**PLS 362 Fall 2014**

# Ecotourism: Administration and Management

Meeting Time: Tues/Thurs 12:30 – 1:45pm

Classroom: ML 121

Instructor: Rick Gage

Email: [gager@marshall.edu](mailto:gager@marshall.edu)

Office: 105 Morrow Lib

Office Hours: M: 1:00-3:00 & 4:30-5:30

T: 11:00-12:00 & 2:00-4:00

**Course Description and Objectives**

From Course Catalog: “This course will examine the theoretical foundations, applications and best management practices in ecotourism. Other minor topics include: sustainability, nature-based and adventure tourism; sociocultural, environmental, and economic impacts of ecotourism.”

The primary objective of this course is to introduce students to the concepts, principles, issues, and management mechanisms of ecotourism. We will discuss tourism in general, sustainable development, and how tourism operations can seek to achieve success without damaging the sociocultural, economic, and ecological systems they are a part of. This course will rely heavily on student participation in discussion-based projects and case studies.

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| **Course Student Learning Outcomes** | **How students will practice each outcome in this Course** | **How student achievement of each outcome will be assessed in this Course** |
| Define concepts and characteristics of ecotourism and its relationship with other varieties of tourism | In-class discussions, case studies, group activities, reading reviews | Exams, Case Study, Discussion Assignment |
| Recognize and evaluate the socioeconomic and ecological impacts of ecotourism | In-class discussions, case studies, group activities, reading reviews | Exams, Case Study, Discussion Assignment, Evaluation Paper |
| Become familiar with the developmental process and management systems of ecotourism from an international perspective | In-class discussions, case studies, group activities, reading reviews | Exams, Case Study, Discussion Assignment, Evaluation Paper |
| Describe the potential role of ecotourism as a strategy for management of parks and protected  areas | In-class discussions, case studies, group activities, reading reviews | Exams, Case Study, Discussion Assignment, Evaluation Paper |

**Required Readings**

Honey, M. 2008. *Ecotourism and Sustainable Development* (2nd Edition). Island Press.

Fennell, D. 2008. *Ecotourism* (3rd Edition)*.* Routledge.

Additionally, handouts, text chapters & other readings will be assigned throughout the semester as needed. **Students are expected to read these articles** and be prepared to discuss them during the assigned class period. This information will appear on quizzes.

**Course Requirements**

Case Study Presentation and Discussion: (35% of semester grade). Working in pairs or groups, students will select a case study from the Honey textbook, evaluate the case, and prepare a 30-40 minute presentation to the rest of the class. Following the presentation, students will facilitate a meaningful discussion of the case. Discussion leaders will prepare a list of thought-provoking questions to guide the discussion. Groups/pairs must meet with me no fewer than 2 times during the semester to discuss plans for the case study presentation and discussion. This grade will be determined by the content and clarity of the presentation (15%), the quality and execution of the group discussion (15%), and a peer evaluation (5%). More details will be provided in class.

Case Study Evaluation Paper: (10% of semester grade). Following the case study, each student will submit an evaluation paper outlining key outcomes from the class discussion. This paper should *not* be a write-up of the case study itself. Rather, it should reflect on their group’s performance in leading the class discussion, interesting topics or questions that came out during the discussion, additional information about the case, and comparisons to other cases. Papers will be due on or before Dec. 2. More details will be provided in class.

Exams and Quizzes: (40% of semester grade). There will be two exams throughout the semester. These exams will cover material provided through class lectures, discussions, readings, and guest presentations. Exams are cumulative and are tentatively scheduled for Oct. 9 and Dec. 4. Additionally, if it is deemed necessary, quizzes may be given randomly to ensure students are completing the assigned readings. Quiz scores will be factored into this portion of the final grade.

Class Attendance and Participation: (15% of semester grade). Because the class relies so heavily on participation and discussion, **attendance at each class is mandatory**. However, each student will be allowed one “un-excused class” per semester (except for Exam or Case Study dates). Two or more un-excused absences will result in a *significant* reduction in your class attendance and participation grade. Any absences due to illness must be documented according the Marshall University Policy. In addition to attendance, in-class participation will be evaluated at the end of the semester and can contribute *significantly* to this portion of the grade. This portion of your grade is not a given, and you will be expected to earn your grade beyond just “showing up.” This means speaking in class, asking appropriate questions, and taking adequate notes during lectures.

**Student Evaluation**

Case Study Presentation/Discussion 35%

Case Study Evaluation Paper 10%

Exams and Quizzes 40%

Attendance & Participation 15%

**Grading Scale**

A = 90 or above B = 80 to 89 C = 70 to 79 D = 60 to 69 F = 59 or below

### Grading Policy

All written course assignments (e.g., Evaluation Papers) should be **typed in Times New Roman, 12-point font**, **double-spaced, with 1-inch margins and use APA format**. Grading of assignments will be based both on content as well as the style and adequacy of the presentation itself. All submissions should be neat, succinct, clear, and use the appropriate terms. Spelling/grammar will be evaluated. In-class assignments are to be neatly written, signed by all group members, and submitted at the end of the class period. **Late submissions will not be accepted.**

**Classroom Expectations**

Please be considerate of the other students in the class. It is up to you whether or not you choose to attend class and if you choose to pay attention. It is unfair, however, for you to negatively impact the ability of others students to learn. Please take care that your actions are considerate and do not detract from the learning environment. **Once class has begun, please refrain from sending text messages, reading newspapers, or otherwise distracting from the class discussion**.

It is also expected that the opinions and backgrounds of all class members will be welcomed and respected. All students are encouraged to participate in class discussion, but please address others with respect.

**Accessing Course Information**

Power-point slides, assignments, and other necessary class information will be posted on Blackboard. The website for Blackboard is marshall-bb.blackboard.com. It is imperative that you have access to Blackboard and that you check your MU email regularly.

**Academic Integrity**

Please be aware that academic integrity is taken very seriously at this university and in this class. Any type of cheating or plagiarism will not be tolerated. Plagiarism includes citing anyone else’s words or ideas in your own writing without giving credit. Additionally, self-plagiarism will not be tolerated in this course. This includes turning in assignments that have previously been used for another class or purpose. All assignments must be completed specifically for this course. More information regarding plagiarism is provided in the Marshall University handbook. However, if you have a question about any academic integrity issues, please contact me.

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to [www.marshall.edu/academic-affairs](http://www.marshall.edu/academic-affairs) and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to <http://www.marshall.edu/academic-affairs/?page_id=802>

Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment