and Planning*. Wallingford, Oxon, UK; Cambridge, MA: CABI.

Fennell, D. A. (2008). *Ecotourism* (3rd ed.). London; New York: Routledge.

Higham, J. (Ed.). (2007). *Critical Issues in Ecotourism: Understanding a Complex Tourism Phenomenon* (1st ed.). Amsterdam: Elsevier, Butterworth Heinemann.

Honey, M. (Ed.). (2002). *Ecotourism & Certification: Setting Standards in Practice*. Washington, DC: Island Press.

Page, S. J., & Dowling, R. K. (2002). *Ecotourism*. Harlow: Prentice Hall.

Wearing, S., & Neil, J. (2009). *Ecotourism: Impacts, Potentials and Possibilities?* (2nd ed.). Amsterdam; Boston; London: Butterworth-Heinemann.

Weaver, D. B. (Ed.). (2000). *The Encyclopedia of Ecotourism*. Wallingford: CABI.

Zeppel, H. D. (2006). *Indigenous Ecotourism: Sustainable Development and Management*. Wallingford; Cambridge, Mass: CABI.

7. Related Web Resources

The International Ecotourism Society

<http://www.ecotourism.org/>

8. Related Journals

International Journal of Sustainable Development & World Ecology

Journal of Sustainable Tourism

Journal of Ecotourism

Tourism Management

Journal of Travel Research

Tourism Geographies

9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* (<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

10. Others

Newspaper articles, magazines and other on-line videos on relevant current issues will be used wherever and whenever necessary and feasible.

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