



**The University of Jordan**

**Ecotourism**

**COURSE Syllabus**

1	Course title	Ecotourism
2	Course number	5301216
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	None
5	Program title	Travel and Tourism Management
6	Program code	01
7	Awarding institution	University of Jordan
8	Faculty	Tourism and Hospitality
9	Department	Travel and Tourism Management
10	Level of course	2
11	Year of study and semester (s)	2 <sup>nd</sup> semester/2015/2016
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	2 <sup>nd</sup> semester/2015/2016

**16. Course Coordinator:**

Malek Jamaliah, Ph.D.  
Office No. 311  
Office hours: Mon, Web 10:00 – 12:00  
Email: m.jamaliah@ju.edu.jo

**17. Other instructors:**

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**18. Course Description:**

This course is designed to shed light on ecotourism in terms of definition, history, principles, destinations, attractions, and its ecological, economic, and social benefits and costs. It also aims to discuss the major keys and components needed to create successful ecotourism destinations using real examples and case studies.

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

This course aims identify the major components of ecotourism and conditions needed for successful ecotourism destinations and projects.

**B- Intended Learning Outcomes (ILOs):** Upon successful completion of this course students will be able to:

- Understand evolution of ecotourism, its components, and relations with other types of tourism such as sustainable tourism, green tourism, and nature-based tourism and so on.
- Identify the best practices and conditions for successful ecotourism industry.
- Understand the importance of ecotourism as a sustainable development method, particularly in undeveloped and rural areas.
- Understand the social, environmental, and economic benefit and costs of ecotourism.
- Understand common challenges and issues with ecotourism..

**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the ecotourism and tourists	1 <sup>st</sup>	Malek Jamaliah			
Ecotourism and other types of tourism	2 <sup>nd</sup>				
Ecotourism and protected areas	3 <sup>rd</sup>				
Economic, social, and economic impacts of ecotourism	4 <sup>th</sup>				
Visitor site planning and design, Zoning for visitor use	5 <sup>th</sup>				
Sustainable infrastructure design, Avenue-generating mechanisms	6 <sup>th</sup>				
Visitor impacts monitoring and management, Naturalist guides	7 <sup>th</sup>				
Stakeholder involvement in sustainable tourism	8 <sup>th</sup>				
The business of ecotourism	9 <sup>th</sup>				
Ecotourism in Jordan	10 <sup>th</sup>				
Ecotourism in Central America/ Costa Rica	11 <sup>th</sup>				
Ecotourism in east Africa	12 <sup>th</sup>				

**21. Teaching Methods and Assignments:**

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

- Lectures.
- In-class discussion.
- Inviting some guest speakers.
- Field trips

**22. Evaluation Methods and Course Requirements:**

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

- Take-home assignments.
- In-class quizzes.
- Mid-term and final exams.

**23. Course Policies:**

A- Attendance policies:

- Please arrive ON TIME and do not enter the classroom if the door is closed.
- Please take care of your needs for restrooms, water, etc. before class starts so we will not have the disruption of students moving in and out of the room during class.
- Please turn off all cell phones during class.
- When a classmate or instructor speaking, please do not talk.
- If the instructor is more than 10 minutes late to class, you can leave.
- Disruption of class will not be tolerated. Students disrupting the classroom learning environment will be asked to leave class.

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

- Attendance at exams is required for all students.
- Unexcused absence will be reported as a failure (F).
- Make-up exams only will be offered with acceptable excuse.

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, and another person's assistance. Normally, all work done for courses -- papers, examinations, homework exercises, laboratory reports, oral presentations -- is expected to be the individual effort of the student presenting the work. Any assistance must be reported to the instructor. If the work has entailed consulting other resources -- journals, books or other media -- these resources must be cited in a manner appropriate for this course. It is the instructor's responsibility to indicate the appropriate manner of citation. Everything used from other sources -- suggestions for organization of ideas, ideas themselves, or actual language -- must be cited. Failure to cite borrowed material constitutes plagiarism.

**E- Grading policy:**

- Mid-term exam 30%
- Assignments and Quizzes 20%
- Final Exam 50%

**F- Available university services that support achievement in the course:****24. Required equipment:**

None

**25. References:**

1. Weaver, D. B. (Ed.). (2001). The encyclopedia of ecotourism. CABI.
2. Weaver, D. (2008). Ecotourism (2<sup>nd</sup> ed). John Wiley and Sons Ltd, United Kingdom.
3. The Nature Conservancy. (2004). The business of Ecotourism Development and Management (Volume 2). Arlington, Virginia, USA.
4. Groom, M. J., Meffe, G. K., & Carroll, C. R. (2006). Principles of conservation biology. Sunderland: Sinauer Associates.

**26. Additional information:**

Name of Course Coordinator: Malek Jamaliah Signature: ----- Date: 04/02/2016 Head of  
curriculum committee/Department: ----- Signature: -----  
Head of Department: Malek Jamaliah Signature: -----  
Head of curriculum committee/Faculty: ----- Signature: -----  
Dean: Signature: -----

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Assistant Dean for Quality Assurance  
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