University of Florida
Department of Tourism, Recreation and Sport Management

Global Ecotourism and Sustainable Development
LEI 6325 – Section XXX
Spring 2019

Instructor
Dr. Angelica Almeyda Zambrano
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Email: aalmeyda@ufl.edu
Office Hours: Mondays 10:00 – 11:30 am and by appointment.

Course Information
Credits: 3
Meeting location: 225 Florida Gym Building
Meeting times: Wednesday: 10:40 – 1:40 pm

Required Books

Required study cases available for purchased at http://hbr.org/store

Required study cases that will be available at canvas

Additional readings as assigned on a weekly basis will be available on the course website (see *Outline of Topics*).

**Course Description**

This course is designed to provide an understanding of the concepts of sustainable development and ecotourism and their relationship. Theory, practice, and issues in sustainable development will be addressed. Theory, practice, history, terminology and issues on ecotourism planning and management will be examined. Additionally, basic survey of ecotourism components: motives and behaviors of tourists, natural resources as attractions and destinations, social and resource responsibility and establishing policies and principles for sustainability will be discussed.

**Course Objectives**

Upon successful completion of this course students will be able to:

1. Understand the goals of sustainable development in terms of inclusive human well-being and how their relationship to tourism.
2. Define ecotourism and recognize how it relates to generic tourism.
3. Analyze the sustainable development of natural resource attractions and the demand for recreation and tourism opportunities.
4. Identify the social and ecological impacts of ecotourism.
5. Understand the codes of conduct, eco-labeling/certification processes in ecotourism

**Class Policies**

1. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: [https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx](https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx).
2. Assignments must be typed and should follow the American Psychological Association format. Please see [https://owl.english.purdue.edu/owl/resource/560/01/](https://owl.english.purdue.edu/owl/resource/560/01/).
3. Late assignments will not be accepted.
4. Attendance will be taken throughout the semester. If a student misses two or more class periods, their respective grade will drop 1 letter. If 3 or more misses are recorded, then the grade will be an automatic “E”.
5. Students are required to stay the entire duration of the class period and be on time.
6. All mobile devices should be turned off and kept away during the class period.
7. If a student has a need for special test taking or note taking accommodations due to a disability, it is their responsibility to let the instructor know as soon as possible.

**Course Requirements**

This seminar-oriented class will be based upon student participation & discussion, case analysis, guest speakers, and other supplementary materials. For each class period, there will be discussion leaders (group of two students) who will be responsible for leading the class discussion on assigned readings. Based on the week’s topic, the discussion leaders will prepare a brief analysis/synopsis and stimulate class discussion. The discussion leaders may elect to lay more emphasis on certain assigned readings; however, need to integrate all the readings. Analysis should draw attention to the importance of the topic, the conceptual/theoretical orientation of the article/s, and ideas or concepts that seem to be controversial and subsequently fosters discussion. It is required for the weekly leaders to meet with the instructor to discuss the readings prior to the day of the class.
Readings will be assigned throughout the semester and it is important to keep up with the assigned readings to enhance your understanding of the course content. Additionally, based on the readings, each student is required to formulate three or more questions to be used for discussion. The questions must be typed and submitted to the instructor at the end of the class period. Each student is expected to share in discussion and express ideas and opinions relevant to the topic during the course. Participation in class is highly encouraged to facilitate ideas and concepts as numerous group and individual case study analysis, presentations and research papers will be used. The class participation grade is based on responses, ideas and informed opinions expressed by the student in class.

Assignments
Assignments (in/out-of-class) will be given during the semester. Exams will not be administered, except for the final which will be a comprehensive research paper and presentation.

1. Country Specific or Site Visit Presentations
Each student will be responsible for either presenting a country specific (option 1) or a site visit (option 2) case study in class.

Country Specific Presentations (Option 1)
In Honey’s (2008) book (chapters 4-9), six country specific cases are outlined (Galapagos, Costa Rica, Tanzania, Zanzibar, Kenya, South Africa), which can be used and supplemented by other sources. However, for each country, an analysis based on a case study should also be included. Additional countries may be assigned based on students’ choice.

Site Visit Presentations (Option 2)
Students will have the option of self-selection and site visit to an ecotourism destination. Identify information about the destination and/or attraction; the role the service provider plays in the tourism industry, and the types and number of tourists it serves. Include other information that may be pertinent to the course. Since true domestic ecotourism sites in the region are somewhat hard to find, criteria will not be strictly applied. Preference is to target private enterprise based attractions, however, government operated sites would be acceptable based on clear rationale. The site need to be approved by the instructor. The proposed site does not have to be based in Florida, however, a site visit is required.

For either option, each designated presenter will give a 20-minute presentation (handouts would be useful for the class to follow. Then, the presenter will lead an interactive dialogue with the class about the major points, pros, cons, weaknesses, and conclusions. Based on the research and respective presentation, students are required to write a paper (about 10 pages, double-spaced). Overall, students will be graded by the quality and thoroughness of the article(s) summary, use of additional sources, presentation, quality of group discussion and the respective paper.

2. Case Analysis
Cases will be analyzed in teams (2-3 members) and will be responsible for the following:

- Analyze two case studies and deliver oral presentations and written analysis which is to be submitted on the day of the presentation.
- Oral presentation is limited to 20 minutes. All team members must participate in the presentation.
- Written analysis is limited to 6 double-spaced typewritten pages, excluding appendices which are limited to 4 pages.
- An update of the case since it was written. New information can be accessed through various mediums, such as the internet and other publication outlets.
• Although each team will be responsible for two written and oral presentations, all students are required to read and come prepared to class on the day of the case presentation and submit a 1-2 page brief summary in bullet form (core business problem, symptoms, contributing factors, evaluation of strategies/tactics/outcomes, alternative strategies, recommendations).
• Students will be graded by the quality and thoroughness of the article(s) summary, use of additional sources, the quality of discussion and the respective paper.
• More details about the case analysis will be communicated in class.

The five cases related to sustainable tourism will be analyzed collectively in class and will be led by the weekly discussion leaders. Each assigned case study needs to be read prior to class to facilitate team decision making analysis. More details will be communicated in class.

3. **Final Research Paper (Due: April 16th)**

Each student is required to submit a research paper based on an in-depth examination of an ecotourism subject. The topic may be based on one of the major topics covered in class. However, each student is required to get prior approval of the topic from the instructor by submitting an outline (1-2 pages) for the proposed paper. There is a **final deadline (March 12th)** with respect to topic approval but an early start is highly recommended. Each student is expected to make a 20-minute presentation of their paper and respond to questions for 5 minutes during the last two class periods. Also, if needed, presentations may be also scheduled during the formal exam period.

As a guideline, graduate students are expected to complete a minimum of 18 pages (excludes title page and references) with 15-20 references from journal articles. Paper must be typed (1 inch margins), double-spaced pages in length and should at least include the following sections:

- **I. Introduction**
  - Importance of study to topic
  - Direction of the research paper
  - Objective (“problem statement”)

- **II. Related Literature Review**
  - Theoretical foundation
  - Synthesis of literature review

- **III. Case Study or Methods and Results**

- **IV. Discussion and Conclusion**
  - Comparison of results/analysis with the literature
  - Answers to “so what questions”
  - Identification of further research areas

- **V. References**
Evaluation

*Class Participation*
- Weekly questions & discussion: 50
- Discussion leader: 10

*Country/Site Analysis (Option 1 or 2)*
- Paper: 50
- Presentation: 10

*Case Analysis #1*
- Paper: 50
- Presentation: 10

*Case Analysis #2*
- Paper: 50
- Presentation: 10

*Final Research*
- Paper: 100
- Presentation: 10

**TOTAL POINTS** 350

Grading Scale
The following grading scale will be used to determine end-of-semester performance.

- A = 93% & above; A- = 90% to 92.99%
- B+ = 87% to 89.99%; B = 83% to 86.99%; B- = 80% to 82.99%
- C+ = 77% to 79.99%; C = 73% to 76.99%; C- = 70% to 72.99%
- D+ = 67% to 69.99%; D = 63% to 66.99%; D- = 60% to 62.99%
- E = Below 60%

Honor Code Policy
All students are expected to uphold the Honor Code:

*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*

The following pledge will be either required or implied on all work:

*On my honor, I have neither given nor received unauthorized aid in doing this assignment*

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

University Policy on Academic Misconduct
Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at [http://www.dso.ufl.edu/students.php](http://www.dso.ufl.edu/students.php)

University Policy on Accommodating Students with Disabilities
Students requesting accommodation for disabilities must first register with the Dean of Students Office ([http://www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.
UF Writing Studio
The UF Writing Studio is a campus resource available for students wanting to become better writers. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. To get more information or schedule and appointment visit: http://writing.ufl.edu/writing-studio/

Counseling and Wellness Center
Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

U Matter, We Care
The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

Teaching Evaluations
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Assignments</th>
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<td>1</td>
<td>1/8</td>
<td>Introduction: Outline, Requirements and Expectations</td>
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<td>1/15</td>
<td>Sustainable Development Concepts and Framework</td>
<td>Readings</td>
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<td>1/22</td>
<td>Tourism and Sustainable Development</td>
<td>Readings</td>
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<td>4</td>
<td>1/29</td>
<td>Ecotourism: Concept &amp; Issues</td>
<td>Readings</td>
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<td>5</td>
<td>2/5</td>
<td>Natural Resources, Conservation and Parks</td>
<td>Readings</td>
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<td>6</td>
<td>2/12</td>
<td>Conservation Finance</td>
<td>Readings</td>
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<td>7</td>
<td>2/19</td>
<td>Ecotourism and Local Communities</td>
<td>Readings</td>
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<td>8</td>
<td>2/26</td>
<td>Ecotourism: Social and Ecological Impacts</td>
<td>Readings</td>
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<td>9</td>
<td>3/5</td>
<td>Spring Break (no class)</td>
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<tr>
<td>10</td>
<td>3/12</td>
<td>Economics and the Business of Ecotourism</td>
<td>Readings, Research Paper outline</td>
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<td>11</td>
<td>3/19</td>
<td>Ecotourism Planning &amp; Management</td>
<td>Readings</td>
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<td>3/26</td>
<td>Ecotourism and Certification</td>
<td>Readings</td>
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<td>4/2</td>
<td>Ecotourism Development: International and U.S. Perspectives</td>
<td>Readings</td>
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<td>14</td>
<td>4/9</td>
<td>Ecotourism in the US and Florida</td>
<td>Readings, Research Paper Presentations</td>
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*The course schedule is tentative and subject to modifications. It is the student’s responsibility to keep track of changes announced in class such as guest speakers, presentation days, etc.
Readings per week

2. Sustainable Development Concepts and Framework

3. Tourism & Sustainable Development

4. Ecotourism: Concept & Issues

5. Natural Resources, Conservation and Parks

6. Conservation Finance


7. **Ecotourism & Local Communities**


8. **Social & Ecological Impacts**


9. **Spring Break**

10. **Economics & The Business of Ecotourism**


11. Ecotourism Planning & Management


12. Ecotourism and Certification


13. Ecotourism Development: International Perspectives


14. Ecotourism in the US and Florida


15. Future of Ecotourism

