

MODULE TOU3110: ADVENTURE & ECOTOURISM

Level: Advanced

Theme: Attractions

Prerequisite: None

Module Description: Students analyze the economic, social and environmental factors that influence the development plan for an adventure or ecotourism venture. Students also compare management issues for different types of recreation areas.

Module Parameters: No specialized equipment or facilities.

Note: It is recommended that the student have access to instruction from an individual with formal, specialized training and/or experience in one or more tourism sectors.

Curriculum and Assessment Standards

| Module Learner Expectations | Assessment Criteria and Conditions | Suggested Emphasis |
|--|---|--------------------|
| <p><i>The student will:</i></p> <ul style="list-style-type: none"> identify the social and environmental impact of adventure and ecotourism development identify trends and issues in adventure and ecotourism operations describe the factors that influence decisions about recreation/ adventure development develop a marketing plan for an adventure/ ecotourism site identify employment and business opportunities in adventure and ecotourism | <p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a written, oral and/or visual presentation demonstrating knowledge of adventure and ecotourism and the social and environmental impacts of adventure and ecotourism developments. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU3110–1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> | 30 |
| | <ul style="list-style-type: none"> a portfolio consisting of: <ul style="list-style-type: none"> a presentation of trends and issues in adventure and ecotourism an identification and description of factors that influence decisions about recreation/adventure tourism development develop a marketing plan for an adventure/ ecotourism site <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU3110–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> | 50 |

MODULE TOU3110: ADVENTURE & ECOTOURISM (continued)

| Module Learner Expectations | Assessment Criteria and Conditions | Suggested Emphasis |
|---|--|--|
| <p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. | <p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a career/business opportunity report in which the student researches and discusses, from a personal perspective, various employment and business opportunities in adventure and ecotourism. <p><i>Assessment Tool</i> <i>Research Process: Career/Business Opportunities, TOU3110-3</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p> | <p>20</p> <p>Integrated throughout</p> |

| Concept | Specific Learner Expectations | Notes |
|--|--|-------|
| <p>Background to Adventure/ Ecotourism</p> | <p><i>The student should:</i></p> <ul style="list-style-type: none"> compare the terms <i>recreation, adventure</i> and <i>ecotourism</i> identify the variety of recreation/adventure experiences available define the term <i>recreational resource</i> list and categorize recreational resources available in Canada according to the following types: <ul style="list-style-type: none"> high density recreation areas general outdoor recreation areas natural environment areas unique natural areas historic and cultural sites primitive areas | |

MODULE TOU3110: ADVENTURE & ECOTOURISM (continued)

| Concept | Specific Learner Expectations | Notes |
|--|--|-------|
| Adventure/ Ecotourism Development (continued) | <p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe motivating factors and trends that affect the visitor demand for adventure/ecotourism including: <ul style="list-style-type: none"> – leisure time – income – education – mobility – individual attributes – quality of experience • evaluate the effect of climate and weather on adventure and ecotourism activities in Canada • compare the different user expectations for each recreational area • define and describe factors that contribute to the carrying capacity of an area: <ul style="list-style-type: none"> – physical capacity – environmental capacity – capacity of ancillary facilities – perceptual capacity (quality of visitor experience) • define and describe factors that contribute to the visitor accessibility of an area including: <ul style="list-style-type: none"> – distance/transportation – operating times of season – cost of visitor experience – restrictions on availability • explain how management of different environmental factors varies with the type of recreational area: <ul style="list-style-type: none"> – ease of access – non-recreational uses (logging) – on-site development (landscaping) – contact with other users – visitor impact – control of recreation use | |

MODULE TOU3110: ADVENTURE & ECOTOURISM (continued)

| Concept | Specific Learner Expectations | Notes |
|--|---|-------|
| Adventure/ Ecotourism Development (continued) | <p><i>The student should:</i></p> <ul style="list-style-type: none"> • list and describe the components of an adventure development plan including: <ul style="list-style-type: none"> – market analysis – site assessment – financial studies – environmental impact studies – social impact studies • develop a marketing plan or a venture plan for an adventure or ecotourism business. | |
| Trends, Issues and the Impact of Adventure/ Ecotourism Development | <ul style="list-style-type: none"> • describe positive and negative social/cultural impacts of adventure/ecotourism activity • describe positive and negative environmental effects of adventure/ecotourism activity including: <ul style="list-style-type: none"> – air – water – landforms – soils – life • describe the effect of technological change on recreation including: <ul style="list-style-type: none"> – snow-making equipment – insulating fabrics – freeze-dried food – all-terrain vehicles • identify how the family life cycle and family situations affect recreation activities. | |

MODULE TOU3110: ADVENTURE & ECOTOURISM (continued)

| Concept | Specific Learner Expectations | Notes |
|---------------------------------------|---|-------|
| Employment and Business Opportunities | <p><i>The student should:</i></p> <ul style="list-style-type: none">• explain how adventure/ecotourism development affects employment patterns• identify and describe current issues and trends that affect employment and business opportunities in the adventure/ecotourism industry• research the regulations that affect adventure/ecotourism operations including:<ul style="list-style-type: none">– certification– liability• describe the infrastructure and related industries for adventure/ecotourism (e.g., airlines, hotels, tour packages). | |