

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 341 |
| Course Title | Wilderness Tourism Management |
| 3. Number of Credits | 4 (3-2-7) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Compatibility between tourism, forestry and conservation; the management of natural resources, and the involvement of stakeholders and the community.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Develop knowledge, understanding, and appreciation of forest tourism and sustainable forest tourism management.
- 9.2 Promote environmentally responsible travel to relatively undisturbed forest areas.
- 9.3 Develop knowledge and understanding of resources, products, best management practices, and opportunities in the forest tourism sub-sector.
- 9.4 Incorporate the guiding principles of ecotourism into sustainable forest tourism practices.
- 9.5 Develop sufficient interest in and knowledge of forest tourism to give students a foundation upon which they can establish solid professionalism.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	<ul style="list-style-type: none"> Forest tourism: definitions and concept Forest types in Southeast Asia 	3	2	7	Boonratana, R.
2	<ul style="list-style-type: none"> Forest tourism: resources and products Negative impacts of tourism on forest and forest resources 	3	2	7	
3	Protected areas: objectives and categories	3	2	7	
4	Tourism and national parks	3	2	7	
5	<ul style="list-style-type: none"> Forest tourism and conservation Forest tourism and local communities 	3	2	7	
6	Ecotourism: definition, concept, and principles	3	2	7	
7	Creating and managing forest tourism	3	2	7	
8	<ul style="list-style-type: none"> Carrying capacity Limits of acceptable change 	3	2	7	
9	Preparing national parks for tourism: marketing, education and interpretation	3	2	7	
10	Preparing national parks for tourism: training needs and physical facilities	3	2	7	
11	Students' presentations: forest tourism in Thailand	3	2	7	
	Total	33	22	77	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Discussions
- 11.3 Field trip
- 11.4 Presentations (students and guest speakers)

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in developing knowledge, understanding, and appreciation of forest tourism and sustainable forest tourism management.
- 13.2 The ability in promoting environmentally responsible travel to relatively undisturbed forest areas.
- 13.3 The ability in developing knowledge and understanding of resources, products, best management practices, and opportunities in the forest tourism sub-sector.
- 13.4 The ability in incorporating the guiding principles of ecotourism into sustainable forest tourism practices.
- 13.5 The ability in developing sufficient interest in and knowledge of forest tourism to give students a foundation upon which they can establish solid professionalism.

Ratio of mark

1. Report(s)	30 %
2. Student Presentation	20 %
3. Ethics and Attitude During Field Trip(s)	10 %
4. Final Examination	40 %
Total	100 %

14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

- Buckley, R. (2003). *Case studies in ecotourism*. Cambridge: CABI.
- Buckley, R. (Ed.) (2004). *Environmental impacts of ecotourism*. Oxfordshire: CABI.
- Bulbeck, C. (2005). *Facing the wild: ecotourism, conservation, and animal encounters*. London: Earthscan.
- Butler, R.W. & Boyd, S.W. (2000). *Tourism and National Parks: Issues and Implications*. New York: John Wiley & Sons, Ltd.
- Ceballos-Lascurain, H. (1996). *Tourism, ecotourism, and protected areas*. Gland: IUCN.
- Diamantis, D. (2004). *Ecotourism: management and assessment*. London: Thomsom.
- Fennell, D.A. (1999). *Ecotourism: an introduction*. London: Routledge.

Font, X. & Tribe, J. (Eds.) (2000). *Forest tourism and recreation: case studies in environmental management*. Wallingford: CABI.

Lindberg, K. & Hawkins, D.E. (Eds.) (1993). *Ecotourism: a guide for planners and managers*. North Benninton: The Ecotourism Society.

Page, S.J. & Dowling, R.K. (2002). *Ecotourism*. New York: Prentice Hall.

Wearing, S. & Neil, J. (1999). *Ecotourism: impacts, potentials, and possibilities*. Oxford: Butterworth-Heinemann.

Weaver, D. (2001). *Ecotourism*. Milton: John Wiley & Sons.

16. Instructor (s)

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17. Course Coordinator

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