FACULTY OF GLOBAL & COMMUNITY STUDIES **COURSE OUTLINE**			
Term:	Fall 2015	Instructor:	
Course No (Section):	TOUR 455	Office:	
Course Name:	Adventure Tourism Community-based Economic Development	Telephone:	
Credits:	3	E-mail*:	
Classroom/Lab:			
Scheduled:		Office Hours:	

COURSE FORMAT: 3 hours lecture per week for 15 weeks, plus fourth hour activities

PREREQUISITES: 75 credits of 100-level or higher course work

FOURTH HOUR: Fourth hour for this course includes additional, required class/small group/individual instruction related to course materials, the major paper, and presentation assignments, as well as Moodle online readings and class discussions. All discussions are expected to be thoughtful, professional, and engaging.

COURSE OUTCOMES: Adventure tourism can be a vehicle for community development. Globally, we see cases where adventure tourism has contributed to solving a wide range of issues including: environmental conservation, employment, governance, poverty, public health, and heritage preservation. In this course, students will explore the role of adventure tourism operators and communities in the planning and development of adventure tourism products as part of overall destination development. Students look at the role of stakeholders in adventure tourism community development including residents, public and private sector, non-governmental organizations, academic institutions, indigenous communities and women. This course will investigate the nature of adventure tourism in the context of a range of tourism development models.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Analyze the primary benefits and challenges inherent in adventure tourism in a community, as well as how adventure tourism can contribute to community development.
2. Conduct a needs assessment to understand the internal environment of a community including stakeholder needs.
3. Use community development models and techniques to leverage adventure tourism as a tool for sustainable economic development.
4. Critically analyze local and global case studies relating to adventure tourism as a tool for community development.
5. Address issues of human rights in community tourism development including the rights of indigenous peoples and other marginalized groups.

REQUIRED TEXT and OTHER RESOURCES:
Reading package to be developed by instructor.

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC(S)	REQUIRED READINGS/ ACTIVITIES (TBA)
1	Adventure Tourism – History - spectrum of products / trends / size of the industry / New opportunities Community Development – basics –what is it? Who is involved? Trends. Goals.	
2	Assignment #1 Presentations (2 days)	
3	Benefits and Challenges of Adventure Tourism Community Based Tourism Development – History of? Trends? Who are the major players. Benefits / Impacts / Challenges Community Based Tourism Cases / Examples (World Café)	
4	Adventure Tourism and Community Stakeholders Roles of different Stakeholders Supply Chain Analysis and Practice.	
5	Community-based tourism planning – Planning processes What does a tourism plan look like ABCD in Adventure Tourism – In class activity	
6	The Role of Adventure Tourism in Conservation – Nature / Wildlife / Climate Change Case Studies in Adventure Tourism Conservation	
7	Models in Community Based Adventure Tourism: REDD+; UNWTO ST-EP; HITT; Communal Conservancy, BOT; CBNRM.	
8	Adventure Tourism and Indigenous Communities Adventure Tourism and Human Rights of Indigenous People	
9	Analysis of the CapU Vietnam Projects as they relate to Adventure Tourism – 3 different communities / 3 different ethnic minorities / success and challenges / contributions to the communities / contribution to Sapa / Contribution to Vietnam Next Steps? In class workshop	
10	Adventure Tourism In Canada – Products / Mandates / Policies / Programs / First Nations – Goal: What is the role of the new tourism professional?	
11	Guest Speakers / Field Trip	

12	Presentations for Assignment #3 (2 days)	
13	Review for Final Exam	
14 – 15	FINAL EXAM PERIOD	

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Assignment #1: presentation on a community based adventure tourism product or destination	15	Individual
Assignment #2: In-class activity: supply chain analysis	10	Individual
Assignment #3: Proposal (25%) and Presentation (10%) – Community-based adventure tourism project	35	Group
Final Exam:	25	Individual
Class Moodle Discussions	15	Individual
TOTAL	**100%**	

GRADING PROFILE:

A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS:

A+	**All aspects of the work submitted are to exceptional standards.**
	Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
A	**All aspects of the work submitted are to excellent standards.**
	Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
B	**All aspects of the work submitted are to good standards.**
	Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).

C	All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.
	Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
D	Work submitted earns a minimal pass.
	Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
F	All aspects of the work submitted are below adequate standards
	Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation, and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

Attendance: Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism: Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is

available in the Library, the Writing Centre and is published on the University website.

Penalties for Cheating
& Plagiarism: A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes: Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage: All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Programmable Tools: The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

Emergency Procedures: Students are required to familiarize themselves with emergency procedures posted in the classroom.

SPECIFIC COURSE POLICIES:

- **Use of Electronics:** For this class, please turn cell phones to silent. A laptop/cell phone/iPad is permitted for note taking and is required for several in class exercises, so please bring it.

- **Punctuality** is expected: classes are short, some doors automatically lock, and it is disruptive to the class to have students showing up late. Lateness affects your participation & professionalism. Late students may not be admitted into class unless & until it is convenient for the instructor to let the student in.

- **Come prepared**: Do your homework assignments and your readings regularly. There may be a few pop quizzes or homework checks. All material in the textbook is examinable, and tests are cumulative.

- **Three before me rule:** In order to ensure that you are sourcing out information and ensuring your own success in this course. Before you ask me any questions regarding assignments, test or materials you are to source three other avenues to find the information.

- **Actively participate**: you should ask thoughtful questions, and contribute to discussions with examples and facts to back up personal opinions (do your homework, apply concepts to your own experiences).

- **Show respect for others**: by not talking or interrupting when someone is talking, listening so we don't have to waste class time repeating, and please use appropriate language during all conversations and correspondence.

- **Show respect for yourselves** by getting the most out of your class, making worthwhile contributions, and turning in quality work that you are proud of.

- **Show appreciation to our guest speakers**: for sharing their insights and experiences with us on their own time and at their own expense. Reviewing their profile in advance, actively participating, and giving them an enthusiastic welcome and send off are a few examples of how we can thank our speakers.

- **Missed classes:** If you are absent for a class, please consult with a classmate about anything you might have missed. Do not ask the instructor for handouts.

- **Keep on top of things**: please check your Capilano email account **_daily_**, as well as your Moodle site.