



Grande Prairie Regional College

Business Department

COURSE OUTLINE – Fall Semester 2007

HP 2250 3 (3-0-1) Heritage Interpretation and Adventure Ecotourism

60 Hours

Instructor David Kay

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Office

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Office Thursday 10 am – 12 pm

Hours Friday 10 am – 12 pm

Prerequisite(s)/corequisite(s):

None

Required Text/Resource Materials:

No required text

Associated Reference Materials:

- Canadian Tourism Commission. *On the Path to Success - Lessons from Canadian Adventure Travel and Ecotourism Operators*. Ottawa
- Canadian Tourism Commission. *Catalogue of Exemplary Practices in Adventure Travel and Ecotourism*. Ottawa
- Cook, R.A. & J.L. Yale & J.J. Marqua (2006) *Tourism: The Business of Travel* (3rd Ed.) Upper Saddle River, New Jersey: Pearson Prentice Hall
- Diamantis, D. (2004). *Ecotourism: Management and Assessment*. London: Thomson Learning
- Goeldner, C.R. & J.R.B. Ritchie (2006) *Tourism: Principles, Practices, Philosophies*. (10th Ed.) Hoboken, New Jersey: John Wiley & Sons
- Howell, D.W. & D. Wright & N. Reynolds & M. B. Ellison & R. Ellison (2006) *Passport: An Introduction to the Tourism Industry*. (4thCanadian Ed.) Toronto, Ontario: Thomson Nelson
- Nickerson, N.P. & P. Kerr (2007). *Snapshots: An Introduction to Tourism*. (4thCanadian Ed.) Toronto, Ontario: Pearson Prentice Hall

Description:

This course will involve detailed studies of attractions and heritage throughout the Peace River region and greater northern Alberta, and will survey the growing tourism industry in the adventure and ecotourism realm.

Credit/Contact Hours:

3 credits, 60 contact hours

Tuesdays 10:00 – 11:20 am (Room A211)

Thursdays 10:00 – 11:20 am (Room A211)

Fridays 10:00 – 10:50 am (Room J201)

Delivery Mode(s):

The course work includes lectures, guest lectures, readings, case studies, classroom discussions, group work, field study, and student presentations.

Objectives:

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

1. describe adventure tourism and outdoor recreation within the tourism industry of Canada.
2. identify the role of Canada's National Parks, Provincial Parks and Wilderness Areas in the adventure tourism industry.
3. identify successful and potential Adventure Tourism, Ecotourism, Nature-based Interpretation, Heritage, Native and Cultural Tourism businesses in western Canada.
4. discuss the impact of ecotourism on the environment, community and the economy.
5. discuss and describe sustainable ecotourism.
6. discuss significant legal issues in ecotourism and adventure tourism.
7. describe heritage tourism, geotourism, aboriginal tourism and cultural tourism

8. identify key issues affecting adventure tourism and outdoor recreation in Canada

9. describe the process and methods of heritage interpretation.

Transferability:

Not applicable

Grading Criteria:

- Midterm Examination 35
 - Two Classroom Presentations 30
- Each student will make two classroom presentations, 15 points each.
- Final Examination 35

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department

Grading Conversion Chart

| Alpha Grade | 4-point Equivalent | Percentage Guidelines | Designation |
|----------------|--------------------|-----------------------|----------------------|
| A ⁺ | 4 | 90 – 100 | EXCELLENT |
| A | 4 | 85 – 89 | |
| A ⁻ | 3.7 | 80 – 84 | FIRST CLASS STANDING |
| B ⁺ | 3.3 | 76 – 79 | |
| B | 3 | 73 – 75 | GOOD |
| B ⁻ | 2.7 | 70 – 72 | |
| C ⁺ | 2.3 | 67 – 69 | SATISFACTORY |
| C | 2 | 64 – 66 | |
| C ⁻ | 1.7 | 60 – 63 | |
| D ⁺ | 1.3 | 55 – 59 | MINIMAL PASS |
| D | 1 | 50 – 54 | |
| F | 0 | 0 – 49 | FAIL |

Course Schedule/Timeline:

HP 2250, 2007

HP 2250 is being offered at GPRC for the first time. Please be aware the length of time spent on each topic will vary, new topics may be introduced and the order of topics may change.

1. Tourism and the eight components of Canadian Tourism
2. Important Tourism resources and web-sites
3. Growth in adventure tourism and outdoor recreation
4. Canadian Parks
5. Adventure tourism terms, activities, characteristics, markets
6. Who are ecotourists?
7. Barriers to participation
8. Tourism and the Environment (Ecotourism)
 - a. Impacts on the natural resource
 - b. Methods of dealing with the impact
 - c. Environmental education, strategies for managing wilderness areas, code of practice, 'Best Practices', certification
9. Sustainable tourism
10. Risk management
11. Opportunities and Issues in Ecotourism
12. Geotourism, Heritage Tourism and Cultural Tourism
13. Heritage Interpretation
14. Adventure Tourism in western Canada, NWT, and Yukon

Examinations:

The midterm examination will fall sometime in the week of October 23-26. The final examination will occur during the Final Examination time period of December 10-19.

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.