

Sample syllabus

Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 312 Ecotourism - (3)
Spring 2006

Day/Time:	Wed 1:30 p.m.-4:10 p.m.	Location:	Robinson, A246
Professor:	Dr. Peter U. C. Dieke	EEmail Address:	pdieke@gmu.edu
Office Locations:	*FC/PE, Rm. 211B +PW/BRH, Rm. 201D	Phone Numbers:	3-3559 (no message) 3-4260 (message)
Office Hours:	*FC/PE: Wed 11a.m.-1:00p.m.; +PW/BRH, Rm. 201D: Th 11:00 a.m.-1:00 p.m. Or by appointment	Fax Number:	703-993-2025

Key:

* = Fairfax Campus/Physical Education Building
+ = Prince William Campus/Bull Run Hall

PREREQUISITE

TOUR 200 or permission of instructor.

COURSE DESCRIPTION

The course analyzes tourism that is nature-based and entails a learning component while striving for environmental and socio-cultural sustainability within the context of financial viability. It also considers markets, role of protected areas, impacts, business aspects, influence of external environments, role of organizations and policies, and research trends and needs.

COURSE OBJECTIVES

On completion of this course students should be able to:

- Define ecotourism and understand how it differs from and overlaps with other forms of nature-based tourism.
- Articulate the emergence and significance of ecotourism within the context of a possible “green” paradigm shift.
- Explain market segmentation and marketing issues that are relevant to ecotourism management.
- Identify the critical role of protected areas in accommodating ecotourism, and the potential role of other venues.
- Discuss the environmental, socio-cultural and economic impacts of ecotourism and the circumstances under which these impacts are most likely to occur.
- Articulate the parameters of operating a successful ecotourism business.

- Define the influence of external environments, including traditional forms of tourism, in hindering or assisting successful ecotourism operations.
- Discuss the roles of professional associations, government and non-governmental organizations, communities, and the trade and professional literature within ecotourism.
- Describe the status of ecotourism within different world regions, including Africa, the Americas, East Asia and Pacific, Europe, Middle East, and South Asia.
- Articulate required research themes and topics within ecotourism.
- Identify the various educational and career options that pertain to ecotourism.

REQUIRED TEXT

Fennell, David A. (2003), *Ecotourism: An Introduction*, second edition. London: Routledge.

EVALUATION

The course will have five (5) assessment components (see below). They will require the use of information derived from: lecture/textbook material; general print and online library resources; and external data sources.

Requirements

First unannounced, open book essay quiz (between weeks 1-6)	50 points
Second unannounced, open book essay quiz (between weeks 7-14)	50 points
Midterm Exam (Open book – March 8) (Blue Book)	150 points
Research Paper/Case Study (due April 5) (See essay template – Week 1)	100 points
Take-home final essay exam (May 10) (Blue Book)	150 points
Total	500 points

Grading Basis (Points Systems)

480 to 500	=	A+
465 to 479	=	A
450 to 464	=	A-
430 to 449	=	B+
415 to 429	=	B
400 to 414	=	B-
370 to 399	=	C+
350 to 369	=	C
300 to 349	=	D
≤ 299	=	F

TENTATIVE COURSE SCHEDULE/OUTLINE

Week	Date	Content	Reading & Assignment
1	Jan 25	The nature of tourism	Chapter 1. Handouts: (1) Case Study Assignment Paper: "In West Virginia, Eco-tourism Is Becoming Second Nature." (2) "Eco-tourism: The conscience of sustainable tourism." (3) Essay template (Marketing 101)
2	Feb 1	Ecotourism & ecotourists	Chapter 2
3	Feb 8	Natural resources, conservation, and protected areas	Chapter 3
4	Feb 15	The social and ecological impacts of tourism	Chapter 4
5	Feb 22	The economics, marketing, and management of ecotourism	Chapter 5
6	March 1	The economics, marketing, and management of ecotourism	Chapter 5
7	March 8	Midterm Exam (Open Book)	Chapters 1-5 Midterm Exam (Open Book)
8	March 15	No Class - Spring Break	No Class - Spring Break
9	March 22	From policy to professionalism	Chapter 6
10	March 29	Ecotourism programming planning: a focus on experience	Chapter 7
11	April 5	Ecotourism development: international, community, and site perspectives	Chapter 8 Research Paper/Case Study due
12	April 12	Ecotourism development: international, community, and site perspectives	Chapter 8
13	April 19	The role of ethics in ecotourism	Chapter 9
14	April 26	Conclusion	Chapter 10 Final Exam Review Questions (Chapters 6-10)
15	May 3	Revision	Chapters 1-10
16	May 10	Final Exam	1:30 p.m.-4:15 p.m.