

**Asian Institute of Management
Course Outline**

Course Title:	ECO - TOURISM	Course Type: <input type="checkbox"/> Core <input type="checkbox"/> Elective
School, Program and Batch:	Global Network for Advanced Management	Module/Term:
Faculty:		Elective Term (Oct. 13-17)

Course Description:

This course introduces principles, theories, and case studies in the responsible development and management of tourism destinations. The course assists students in learning to identify opportunities for integrating tourism with other economic sectors to achieve an area's sustainable development.

Ecotourism is a form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of natural resources, cultural and indigenous knowledge and practices, environmental education and ethics, as well as economic benefits, are fostered and pursued for the enrichment of host communities and satisfaction of visitors.

Pre-requisites: Background in economics; introductory finance and marketing is an advantage.

Course Learning Outcomes: (what the students will learn or achieve at the end of the course)

At the end of the course, students will be able to:

1. Discuss principles and theories on responsible tourism development in relation to the tourism sector's potential contribution to the achievement of poverty reduction and sustainable development.
2. Apply the basic concepts and principles of responsible tourism development using simple decision or planning frameworks for various initiatives.
3. Evaluate the social return on investment for ventures involving the environment and heritage aspects of the business.
4. Realize the potential of ecotourism in their own business or country-specific environments.

Learning Methodology
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Interactive lecture discussions, case discussions, fieldwork, guest speakers, group case presentations
The course requires quality participation by each individual student in every class. Each student must give frequent and clear evidence to the professor that he or she is learning the skills required by the course.

<p>Student Responsibilities and Conduct:</p> <p>Students are expected to conduct themselves with the utmost professionalism in all classes. Cellphones should be turned off during class time and reading of non-class related materials (hard copy or electronically) should be done outside of the classroom.</p> <p>Information and policies on student responsibilities and conduct, including dysfunctional behavior (such as attendance, plagiarism, cheating, etc) and grievance procedures are in the Student Handbook.</p>
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Course Schedule or Sequence				
Session	Topic	Learning or Case Materials	Readings	Requirements or Submissions
1	<i>Heritage and Ecology/Environment</i>	<p>* Course Overview and Introduction to Tourism</p> <p>* Possible video presentation from National Geographic</p> <p><i>CASE: Vigan Case Study (currently being developed)</i></p>	Sustainable Tourism Development in Heritage Sites: The Case of Borobudur Temple	
2	<i>Palawan Eco-Tourism</i>	<p>* CASES:</p> <p>1. <i>Puerto Princesa Dolphin Watching Program</i></p> <p>2. <i>Bacungan River Cruise Project</i></p> <p>3. <i>Diamonds in the Rough: Sorsogon's Tourist Attractions</i></p>		
		* Possible Guest Speaker, Ms. Gina Lopez, ABS-CBN Foundations Inc.		
3	<i>Hallmark Events and Environments</i>	* CASE: <i>Managing Hallmark Events: Stakeholders,</i>		

		<i>Impacts and Sustainability as Seen in the Malasimbo Music and Arts Festival.</i>		
		* Possible Guest Speaker, Ms. D'Aboville, Event Organiser		
4	<i>Social Return on Investment (Agriculture and eco-volunteer tourism)</i>	* CASE: <i>Bolivan Coffee</i>	California Management Journal	
		* Possible guest speaker Mr. Steve Benitez, Founder and CEO, Bo's Coffee and Ms. Pacita "Chit" Juan, Founder of Figaro Coffee Co.		
		* Visit to coffee plantations		
5	<i>Site visits/Case</i>	* Classes on site either El Nido or Batangas tour/diving, selected coral reefs sites		
		* Possible Guest Speaker, Mr. Alberto Lim, a former Philippine Secretary of Tourism and Founder of El Nido Foundation		
References:				