

Module Code	AT-2401			
Module Title	Ecotourism			
Type of Module:	Minor Option / Breadth			
Modular Credits: 4	Student Workload: 8 hours per week Contact hours for timetabling : 2 hours per week			
Prerequisite:	None			
Antirequisite:	None			
Aims/Objectives/Rationale:				
This module will introduce students to the concept of ecotourism and its economic, cultural and environmental impacts at different scales. With reference to specific locations and activities, students will be aware of the methods through which ecotourism can be marketed and managed, together with its potential adverse impacts. Through studying this module, students will be equipped to critically analyse and understand ecotourism as a significant aspect of tourism in the 21 st century.				
Course Content :				
<ul style="list-style-type: none"> • History of ecotourism and its definitions • Ecotourism as a growth sector within the tourism industry • Environmental, socio-cultural and economic impacts of ecotourism • Ecotourism and development issues • Ecotourism and protected areas • Marketing ecotourism • Ecotourism and competing resource users • Case studies of ecotourism 				
Assessment	Examination: (2 hours)	50 %	Course Work: Essay (20%) Case study assignment (30%)	50 %
Textbook(s) References :				
Mowforth, M., & Munt, I. (2009). <i>Tourism and sustainability</i> (3 rd Edition). London, UK: Routledge.				
Newsome, D., Moore, S.A., & Dowling, R.K. (2002). <i>Natural area tourism</i> . Bristol, UK: Channel View Publications.				
Weaver, D. (2008). <i>Ecotourism</i> (2 nd Edition). Hoboken, NJ: JS Wiley.				
Staff :	Dr Julian Clifton			