

Liverpool John Moores University

Title: ECOTOURISM
Status: Definitive
Code: **6014GEOG** (117718)
Version Start Date: 01-08-2011

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
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Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 48.00

Total Learning Hours: 240
Private Study: 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Seminar	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1		20.0	
Report	AS3		50.0	
Presentation	AS2		30.0	

Aims

- *Critically investigate the principles of ecotourism in the context of other tourism types;*
- *explore various types of and growth of ecotourism activity and its impact upon local economy, society and environment; and,*
- *critically analyse ecotourism as a model for sustainable development*

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically discuss the philosophy supporting the concept of ecotourism;
- 2 Critically assess the social, cultural and environmental impact of ecotourism activity;
- 3 Articulate and evaluate the impact of eco tourism initiatives with reference to specific case studies

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

ESSAY	1	2	3
REPORT	2	3	
PRESENTATION	3		

Outline Syllabus

The nature of tourism and the concept of sustainability. The environmental impact of tourism & hospitality. Sustainable tourism as a philosophy. Is ecotourism sustainable tourism ? The development of sustainable tourism and hospitality. Sustainable tourism: policy, planning and regulation. Sustainable tourism and local communities. Conservation and ecotourism. Economics, marketing and management. Can tourism ever be sustainable

Learning Activities

Lectures
Seminars
Student led conference presentatio

References

Course Material	Book
Author	Cooper, C. Fletcher, D. Shepherd, R. Wanhill, S.
Publishing Year	1998
Title	Tourism principles and Practice.
Subtitle	
Edition	
Publisher	Essex, Longman.
ISBN	

Course Material	Book
Author	Mathieson, A. Wall, G.
Publishing Year	1982
Title	Tourism: Economic, Physical, and Social Impacts.
Subtitle	
Edition	
Publisher	London, Longman.
ISBN	

Course Material	Book
Author	Middleton, T.V.C. Hawkins, R.
Publishing Year	1998
Title	Sustainable Tourism: A Marketing Perspective.
Subtitle	
Edition	
Publisher	Oxford, Butterworth Heinemann.
ISBN	

Course Material	Book
Author	Pearce, D.
Publishing Year	1995
Title	Tourism Development.
Subtitle	
Edition	
Publisher	Essex, Longman.
ISBN	

Course Material	Book
Author	Pearce, D.
Publishing Year	1995
Title	Tourism Today, a geographical analysis.
Subtitle	
Edition	
Publisher	Essex, Longman.
ISBN	

Course Material	Book
Author	Shaw, G. Williams, A.
Publishing Year	1998
Title	Critical Issues in Tourism
Subtitle	
Edition	
Publisher	Oxford, Blackwell.
ISBN	

Notes

Ecotourism has been hailed as a panacea: a way to fund conservation and scientific research, protect fragile and pristine ecosystems, benefit rural communities, promote development in poor countries, enhance sociological and cultural sensitivity, instil environmental awareness and a social conscience in the travel industry, satisfy and educate the discriminating tourist, and, some claim, build world peace. Ecotourism is a concept that has value, and realising that value is best achieved by constructive thinking and debate, but most of all by learning from practical application of the ideas contained within the concept.