

FOR 472: Ecotourism Policy and Planning Spring 2006

Cascades Hall 117, TR 4:30-5:50, 3 credits
Oregon State University – Cascades Campus

INSTRUCTOR

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Office Hours:
Tu, Th 3-4 pm
Feel free to arrange other times by appointment

COURSE DESCRIPTION

This course covers ecotourism policy and planning within the broader context of general tourism policy and planning. Issues and examples both from the US and overseas will be presented. The spatial focus will be at the site level (e.g., attractions, natural areas, communities), but broader planning levels (e.g., national or regional) also will be discussed.

COURSE PREREQUISITES

There are no formal pre-requisites for this course, but FOR 371 Eco and Adventure Tourism is highly recommended.

INSTRUCTIONAL OBJECTIVES

As part of a university curriculum, this course is designed to strengthen student communication and critical thinking skills. The course goal is for students to develop an understanding of how policy and planning can be used to achieve ecotourism goals (more generally, how they can be used to promote sustainability in tourism). By the end of the term, students will be able to:

- describe policy and planning principles as they apply to tourism; and
- describe specific policies and planning approaches, as well as how and why they have been applied in tourism settings.

The course will be taught as a combination of lectures and seminar, with substantial student involvement in content and discussion.

REQUIRED MATERIALS AND/OR READINGS

The course will rely primarily on:

Bosselman, F.P., C.A. Peterson, and C. McCarthy. 1999. *Managing Tourism Growth: Issues and Applications*. Island Press: Washington, DC.

Additional readings also will be assigned.

STUDENTS WITH DISABILITIES

Students should speak with the instructor if they have any documented disabilities requiring accommodations, or if they have any emergency medical information the instructor should know of. As noted on the OSU web site, “accommodations are collaborative efforts between students, faculty and Services for Students with Disabilities (SSD). Students with accommodations approved through SSD are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through SSD should contact SSD.” Cascades students seeking accommodations should meet with Susan Hopp, Cascades Campus Director of Student Services (room 218, phone 322-3120) prior to registering with the Services for Students with Disabilities in Corvallis (phone 541-737- 4098).

ACADEMIC DISHONESTY AND CONDUCT

This course conforms to the Oregon State University Administrative Rules Relating to Student Conduct. Put simply, you are expected to do your own work. Please read the following web page: <http://oregonstate.edu/admin/stucon/achon.htm>. For those seeking additional guidance, the following comes from OSU documents:

Academic integrity – students are expected to be honest and ethical in their academic work.

Academic dishonesty is defined as an intentional act of deception in one of the following areas:

- cheating: use or attempted use of unauthorized materials, information or study aids
- fabrication: falsification or invention of any information
- assisting: helping another commit an act of academic dishonesty
- tampering: altering or interfering with evaluation instruments and documents
- plagiarism: representing the words or ideas of another person as one's own (e.g., copying during an exam or copying from articles or the web without adequate referencing).

“Cutting and pasting” blocks of text from other sources is considered plagiarism. Of course, you may quote from source material, but the quote must be brief (usually less than a paragraph), enclosed within quotation marks, and correctly cited in the text and in the reference section. Please ask in advance if you are uncertain regarding the appropriate use of material from other sources.

COURSE REQUIREMENTS

Course requirements are designed to help you express your understanding of course content and achievement of instructional objectives.

- 1. Exams (20% of grade each).** A mid-term and final exam will be given.
- 2. Topic paper and class leadership (each student will do two papers/classes, with each counting for 25% of grade).** These papers will be “mini term papers” with a target length of 5 pages. For each paper, you will also lead a discussion during half a class period on the topic you have chosen. The paper is due at the beginning of class on the day of your class leadership. At least one week in advance, you will arrange for a reading on your topic to be distributed to, and read by, the class.
- 3. Class participation (10% of grade).** You are expected to participate in class discussion – of the readings, of instructor's lectures, and of student presentations. Students who attend class, effectively complete the tasks, and demonstrate their achievement of the learning objectives through informed

discussion will be allocated the full 10%. **Half of these points will automatically be deducted** if you miss a class involving student presentations.

Your grade will be comprised of the following requirements:

Requirement/Assignment	Portion of grade (%)
Exams	40
Topic papers and class leadership	50
Class participation	10
Total	100

SUBMISSION AND TARDINESS

All written assignments must be submitted in paper (not electronic) format at the beginning of class on the dates selected. Your grade will be reduced by one letter for each 24 hours the assignment is late. Exceptions for legitimate reasons (e.g., severe illness) must be discussed with the instructor.

WRITING AND REFERENCING

For guidance on writing, refer to the paper or web versions of *The Elements of Style* by William Strunk, Jr. (<http://www.bartleby.com/141/>), material on the OSU Writing Intensive Curriculum (WIC) web site (http://wic.oregonstate.edu/wic_stdnt_writ_help.html), and/or other sources. APA format must be used for referencing. The APA publication manual is on reserve in the OSU-Cascades/COCC library. Tips are also available at the OSU WIC site above.

COCC has a writing lab and OSU has writing tutors. Unless you already are a strong writer, we strongly encourage you to take advantage of these resources. Check with the CAP Center and the OSU front desk for more information.

RESOURCES FOR ORAL PRESENTATIONS

Although your oral presentation only counts for a modest part of your grade, we encourage you to use this opportunity to enhance your presentation skills. A couple resources that may help in this regard are: A Guide to Effective Oral Presentations: The 4 Ss (<http://www.stern.nyu.edu/~wstarbuc/mob/presents.html>) and Effective Presentations (<http://www.kumc.edu/SAH/OTEd/jradel/effective.html>).

COURSE CONTENT

Date	Topic	Readings
Apr 4	Course introduction	
Apr 6	Tourism planning and management: concepts and issues	Bosselman Ch. 1
Apr 11	The rationale for public planning and policy: an economics approach	Tribe Ch. 7
Apr 13	Residents and social sustainability	Murphy Ch. 9
Apr 18	Tourism planning processes	Bosselman Ch. 2
Apr 20	Growth management	Bosselman Ch. 3
Apr 25	Quality control 1	Bosselman Ch. 4
Apr 27	Quality control 2	
May 2	Quantity control 1	Bosselman Ch. 5
May 4	Quantity control 2 (LAC, TOMM)	
May 9	Mid-term exam	
May 11	Location enhancement 1. Readings for 1st paper due.	Bosselman Ch. 6
May 16	Location enhancement 2	Bosselman Ch. 7
May 18	Student leadership 1, 2	TBD
May 23	Student leadership 3, 4	TBD
May 25	Sector strategies (national/regional ecotourism strategies)	TBD
May 30	Ecotourism and rural development. Readings for 2nd paper due.	Goodwin
June 1	Tour Operators Initiative	TOI
June 6	Student leadership 5, 6	TBD
June 8	Student leadership 7, 8	TBD

Final Exam: Thursday, June 15, 3:15 p.m.