



The University of Jordan

Accreditation & Quality Assurance Center

Course

Course

1	Course title	Eco-tourism
2	Course number	2603215
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	-
4	Prerequisites/corequisites	-
5	Program title	Bachelor of Tourism Management
6	Program code	31
7	Awarding institution	The university of Jordan
8	Faculty	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	4
11	Year of study and semester (s)	2016/2017 1
12	Final Qualification	
13	Other department (s) involved in teaching the course	-
14	Language of Instruction	English
15	Date of production/revision	2016

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.
 m.allan@ju.edu.jo
 Ex: 25032

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

As stated in the approved study plan.

This unit aims to provide necessary knowledge about the different concepts of ecotourism and its evolution as a stand-alone tourism type in the last decades. It covers the definition, forms and implications of ecotourism. Furthermore, it concentrates on the different aspects of the ecotourism attractions in Jordan.

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19. Course aims and outcomes:**A- Aims:**

This unit seeks to accomplish these main aims:

1. To provide the students an overview about the biotic attributes in the tourism industry
2. To introduce the importance of natural attractions in tourism
3. To promote the significance of positive environmental behaviour
4. To provide the students with the main skills required to join different jobs in eco-tourism sector

- Upon successful completion of this course students will be able to ...
- Enhance the students skills in different tasks in hospitality workforce
- Better understanding the best approaches in managing natural tourism destinations
- Better understand the required skills in ecotourism management
- Improving the communication skills for the students
- Encouraging the discussion and argument skills for the students
- Improving their awareness toward the importance of the positive environmental behaviour

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Mass vs. alternative tourism	1,2		Lecture and discussions		
Types of alternative tourism	3		Lecture and discussions		
Ecotourism as a concept	4		Lecture and discussions		
Ecotourism as a market segment	5		Lecture and discussions		
The roots of ecotourism	6		Lecture and discussions		
Eco-destination	7		Lecture and discussions		
Eco-lodge	8		Lecture and discussions		
Eco-tourists	9		Lecture and discussions		
Ecotourism in Jordan	10		Lecture and discussions		
Ecotourism supply in Jordan	11		Students Presentations and discussions		
Case studies from Jordan	12		Lecture and discussions		
Reports discussion	13		discussions		
Reports	14		Discussions		

discussion					
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21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

lecture - based: it includes Presentation of the related lecture's topics,
Discussion,
Group activity,
and other related activities

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Exams,
presentation,
Ecotourism projects.
and activities

23. Course Policies:

A- Attendance policies:

B- Absences from exams and handing in assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

All of the following policies and requirements will be followed in all potential cases according to the university regulations and procedure

24. Required equipment:

Data show device

Laptop

Posters

25. References:

A- Required book (s), assigned reading and audio-visuals:

Lecture Notes (To be made available)

Wood, M.(2002).Ecotourism: Principles, Practices and Policies for Sustainability. UNEP

B- Recommended books, materials, and media:

Page, S. J., & Dowling, R. K. (2002). Ecotourism. Harlow, England: Prentice Hall, Pearson Education.

Allan, M. (2011). *Toward a better understanding of motivations for a geotourism experience: a self-determination theory perspective*. Retrieved from <http://ro.ecu.edu.au/theses/438>

26. Additional information:

Name of Course Coordinator: Mamoon Allan Signature: ----- Date:

----- Head of curriculum committee/Department: ----- Signature:

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature:

Dean: ----- -Signature: -----

Assurance

Copy to:
Head of Department
Assistant Dean for Quality
Course File