

## Course Syllabus

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|----------------------------------|--|
| 1. <b>Program of Study</b>       | B.B.A. (Tourism and Hospitality Management)  |
| <b>Faculty/Institute/College</b> | Mahidol University International College     |
| 2. <b>Course Code</b>            | ICTM 319                                     |
| <b>Course Title</b>              | Eco-tourism Studies                          |
| 3. <b>Number of Credits</b>      | 4 (3-2-7) (Lecture-Lab-Self-study)           |
| 4. <b>Prerequisite (s)</b>       | ICTM 212                                     |
| 5. <b>Type of Course</b>         | Elective Course                              |
| 6. <b>Session</b>                | Trimester 2 and Summer / Every academic year |
| 7. <b>Conditions</b>             | Maximum number of students is 15             |

### 8. Course Description

Ecological principles applied to tourism; principles of human behavior used in eco-tourism issues; the relationship between natural resources and tourism; planning and management of natural, cultural resources and people's way of life for sustainable use in tourism with special focus on rural areas, wildlife sanctuaries and other areas of forests, mountains, beaches and islands.

### 9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Develop knowledge, understand, and appreciation of environmentally responsible travel to relatively undisturbed natural areas that promotes biodiversity conservation, has low negative visitor impact, and provides for socio-economic benefits to the local stakeholder communities.
- 9.2 Develop knowledge and understanding of resources, products, best management practices, and opportunities in the ecotourism sub-sector.
- 9.3 Incorporate the guiding principles of ecotourism into the other sub-sectors of the travel industry.

## 10. Course Outline

| Week | Topics   | Hours   |     |            | Instructor     |
|------|--|---------|-----|------------|----------------|
|      |  | Lecture | Lab | Self-Study |                |
| 1    | Why ecotourism?: Social and ecological impacts of tourism & Definition of ecotourism   | 3       | 2   | 7          | Boonratana, R. |
| 2    | Concept of ecotourism <ul style="list-style-type: none"> <li>• Ecotourism and related sub-sectors of the tourism industry</li> <li>• Ecotourism criteria</li> <li>• Quebec declaration on ecotourism</li> </ul>  | 3       | 2   | 7          |                |
| 3    | Ecotourism Resources: Identifying, listing, and understanding ecotourism resource categories (natural, built, and events)<br>Protected Areas: Definition, categories and roles   | 3       | 2   | 7          |                |
| 4    | Identifying and describing ecotourism products<br>Components of ecotourism <ul style="list-style-type: none"> <li>• Ecotourism and the environment</li> <li>• Ecotourism and conservation</li> <li>• Ecotourism and protected areas</li> </ul>   | 3       | 2   | 7          |                |
| 5    | Components of ecotourism (Cont.) <ul style="list-style-type: none"> <li>• Ecotourism and economic benefits</li> <li>• Ecotourism and social benefits</li> <li>• Ecotourism and local community</li> <li>• Ecotourism and education</li> </ul>  | 3       | 2   | 7          |                |
| 6    | Community-based tourism <ul style="list-style-type: none"> <li>• Community-based tourism management</li> <li>• Monitoring the success and impacts of community-based tourism</li> </ul>  | 3       | 2   | 7          |                |
| 7    | Ecotourism practices <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Facilities (reduce, replace, reuse, recycle)</li> <li>• Services (types, activities, and code of ethics)</li> <li>• The ecotourists (types, and code of ethics)</li> </ul>   | 3       | 2   | 7          |                |
| 8    | Ecotourism Practices (Cont.) <ul style="list-style-type: none"> <li>• Eco-labeling and green-washing</li> </ul> Examples and case studies of ecotourism in practice <ul style="list-style-type: none"> <li>• Best practice guidance</li> <li>• Certification</li> <li>• Identify existing examples and case studies of eco-friendly practices in the tourism industry</li> </ul> | 3       | 2   | 7          |                |

| Week                     | Topics   | Hours     |           |            | Instructor     |
|--------------------------|--|-----------|-----------|------------|----------------|
|                          |  | Lecture   | Lab       | Self-Study |                |
| 9                        | Developing an ecotourism product <ul style="list-style-type: none"> <li>Identifying products, developing partnerships, tapping local knowledge, incorporating research, zoning, developing policies and guidelines, educating &amp; marketing</li> <li>Knowledge, skills, attitude and commitment of ecotourism service providers</li> </ul> | 3         | 2         | 7          | Boonratana, R. |
| 10                       | Ecotourism in the national/global context <ul style="list-style-type: none"> <li>Convention on Biological Diversity</li> <li>Millennium Development Goals</li> </ul> Ecotourism-based/related employment: Scope and areas of employment  | 3         | 2         | 7          |                |
| 11                       | Students' presentations  | 3         | 2         | 7          |                |
| <b>Total</b>             |  | <b>33</b> | <b>22</b> | <b>77</b>  |                |
| <b>Final Examination</b> |  |           |           |            |                |

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

### 11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Discussions
- 11.3 Field trip
- 11.4 Presentations (students and guest speakers)

### 12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

### 13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1. the ability in developing knowledge, understand, and appreciation of environmentally responsible travel to relatively undisturbed natural areas that promotes biodiversity conservation, has low negative visitor impact, and provides for socio-economic benefits to the local stakeholder communities.

- 13.2. the ability in developing knowledge and understanding of resources, products, best management practices, and opportunities in the ecotourism sub-sector.
- 13.3. the ability in incorporating the guiding principles of ecotourism into the other sub-sectors of the travel industry.

Ratio of mark

|   |              |
|---|--------------|
| 1. Report(s)                                | 30 %         |
| 2. Student Presentation                     | 20 %         |
| 3. Ethics and Attitude During Field Trip(s) | 10 %         |
| 4. Final Examination                        | 40 %         |
| <b>Total</b>                                | <b>100 %</b> |

#### 14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

#### 15. Reference (s)

- Buckley, R. (2003). *Case studies in ecotourism*. Cambridge: CABI.
- Buckley, R. ed. (2004). *Environmental impacts of ecotourism*. Oxfordshire: CABI.
- Bulbeck, C. (2005). *Facing the wild : ecotourism, conservation, and animal encounters*. London: Earthscan.
- Ceballos-Lascurain, H. (1996). *Tourism, ecotourism, and protected areas*. Gland: IUCN
- Diamantis, D. (2004). *Ecotourism: Management and Assessment*, London: Thomson.
- Fennell, D.A. (1999). *Ecotourism: an introduction*. London: Routledge.
- Lindberg, K. and D.E. Hawkins. (eds). (1993). *Ecotourism: a guide for planners and managers*. North Benninton: The Ecotourism Society.
- Page, S.J. and R.K. Dowling. (2002). *Ecotourism*. New York: Prentice Hall.
- Wearing, S. and J. Neil. (1999). *Ecotourism: impacts, potentials, and possibilities*. Oxford: Butterworth-Heinemann.
- Weaver, D. (2001). *Ecotourism*. Milton: John Wiley & Sons.

## **16. Instructor (s)**

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