

Jill Heckathorn

Recreation 479: Ecotourism: Principles and Practice

Fall 2011

Individual Project

Goals:

- To learn to identify and access resources available to assist with ethical and conscientious practices in ecotourism.
- To take the principles of eco/sustainable tourism and apply them to the development of materials, programs, or resources.
- To create a product that relates to the professional work that you hope to be involved in.
- To gather an array of ideas, resources, and information related to ecotourism from others in the class.

Project Requirements: Whatever your project is, it needs to have the following qualities and components:

1. Is something that has relevance to your professional interests.
2. Deals with some aspect of tourism (tour development, educational materials, community festival/event planning, resource management)
3. A clear objective; a clear description of the scope and outcome of your efforts.
4. A context for the project; an identified organization, company, or location for which the project is being developed. The audience should also be identified.
5. Academic research (2-3 research studies or reports) to support your project.
6. Interviews with 2-3 professionals who have been involved in the development of similar materials or programs.
7. A comprehensive list of all resources used in the completion of the project.
8. A completed and professional quality in terms of language, appearance, and use-ability.

Project Proposal:

Your draft project proposal must include:

- A title
- 2-4 learning objective(s)
- A description of the product you are committing to, including who it is being developed for (even if it is hypothetical) and the community where it will take place.
- A statement of justification: how the project will contribute to the efforts of better tourism
- Standards to be met in order to justify an 'A' grade.

Your final project proposal must also include:

- Changes that reflect those discussed during meeting with instructor
- A task analysis for its completion; steps to its development/completion. Include an initial list of organizations, people, or other resources to be contacted or researched.

Evaluation:

Final Project Proposal	5pts
Project	55 pts
Presentation	10 pts

Project ideas:

- Develop a course/program for a Parks and Recreation Department or a Community College on 'How to be an Eco-traveler'.
- Write a children's book(let) about traveling to other countries.
- Develop a booklet on 'Greening Community Festivals and Events' for event planners.
- Provide information about, and write guidelines and recommendations for, being a sensitive traveler to a particular country or region of the world. (This would include names and contact information for places to stay, places to eat, places to shop, ways to get around, etc.)
- Design pre-departure materials and plan pre-departure meetings for taking a group of middle-school students on a month long trip to Russia (or wherever).
- Design a brochure for distribution at the Bellingham Tourism office on how people can limit their footprint as visitors to Whatcom County.
- Write an article for a travel magazine on 'How to avoid Greenwashing when booking vacations on-line.'
- Design a presentation for Recr 479 on the issues surrounding carbon-offsetting including recommendations for us as travel consumers and as tourism professionals.
- Sponsor a table at the union that provides materials and information to empower student to make sensitive travel choices. (This could potentially be a 2-person project.)