

SEC –33: SUSTAINABLE ECOTOURISM AND ENTREPRENEURSHIP

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
	2			2		

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students in concepts and principles of sustainable ecotourism leading to a new generation of entrepreneurs
- To inculcate field-based practical skills in translating ecological systems into wealth generation while conserving natural resources
- To transform local biological wealth into a hub of global attraction and generate a scientific basis of Indian traditional knowledge

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to develop next-generation ecological entrepreneurs
- After studying this course, students will be able to evolve eco-literate society by integrating market-based instruments with eco-cultural knowledge of traditional societies
- After studying this course, students will be able to practice ecological knowledge for wealth generation, environmental conservation, and popularization of Indian traditional knowledge

SYLLABUS OF SEC-33

Practical/Hands-on Exercises

(02 Credits: 60 hours)

- Assess the current state of ecotourism in little-known/explored areas and examine ecotourism potential
- Field surveys to identify the existing locations having ecological, wildlife, scenic, and ethnic potential for ecotourism and analyze existing prevalent eco-practices having the potential to integrate with ecotourism programme
- Identify ten plant species having ecological, economic, and cultural significance as ecotourist

attraction

- Develop stories on the selected wild habitats to attract ecotourists from within and outside the country
- Identify suitable track and prepare a checklist of birds and animals with their stories for a diverse group of ecotourists
- Examine the current state of natural resources and develop suitable messages and appropriate media for educating different target groups
- Survey and identify the target group for ecotourism based on their age, education, economic and other criteria and evaluate their psychological barriers to ecotourism
- Conduct inventory of facility and analyze a preliminary competitive advantage over ecological attractions in the nearby area
- Analyze tourist spending patterns and track preferences for ecotourism attractions in nearby areas and add value to ecological, wildlife, and cultural attractions
- Survey attitude and perception of residents regarding ecotourism plan and analyze costs and benefits of the sustainable ecotourism development programme using a demand-driven marketing approach
- Develop messages, stories, and pictures to attract tourists and promote ecotourism in the target area
- Analyze basic elements of ecotourism, the special needs of ecotourists, develop trips and travel packages offering an array of experiences and predict the market trends
- Develop ecotourist activities for individuals, families, and groups and craft social media campaigns for the proposed ecotourism business
- Develop a plan for strategic alliances and partnerships with other projects/groups /organizations for public- private partnership in the proposed ecotourism programme

Teaching and learning interface for practical skills:

To impart training on technical and analytical skills related to the course objectives, a wide range of learning methods will be used, including

- (a) laboratory practicals;
- (b) field-work exercises;
- (c) customized exercises based on available data;
- (d) survey analyses;
- (e) developing case studies;
- (f) demonstration and critical analyses;
- (h) experiential learning individually and collectively.

Prospective sector(s):

- Forest Departments
- Tourism industry
- World Bank
- UNDP
- WWF
- Environmental NGOs

Suggested Reading:

- Ballantyne, R. and Packer, J., 2013. International Handbook on Ecotourism. Edward Elgar Publishing Limited, UK
- Blumstein, D.T., Geffroy, B., Samia, D.S. and Bessa, E., 2017. Ecotourism's promise and Peril. A Biological Evaluation. Springer Int. Publ. (Chapters 10–11)
- Fennell, D.A., 2014. Ecotourism. An Introduction. Routledge, London, UK.
- Fletcher, R., 2014. Romancing the wild. In Romancing the Wild. Duke University Press.
- Tanguay, G.A., and Rajaonson, J., (2015). Evaluating Sustainable Tourism Using Indicators:
- Problems and Solutions. In: Brophy, S.C., (Ed), Ecotourism: Practices, Benefits and Environmental Impacts. Nova Science Publishers, pp. 119 – 134.
- Wearing, S. and Schweinsberg, S., 2019. Ecotourism: Transitioning to the 22nd century. Routledge

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.