



Grande Prairie Regional College

Business Department

COURSE OUTLINE – Fall Semester 2008

HP 2250 3 (3-0-1) Alternative Tourism

60 Hours

Instructor David Kay

Office

Office

Hours

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Prerequisite(s)/corequisite(s):

None

Required Text/Resource Materials:

Weaver, D. (2008). *Ecotourism*. (2nd Ed.) Milton, Queensland: John Wiley & Sons Australia, Ltd.

Associated Reference Materials:

- 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
- Fennell, D. (2008). *Ecotourism*. (3rd Ed.) New York, NY: Routledge
- Goeldner, C.R. & J.R.B. Ritchie (2006) *Tourism: Principles, Practices, Philosophies*. (10th Ed.) Hoboken, New Jersey: John Wiley & Sons
- Higham, J. (Ed.). (2007). *Critical Issues in Ecotourism: Understanding a complex tourism phenomenon*. Burlington, MA: Elsevier Ltd.
- Howell, D.W. & D. Wright & N. Reynolds & M. B. Ellison & R. Ellison (2006) *Passport: An Introduction to the Tourism Industry*. (4th Canadian Ed.) Toronto, Ontario: Thomson Nelson

- Nickerson, N.P. & P. Kerr (2007). *Snapshots: An Introduction to Tourism*. (4th Canadian Ed.) Toronto, Ontario: Pearson Prentice Hall
- Stephen, J.P & R.K. Dowling (2002). *Ecotourism*. Harlow, Essex: Pearson Education Ltd.

Course Description:

This course inspects the national and international development of nature tourism, ecotourism, adventure tourism, interpretive tourism and indigenous tourism; collectively referred to as 'Alternative Tourism'. The concepts of sustainability, preservation, minimal impact, ecotourism business, ecolodges and risk management are studied. Students will do an independent analysis of a Canadian ecotourism business.

Credit/Contact Hours:

3 credits, 60 contact hours

Delivery Mode(s):

The course work includes lectures, guest lectures, readings, case studies, classroom discussions, group work, field study, and student presentations. Portions of this course will appear on the GPRC Blackboard website.

Objectives:

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

1. describe alternative tourism within the tourism industry of Canada
2. discuss and describe sustainable tourism and sustainable ecotourism
3. discuss the impact of ecotourism on the community, the economy and the environment
4. identify the role of Parks and protected areas within the tourism context
5. discuss the "Conservation Movement" and its influence on Alternative tourism
6. identify minimum impact behaviors and attitudes in an outdoor setting

7. identify the potential of aboriginal tourism in Canada

8. identify risk management standards in the outdoor tourism spectrum

9. identify key issues affecting alternative tourism

Transferability:

Grading Criteria:

- Four term examinations 80
- One Classroom Presentation 20

Grades will be assigned on the Letter Grading System.

**Business 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

Classes: Tuesdays and Thursdays, 10-11:20, Classroom A211

Seminar: Fridays 10-10:50, Classroom E306

Timeline

Please note that the length of time spent on each section will vary.

1. Criteria and Context, Chapter 1

2. Emerging Markets, Chapter 2

Exam One

3. Ecotourism Environments, Chapter 3

4. Ecological Impact, Chapter 4

Exam Two

5. Economic and Sociocultural Impact, Chapter 5.

6. Ecotourism as a Business, Chapter 6.

Exam Three

7. External Environments, Chapter 7

8. Selected Environments and Activities, Chapter 9

9. Ecotourism World Survey, Chapter 10

Exam Four

10. Student Presentations

Examinations:

There will be four examinations.

Statement on Plagiarism:

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

Attendance:

Regular attendance in HP 2250 is important to students' success. Students with more than six hours of unexcused absences in HP 2250 may be asked to withdraw from HP 2250.