



# COURSE APPROVAL FORM COVER SHEET

<u>Trades and Professional Services</u> <b>SCHOOL</b>	
<u>Tourism &amp; Hospitality</u> <b>DEPARTMENT</b>	
<u>HS265 Ecotourism</u> <b>COURSE ALPHA, NUMBER, TITLE</b>	
<u>H. Lani Gamble, CHE, CTA</u> <b>AUTHOR</b>	
<u>12/19/07</u> <b>DATE SUBMITTED</b>	

**RECEIVED  
PRESIDENT'S OFFICE**

DATE: 1-11-08

TIME: \_\_\_\_\_

INITIAL: [Signature]

Check the action to be taken and have the indicated people sign.

- ☒ Course Adoption - all signatories
- ☐ Course Substantive Revision - all signatories except President

APPROVED BY	PRINT	SIGNATURE	DATE
AUTHOR	H. Lani Gamble		12/19/2007
DEPARTMENT CHAIR	Barry Mead, CFBE, CHE		12/19/2007
REGISTRAR	Patrick L. Clymer		12/21/07
DEAN	Reilly Ridgell		1/3/08
ACADEMIC AFFAIRS CHAIR	Marsha Postrozny		1/11/08
VP, ACADEMIC AFFAIRS	Dr. R. Ray D. Somera, AVP		1/11/08
PRESIDENT	Mary A. Y. Okada		1/11/08

HS265-DAopt-2008-01-11

## COURSE APPROVAL FORM FOR ADOPTION AND SUBSTANTIVE REVISION

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### I. TYPE OF ACTION

Check the type of action that applies. If previous Course Guide exists, please attach.

- A. ☒ Adoption
- B. ☐ Substantive Revision (attach Adoption Course Guide)

The numbers listed next to the changes below may or may not require a response and they have been identified as those questions most likely needing to be addressed. The entire Course Guide should be reviewed for applicability.

- ☐ Change in number of credit hours: II, IVD, VII, VIII, IX, X, XI, XII
- ☐ Change in prerequisite(s) other than prerequisite(s) offered within your department: II, IVD, VII, VIII, IX, X, XI, XII
- ☐ Substantive change in course content: II, IVD, VII, VIII, IX, X, XI, XII
- ☐ Identify specific changes not listed above:

### II. INTRODUCTION

The course is connected to the following program(s):

**Associate of Science in Hospitality Industry Management (HIM) - last submission for approval 04/15/05**

### III. STUDENT LEARNING OUTCOMES – COURSE LEVEL

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

- **demonstrate Eco-Tourism as an environmentally focused, responsible and sustainable type of tourism.**
- **match the type of Eco-tourism: nature based, cultural, adventure and/or alternative to theEco-Traveler.**
- **explain career opportunities in the ecotourism field and how best to use this training to become a travel professional of the new century.**

### IV. RATIONALE FOR PROPOSAL

If this course is connected to a program, answer A, D and E. If this course is not connected to a program, answer A-D.

- A. Reason this proposal should be adopted in light of the College's mission statement and educational goals

**Guam Community College is mandated to provide technical and vocational education to meet the needs of Guam's workforce and is committed to providing a comprehensive offering of vocational-technical programs. This course develops the knowledge and expertise of those interested in working in the tourism and hospitality industry.**

- B. An assessment of Industry or Community need

**The long-term employment outlook for the tourism and hospitality industry is stable and beginning to rebound from the effects of the terrorist attack on September 11, 2001 and the Iraqi war in 2003. Rapid changes in the travel and tour industry have included the emergence of Ecotourism as a viable and evolving tourism industry.**

Ecotourism describes tourism that is environmentally focused, responsible and sustainable. The traveler can become one with nature and experience the flora, fauna and culture. The economic assistance to these environmentally friendly locations afford the local populations to improve their lives.

The eco-traveler and the eco-environment have a symbiotic relationship. The interaction between the two should be beneficial and harmless. Nature and man's presence within it can be one of the most treasured experiences that one can have. It is often shared with others either through story telling or a return visit to recapture the moment again. Research shows that travelers who have experienced ecotourism return with family members and friends to continue the preservation of the world's vanishing resources.

The opportunities for the home-based individuals specializing in travel and tourism related occupations that include ecotourism as a niche market have been growing. The trend is showing the ecotraveler is looking for at least one of the following types of ecotourism: nature based, cultural, adventure and/or alternative. These types of travelers have their own criteria, wants and needs that are fulfilled by these experiences. The internet web sites and other technology advances have allowed a more global reach for ecotourism. What better location than Guam, the gateway to magnificent Micronesia where your ecotourism adventure begins.

C. Conformity of this course to legal and other external requirements. Include articulation agreements, State Voc/Tech requirements, accrediting agency standards, State Board regulations, professional certification or licensing requirements if applicable

D. Results of course and course guide evaluation.

Faculty in the Department met and decided that this course material will enable students to gain knowledge through careful examination of Ecotourism and all that it represents. The common characteristics reveal three core criteria which recur and these are: ecotourism is a nature-based element, and educational or learning component, and it requires sustainability. Education and sustainability are value-based, while the nature based element is more descriptive. It is still a type of tourism.

The student should gain an overall knowledge of ecotourism and understand the significant value of this type of tourism and how important it is in our world today with its vanishing resources and our legacy to protect the earth and all its natural treasures. The student with specialized training prior to entering the job market will be more marketable. The student will learn about career opportunities, and how best to use this training to become a travel professional of the new century.

This course will prepare students for a career in the travel and tour industry. Student will receive training with current industry standards and guidelines.

E. Program requirements (associate degree, certificate, diploma) served by this course  
**Ecotourism is a required course for the Associate of Science in Hospitality**

**Industry Management (HIM) Travel Management concentration.**

## **V. RESOURCE REQUIREMENTS AND COSTS**

A. Resources (materials, media, and equipment) and costs

**Implementing this course will not incur any additional costs beyond the existing budget.**

B. Personnel requirements (administrative, instructional and support staff) and costs  
Existing personnel resources at the College are sufficient.

- C. Facility requirements and costs

**At this time current facilities at the College are sufficient and no additional facilities are needed.**

- D. Funding source(s)

**This course will continue to be funded by appropriations by the Guam Legislature and tuition revenue.**

- E. Impact, financial or otherwise, this course may have on the School/College

**Through student advisement by faculty, students can earn industry recognized certificates from the Educational Institute (EI) or The Travel Institute.**

## **VI. IMPLEMENTATION SCHEDULE**

- A. Implementation date      **Spring 2008 \*Offered since 2005/unable to locate originally approved document.**
- B. Course Offering:      **Spring Only**  
                                 **Every Year**

## **VII. COURSE DESCRIPTION**

- A. Course  
Alpha:      **HS**  
Number:      **265**
- B. Course Title(s)  
Long Title:      **Ecotourism**  
Abbreviated Title (20 characters maximum): **Ecotourism**
- C. Contact Hours and Number of Students  
Maximum Number of Students:      **20**  
Lecture Hours:      **45**  
Lab Hours (state category 1 or 2):  
Clinical:  
Other:  
Total Hours:      **45**
- D. Number/Type of Credits  
Carnegie Units:      per semester  
Semester Hours: **3** per semester
- E. Catalog Description or Revision to Include Student Learning Outcomes (Section III.B.)  
Catalog Description:  
**This course will describe Eco-tourism, as a form of tourism that fosters learning experiences and appreciation of the natural environment within a region or a culture. It will offer the student an insight to Eco-Tourism and how it supports a socio-cultural industry that is sustainable, enhances a destination and promotes businesses of an ecotourism nature. Course offering: Spring only.**

**Upon completion of this course, students will be able to:**

- **demonstrate Eco-Tourism as an environmentally focused, responsible and sustainable type of tourism.**
- **match the type of Eco-tourism: nature based, cultural, adventure and/or alternative to theEco-Traveler.**
- **explain career opportunities in the ecotourism field and how best to use this training to become a travel professional of the new century.**

Catalog Revision:

If the description above is a revision, attach a copy of the current catalog page(s) to be revised.

Catalog Year:                      Page Numbers:    0  
F. Prerequisite(s)        none  
G. Co-requisites(s)    none  
H. Articulation

Secondary Programs/Courses

University of Guam

Others

I. Target Population

**Recent high school graduates from the GCC secondary LMP programs; tour operator apprentices, hospitality industry employees; tour & travel and ecotourism enthusiasts.**

J. Cost to Students (specify any lab fees)

**Tuition, textbooks, and supplies.**

## **VIII. COURSE DESIGN**

This course design has a hands-on approach that includes: lecture, discussion, text/workbook, industry practice materials, drills, visual aides, scheduled field trips that are related to existing environmental/marine biology classes besides possible on-site facility tours which are related to the topic.

## **IX. COURSE OUTLINE**

**1.0 Criteria and Context**

**2.0 Emerging Markets**

**3.0 Ecotourism Environments**

**4.0 Environmental, Economic & Socio-cultural Impacts**

**5.0 Ecotourism as a Business**

**6.0 External Environments**

**7.0 Organizations and Policies**

**8.0 Selected Environments and Activities**

**9.0 Ecotourism World Survey**

**10.0 Education and Research**

## **X. STUDENT LEARNING OUTCOMES – DETAILED**

**1.0 Criteria and Context**

**1.1 explain the circumstances that preceded the emergence of ecotourism as part of the tourism terminology**

**1.2 Appreciate the diversity of ecotourism**

**1.3 Describe and discuss the four core ecotourism criteria**

**1.4 Explain the difficulties involved with the concept of sustainability**

**1.5 Describe the relationship between ecotourism and other terms associated with tourism, such as nature-based, adventure, alternative and sustainable tourism disciplines**

**1.6 Explain the rationale behind sustainability the foundation for ecotourism**

**2.0 Emerging Markets**

**2.1 Compare and define the concept of a paradigm and a paradigm shift.**

**2.2 Describe the characteristics of the dominant western environmental paradigm and the green paradigm**

**2.3 Assess the evidence for the paradigm shift with the emergence of "new consumers" and new travelers**

**2.4 Explain the concept of a hard/soft ecotourism market and assess its implications for product development**

**2.5 Discuss the characteristics of ecotourists in terms of motivation, behavior; geographic origins, gender, age, education and income.**

**2.6 Describe the size and growth rate of the ecotourist market**

### **3.0 Ecotourism Environments**

**3.1 Appreciate why protected areas are becoming increasingly important as venues for ecotourism related activities.**

**3.2 describe the International Union for the Conservation of Nature and Natural Resources (IUCN) classification system for protected areas**

**3.3 Discuss the relative compatibility of the IUCN protect area categories with hard and soft ecotourism.**

**3.4 Discuss the potential of various modified environments to accommodate ecotourism.**

### **4.0 Environmental, Economic and Socio-cultural Impacts**

**4.1 Discuss the problems of misrepresentation and legitimacy that are still associated with ecotourism**

**4.2 Identify the potential direct and indirect environmental, economic and socio-cultural benefits that come from ecotourism**

**4.3 Assess the circumstances under which environmental, economic and socio-cultural benefits and the costs are like to occur.**

### **5.0 Ticketing, Part One**

**5.1 Describe the basic structure and components of the ecotourism industry**

**5.2 Discuss the main stakeholder groups that participate in ecotourism businesses**

**5.3 Describe the limitations faced by small ecotourism businesses**

**5.4 Describe the basic components associated with strategic business planning.**

**5.5 Explain how ecotourism is linked to the tourism distribution system through the travel trade**

**5.6 Appreciate the role and principles of product interpretation for reaching customer satisfaction**

### **6.0 External Environments**

**6.1 Assess the increasing integration that is occurring between ecotourism and conventional mass tourism**

**6.2 Evaluate the potential positive and negative relationships that can exist between ecotourism and recreational hunting and fishing**

**6.3 Assess the actual and potential impact of forestry, mining, non-recreational hunting and fishing, the military and urbanization on ecotourism**

**6.4 Explain the extent to which ecotourism development is assisted or constrained by government policies and actions.**

**6.5 Describe the unpredictable and unstable aspects of natural systems that can affect ecotourism**

## **7.0 Organizations and Policies**

**7.1 Describe the characteristics of membership-based ecotourism organizations, including their potential range of functions**

**7.2 Describe the involvement of the other National Governmental Organizations (NGOs) and government agencies in the development of ecotourism**

**7.3 Show how ecotourism plans are affected by broader tourism and development plans and policies**

**7.4 Appreciate the status of Australia as a world leader in ecotourism-related institutional initiatives such as ecotourism NGOs**

**7.5 Explain the role of environmental NGOs in supporting ecotourism**

## **8.0 Selected Environments and Activities**

**8.1 Compare the attractions, impact variables and management with specialized ecotourism environments and activities**

**8.2 Restate the emergence of whale watching as an example of resource redefinition**

**8.3 Discuss the differences and similarities associated with ecotourism and the effects of external environments in Antarctica and the Arctic**

**8.4 Explain the cultural and environmental attitudes of indigenous people can create both opportunities and challenges for the development of ecotourism**

## **9.0 Ecotourism World Survey**

**9.1 Outline the overall patterns and status of ecotourism along with the characteristics and issues within the world's major regions**

**9.2 Describe inter-regional and intra-regional differences in ecotourism sectors in various parts of the world**

**9.3 Identify countries that have a high ecotourism profile inside their region and state the factors that explain the profile**

**9.4 Elaborate why some regions have relatively little ecotourism-related activity**

## **10.0 Education and Research**

**10.1 Identify the outcomes expected by industry and government from graduates who have studied ecotourism**

**10.2 Assess the extent to which universities and TAFE institutions meet these expectations**

**10.3 Describe the levels which ecotourism is offered as a subject in the university curriculum and understand the reason for studying ecotourism at each level**

**10.4 Identify and evaluate the main academic and non-academic sources of ecotourism related information**

**10.5 Indicate which ecotourism topics should be incorporated into a future research agenda and discuss the means for implementation**

#### **XI. MEANS OF ASSESSMENT AND CRITERIA FOR SUCCESS**

**Evaluation will be based on assignments completed according to departmentally designed standards which will mirror industry standards.**

Each student's performance may be based on quizzes, tests, class participation, an organized binder, a project, and a final examination. The instructor will determine which methods will be used and the weight of each item and will communicate this in the course syllabus at the beginning of the semester. Students must receive a letter grade of "C" or better to receive a passing grade and earn credit for this course.

#### **XII. TEXTBOOK REFERENCE, EQUIPMENT AND SUPPLIES**

A. Required Textbook(s)

**"ECOTOURISM" 2001 Edition (or current) by David Weaver. WILEY**

**Publishing.**

B. Reference(s) and Bibliography

**Compass (a quarterly magazine) published by Pacific Asia Travel Association and website <http://pata.org>**

**The American Society of Travel Agents <http://www.asta.org>**

**Any current text or references related to the different travel, tour & transportation hospitality and meeting planning areas are recommended.**

C. Equipment/Facilities

**Current equipment or facilities are sufficient.**

D. Instructional Supplies

**The latest software will be purchased within budget allocations.**

E. Has the Advisory Committee reviewed and concurred with the materials used for this course?

☒ Yes

☐ No

Comments: