

EC tourism

Learning the Business of Ecotourism

ECOTOURISM CERTIFICATE CURRICULUM



Education and Culture DG

Lifelong Learning Programme

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Authors:

Assoc. Prof. Snezhanka Ovcharova, PhD
Assoc. Prof. Mariya Lecheva, PhD
Assist. Prof. Alexandra Parashkevova
Galina Mileva, PhD
Assist. Prof. Iliyana Kostova
Assoc. Prof. Aneliya Nenova, PhD
Todor Todorov

Institution:

Varna Free University,
9007 Chayka resort, Varna, Bulgaria

and

Agnieszka Janczak
ECEAT Poland

in cooperation with

Heidi Tanskanen
PIKES Ltd
Nurmes, Finland

VARNA FREE
UNIVERSITY
"CHERNORIZETS
HRABAR"



PIKES



Contents

1. Introduction	4
2. Curriculum Overview	5
a) objective	5
b) target group.....	6
c) structure	6
d) testing guidelines	7
e) acknowledgement of prior learning.....	7
3. Individual Modules	8
3.1 Core Module – compulsory studies	8
3.2 Elective studies	9
Module A. Recognition, Development and Preservation of Cultural Heritage in Ecotourism.....	9
Module B. Nature Tourism Attractions	10
Module C. Entrepreneurship in Ecotourism	11
Module D. Enhancing Local Economy and Community.....	12
Module E. Wildland and Adventure Ecotourism	13
Module F. Coastal, Lake and Marine (CLM) Ecotourism	14
Module G. Tourist Guiding and Tour Operating in Ecotourism.....	15
Module H. Eco-lodging.....	16
4. Literature	17

1. Introduction

N8URjob – Learning the Business of Ecotourism -project was implemented to provide educational support for adults living in the remote, rural regions of Europe and promote new livelihoods, including ecotourism-based employment, as an alternative or supplement to agriculture.

Ecotourism has potential of becoming an important source of employment and income in the sparsely inhabited, remote areas of Europe. Currently, lack of information and educational facilities are major obstacles for adopting ecotourism as a new, sustainable livelihood in rural Europe.

In the rural communities, where ecotourism has its greatest potential, the number of adults without any formal qualifications as a result of early school leaving remains significantly above the national averages. To engage and retain them in the lifelong learning process, and thus to improve their knowledge and competencies, an innovative curriculum and learning environment tailored to their needs is required.

With that in mind, N8URjob has developed a comprehensive e-learning training and education platform (see <http://eco-tourism.pikes.fi/>) in the field of ecotourism. Accompanied by a Pedagogical Strategy and Tutor Induction Program for adult educators, this modular online ecotourism curriculum (“Ecotourism Certificate”) encompasses the ethical, environmental, ecological, business development, language and ICT skills necessary to develop a sustainable ecotourism enterprise. The curriculum is available in all partner languages (English version of the curriculum is a leading document, national versions are adapted to each of the partner countries’ specific needs) and fully accessible online and on CD ROM.



2. Curriculum Overview

a) objective

The objective of the training is to prepare middle-aged adults living in remote, sparsely populated areas and working in the declining agricultural sector (see the “Target group” section below) with the necessary knowledge and abilities to develop and successfully manage ecotourism enterprises in different areas of the European Union.

More specifically, the course aims to:

- provide trainees with the necessary **information** in the following key areas:
 - sustainable tourism,
 - organising and planning ecoservices and enterprises,
 - management of ecotourism enterprises,
 - marketing and communication,
 - legal requirements for ecoenterprises;
- provide trainees with the necessary **skills** to:
 - identify own resources,
 - organise a business,
 - solve managerial problems,
 - effectively communicate with tourists (also in a foreign language),
 - collaborate with other businesses,
 - use modern IT tools for communication and marketing their businesses;
- provide trainees with the opportunity to gain **first-hand experience** from successful ecoenterprises (case studies, field trips);
- provide trainees with a self-managed, flexible, comprehensive and trainee-centered learning;

This curriculum aims at enhancing the students’ capabilities and quality of working as an Ecotourism Entrepreneur.

A successful Ecotourism Entrepreneur:

- operates tourism business in a manner that benefits environment, local people/economy, as well as provides a source of living for the entrepreneur,
- is equipped to work at a position that involves management responsibilities (manager, business owner),
- is able to lead the operational planning, monitoring, and quality control of an SME providing tourism services,
- has good communication and marketing skills (customers, other businesses, local community, regional and state officials),
- is a service-minded person and able to endure stress,
- has at least basic knowledge of foreign languages and is able to adapt communication techniques based on customers’ background,
- has basic knowledge of environmental teaching, coaching, and awareness raising techniques and is able to apply that knowledge for minimizing harmful impacts of tourism on the environment,
- is able to work independently as well as collaborate with local people and other stakeholders,
- is aware of the hazards associated with his/her ecotourism operations and prepared to provide a maximum level of customer and staff safety.

b) target group

The target group of N8URjob is specifically older workers living in remote, sparsely populated areas and working in the declining agriculture sector. This group is distant from education both in terms of physical access and personal disposition. Bearing in mind the fact that adult learning is in most cases problem centered, the curriculum developed by N8URjob imparts skills with a strong economic value that are attractive to the target group.

The curriculum and learning materials developed based on it take due cognisance of preferred learning styles, learning habits and learning potential of the target group, in that way providing real and relevant opportunities. To accommodate those preferences, the focus of the Ecotourism curriculum is on practical, inter-active and reflective methods. The students are encouraged to work on their own living environment and business ideas in the exercises and projects during the studies.

For more information on specific learning styles and habits and relevant teaching methods please refer to the Ecotourism Pedagogical Strategy and Tutor Induction Program.

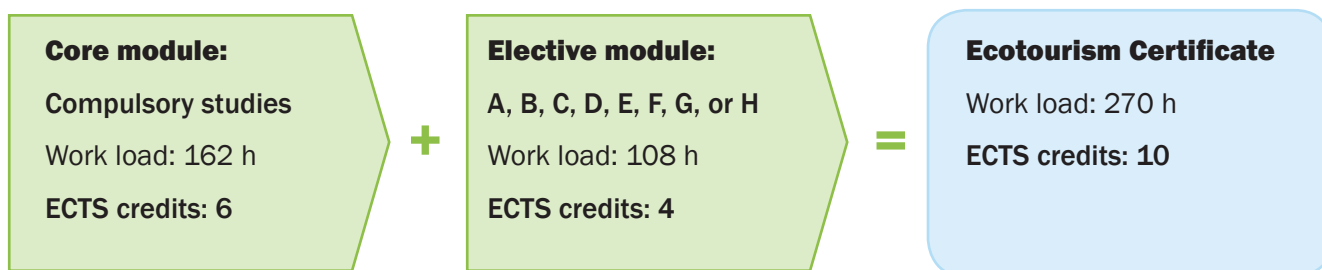
c) structure

The course consists of **a core module** and **eight elective modules**.

The **core module** is the heart of the course. It examines a wide range of key issues in ecotourism management. As supplementary adult education, the work load for the core module is **162 hours** and it is calculated to be **6 ECTS credits**.

Material covered in the **elective modules** builds on the knowledge students will have gained from the core module. Elective modules require trainees to undertake further reading and practical activities to reflect on the subject. They encourage participants to focus on more detailed aspects of ecotourism business and demonstrate application or mastery of outcomes. Work load on each of the elective modules is **108 hours** and **4 ECTS credits**.

Certificate worth 10 ECTS in Ecotourism will be gained by taking the core module and 1 elective module. A student may also choose to study more than one elective in which case s/he will gain more ECTS credits.



The Ecotourism Certificate will state the names, course topics and ECTS credits of the modules the student has completed, the date and place of the completion of the studies as well as the name, signature and contact information of the Course Tutor and Education Provider.

Each module comes in two main parts – theoretical part is followed by a reflective/practical part. It is strongly suggested that the first and second parts should be completed a few days apart. This enables the trainees to digest the information contained in the theoretical part and make better use of the reflective/practical part. Study programmes should change as times change. The course topics and contents described in this document are also subject to national and regional modifications and adjustments.

The purpose of this curriculum is to provide a thematic framework, the local applications

of which will provide the learners locally relevant knowledge and skills about Ecotourism. The curriculum can be utilized to supplement accredited courses and study modules. Its contents and work loads can be revised as needed to receive accreditation by an accredited education provider. The curriculum can also be used as an informational, unaccredited adult education programme.

d) testing guidelines

The most important guidelines¹ to follow are to:

- **administer numerous high-quality tests and assessments throughout the semester**
Tasks should be administered following completion of every course within a module to encourage learning, keep trainees motivated and develop good learning habits. Clear and straightforward language should be used when developing tests and assignments. Irrelevant material and recall or comprehension questions should be avoided. It is strongly advised to employ questions that require application, analysis, synthesis, and evaluation. Students should be allowed to use external resources during a test or assignment such as coursebooks, notes or the Internet.
- **vary assessment strategies**
Various assessment strategies should be used and include: discussions, papers, projects, tests, etc. If necessary, test questions and assignment topics should be modified after each course is completed based on the feedback received from tutors and students.
- **provide detailed assessment criteria**
Students should be provided with assessment criteria at the onset of a task so they know what to focus on.
- **require references**
References are required to ensure authentic written work.

e) acknowledgement of prior learning

Student may apply for the acknowledgement of previous studies, practical training, work experience and other competences as part of obligatory or elective studies in the Ecotourism certificate. The process is based on the **recognition of prior learning** which refers to the ability of the student to analyse and apply his/her previously acquired skills and knowledge in the relation to the learning objectives of Ecotourism studies.

The process begins with the student compiling a personal study plan and evaluating his/her prior learning versus the learning objectives of the obligatory and chosen elective modules of Ecotourism curriculum. A student wishing to replace part of those studies using prior learning should discuss his/her situation with the Course Tutor. If tutor and student together come to a conclusion and student possesses knowledge and skills relevant to the course in question, student should apply for replacement of a course in writing to the Course Tutor. The student shall, by means of self-assessment, explain to the Course Tutor how his/her competences meet the learning objectives of the course concerned and submit the necessary supporting documents. The Course Tutor evaluates the material/evidence presented by the student in relation with the objectives of the course, and makes a decision of the replacement of studies. The Course Tutor may require the student to take an exam to demonstrate the validity of his/her prior learning or reject the application.

Competences must be valid on the date they are being acknowledged as part of Ecotourism Certificate studies. A full module cannot under any circumstances be completed by the acknowledgement of prior learning.

¹ Adapted from: <http://www.broward.edu/elearning/eLearning/faculty/eResources/AcademicIntegrity.pdf>

3. Individual Modules

3.1 Core Module – compulsory studies

	Course title	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Ecotourism Basics	3	6	1	1	3	2	1	27	1
2	Planning and Organisation of Ecotourism Services	4	8	1		4	2	1	41	1,5
3	Management of Ecotourism Business	3	6	1	1	3	2	1	27	1
4	Ecotourism Marketing and Communications	2	4	1		2	2	1	20	0,75
5	Legislation and other Guidelines for Ecotourism	3	6	1	1	3	2	1	27	1
6	Study tour / Field trip	2	4	1		1	2		20	0,75
Total		17	34	5	3	16	12	5	162	6

Core Module	
Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> can describe and define the main principles of sustainable development and ecotourism (Requirement: oral or written test) can describe the main aspects and apply the basic steps in the planning and organisation of ecotourism services and small business (Requirements: a business plan + oral or written test) can describe the management framework and periodic actions of an ecotourism business (Requirements: business management plan, oral or written test) can describe the definition, process, tasks and techniques of marketing and business communication; is able to name and explain the specific features and recommended methods of ecotourism marketing and communications (Requirements: Ecotourism business/service marketing plan, oral or written test) is familiar with the legislation relating to ecotourism business, is able to name sources where relevant information or advice regarding legislation can be found, can explain the objective and main approaches of eco-certification and name a certification system relevant to the region, knows the steps of applying for an eco-certification and where to find more information (Requirements: case study regarding a certification system, written or oral test) is able to recognise and assess local applications of ecotourism activities and businesses (Requirements: written or oral test, project work) demonstrates and applies the acquired knowledge, concepts, and skills in task and project assignments, seminars, and discussions (Requirements: active participation and communication, written or oral test)
Theoretical part	Reading topics: basic principles of sustainable development & ecotourism, practical examples of both. Attention will be paid to including materials that describe local ecological, cultural and social conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: business plan, business management, marketing plan
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

3.2 Elective studies

Module A. Recognition, Development and Preservation of Cultural Heritage in Ecotourism

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Nature, Scope and Forms of Cultural and Heritage Tourism	3	6	1		2	2	1	27	1
2	Preservation and Respect of Cultural and Heritage Resources	3		1	1	2	2	1	27	1
3	Rural Style of Living, Customs and Traditions Relating to Nature	3	6	1		2	2	1	27	1
4	Preparing Materials and Activities that Animate Resources to Travelers	3		1	1	2	2	1	27	1
Total		12	12	4	2	8	8	4	108	4

Module A. Recognition, Development and Preservation of Cultural Heritage in Ecotourism

Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> ● can describe the nature, scope and forms of cultural and heritage tourism with special attention paid to local characteristics (Requirement: oral or written test) ● can explain ways of preserving and respecting cultural and heritage resources and understands their importance (Requirements: oral or written test; leaflet or brochure for tourists e.g. do's and don'ts) ● can describe rural style of living, customs and traditions relating to nature in their local environment (Requirements: oral or written test; leaflet or brochure for tourists with photos and maps) ● can prepare materials and activities that animate resources to travelers (Requirements: oral or written test, leaflets and brochures for tourists; a Miniguide to Local Customs and Traditions may be created) ● demonstrates and applies the acquired knowledge, concepts, and skills in task and project assignments, seminars, and discussions (Requirements: active participation and communication, written or oral test)
Theoretical part	Reading topics: cultural and heritage tourism, preserving and respecting cultural and heritage resources, rural style of living, customs and traditions, practical guidelines to preparing own materials. Attention will be paid to including materials that describe local conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: leaflets, brochures, mini guidebooks.
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

Module B. Nature Tourism Attractions

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Local Nature and Ecotourism Attractions	3	6	1		2	2	1	27	1
2	Introduction to Local Ecology, Ecosystems and Nature Conservation	3	6	1		2	2	1	27	1
3	Nature Activities and Tour Guiding in Ecotourism	3		1	1	2	2	1	27	1
4	Observation, Assessment, and Control of the Environmental Impacts of Nature Tourism	3		1	1	2	2	1	27	1
	Total	12	12	4	2	8	8	4	108	4

Module B. Nature Tourism Attractions	
Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> can describe local nature and ecotourism attractions (Requirements: oral or written test, leaflet or brochure describing local attractions) can describe the main aspects of local ecology, ecosystems and principles of nature conservation (Requirement: oral or written test) can describe nature activities and principles of tour guiding in ecotourism (Requirement: oral or written test) understands and can observe, assess and control environmental impacts of nature tourism (Requirements: oral or written test, project work) demonstrates and applies the acquired knowledge, concepts, and skills in task and project assignments, seminars, and discussions (Requirements: active participation and communication, written or oral test)
Theoretical part	Reading topics: local nature and ecotourism attractions, local ecology, ecosystems and principles of nature conservation, environmental aspects of ecotourism. Attention will be paid to including materials that describe local conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: leaflet or brochure describing local attractions, environmental impacts of ecotourism in local area
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

Module C. Entrepreneurship in Ecotourism

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Legislation, Regulations and Guidelines in Ecotourism, Part II	3	6	1		2	2	1	27	1
2	Financial Tools, Costs and Incomes, Taxation and Funding	3	6	1		2	2	1	27	1
3	Planning of Ecotourism Services & Business, Part II	3		1	1	2	2	1	27	1
4	Start-Up and Management of Ecotourism Business	3		1	1	2	2	1	27	1
Total		12	12	4	2	8	8	4	108	4

Module C. Entrepreneurship in Ecotourism

Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> has expert knowledge of the legislation relating to ecotourism business, is able to name sources where relevant information or advice regarding legislation can be found, can explain the objective and approaches of eco-certification and describe a certification system relevant to the region, knows and can follow the steps of applying for an eco-certification and where to find more information (Requirements: case study regarding a certification system, written or oral test) knows what data needs to be collected to develop a business plan, can write a business plan, can find financial resources and external support, can forecast and plan costs and incomes (i.e. budget: investments, fixed and variable costs, loans etc.), understands basic financial and accounting terms, has thorough knowledge of national taxation laws (Requirements: written or oral test, business plan, budget) knows the strengths and weaknesses of his/her activity, has his/her offer and target group defined, knows how to take advantage of the location and local product offer, is able to address issues like accommodation, gastronomy, health and safety requirements, tourist, employee and site management, prices, understands importance of marketing and is able to effectively use its tools, etc. (Requirement: business plan) demonstrates and applies the acquired knowledge, concepts, and skills in task and project assignments, seminars, and discussions (Requirements: active participation and communication, written or oral test)
Theoretical part	Reading topics: texts of valid acts and laws, principles of budget planning and accounting, principles of planning and management. Attention will be paid to including materials that describe local conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: business plan, business management, marketing plan
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

Module D. Enhancing Local Economy and Community

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Social Sustainability in Ecotourism: Aims, Process, and Challenges	3	6	1		2	2	1	27	1
2	Local Assets: People, Products, Energy	3		1	1	2	2	1	27	1
3	Working with Local Community – Planning, Networking and Mentoring	3	6	1		2	2	1	27	1
4	Measuring and Managing Success & Impacts	3		1	1	2	2	1	27	1
	Total	12	12	4	2	8	8	4	108	4

Module D. Enhancing Local Economy and Community	
Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> can describe and define the aims, processes and challenges of social sustainability in ecotourism (Requirement: oral or written test) can define the role of local assets i.e. people, products, energy etc. (Requirement: oral or written test) understands the importance of collaborating with local community and local authorities, understands impact on the family and their new roles and responsibilities, knows how to manage neighbors (Requirements: oral or written test, collaboration plan) knows how to measure and manage success and impacts (Requirement: oral or written test) demonstrates and applies the acquired knowledge, concepts, and skills in task and project assignments, seminars, and discussions (Requirements: active participation and communication, written or oral test)
Theoretical part	Reading topics: social sustainability in tourism, importance of local people, products and resources, cooperation with local community and authorities, success and impact management.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: collaboration plan
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

Module E. Wildland and Adventure Ecotourism

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Nature, Scope and Forms of Wildland and Adventure Tourism	3	6	1		2	2	1	27	1
2	Organising Adventure Ecotourism Activities (e.g. climbing, rafting, hang-gliding, caving)	3		1	1	2	2	1	27	1
3	Organising Wildland Ecotourism Activities (e.g. watching wild animals, ornithology, botany, trekking)	3	6	1		2	2	1	27	1
4	Developing and Implementing Wildland and Adventure Ecotourism Business	3		1	1	2	2	1	27	1
Total		12	12	4	2	8	8	4	108	4

Module E. Wildland and Adventure Ecotourism

Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> ● can define the main characteristics of wildland and adventure ecotourism (Requirement: oral or written test) ● can identify the demand, plan and organize adventure ecotourism activities for his/her local area (Requirements: oral or written test, commercial offer) ● can identify the demand, plan and organize wildland ecotourism activities for his/her local area (Requirements: oral or written test, commercial offer) ● demonstrates and applies the acquired knowledge, concepts, and skills in task and project assignments, seminars, and discussions (Requirements: active participation and communication, written or oral test)
Theoretical part	Reading topics: basic principles of wildland and adventure ecotourism, wildland and adventure ecotourism activities, raising ecological awareness, impact monitoring, business development. Attention will be paid to including materials that describe local conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: commercial offer, educational materials
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

Module F. Coastal, Lake and Marine (CLM) Ecotourism

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Introduction to CLM Tourism and the Related Sustainability Aspects	3	6	1		2	2	1	27	1
2	Developing and Implementing CLM Ecotourism Activities (e.g. diving, canoeing, swimming)	3		1	1	2	2	1	27	1
3	Educating Staff and Visitors about Low-Impact Forms of CLM Tourism	3	6	1		2	2	1	27	1
4	Monitoring and Assessing The Impacts of Tourism in CLM Environment	3		1	1	2	2	1	27	1
	Total	12	12	4	2	8	8	4	108	4

Module F. Coastal, Lake and Maritime (CLM) Ecotourism

Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> can define the main characteristics of CLM ecotourism (Requirement: oral or written test) can identify the demand, plan and organize CLM ecotourism activities for his/her local area (Requirements: oral or written test, commercial offer) can educate staff and tourists about low-impact forms of CLM ecotourism in his/her local area (Requirement: oral or written test, educational materials) can monitor and assess the impact of tourism in CLM environment (Requirement: oral or written test) demonstrates and applies the acquired knowledge, concepts, and skills in task and project assignments, seminars, and discussions (Requirements: active participation and communication, written or oral test)
Theoretical part	Reading topics: basic principles of CLM ecotourism, CLM ecotourism activities, raising ecological awareness, impact monitoring. Attention will be paid to including materials that describe local conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: commercial offer, educational materials
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

Module G. Tourist Guiding and Tour Operating in Ecotourism

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	Characteristics of Ecotourism Customers	3	6	1		2	2	1	27	1
2	Communicational Needs and Challenges	3		1	1	2	2	1	27	1
3	Guiding and Visitor Experience Enhancement in Ecotourism	3	6	1		2	2	1	27	1
4	Preparing Tours and Educational Materials for Ecotourism Attractions	3		1	1	2	2	1	27	1
Total		12	12	4	2	8	8	4	108	4

Module G. Tourist Guiding and Tour Operating in Ecotourism	
Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> ● can identify, describe and address the needs and characteristics of his/her potential or actual ecotourism customers (Requirement: oral or written test) ● can identify communication needs and challenges (Requirements: oral or written test) ● can describe solutions for tourist guiding and visitor experience solutions (Requirement: oral or written test) ● can plan and prepare guidebooks and other educational materials for tourists (Requirements: oral or written test, ecotourism miniguide and educational brochures)
Theoretical part	Reading topics: needs and characteristics of ecotourism customers, communication, experience enhancement solutions, preparation of guidebooks and educational materials. Attention will be paid to including materials that describe local conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: preparation of miniguides, and brochures
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

Module H. Eco-lodging

	Course	Lectures	Task assignments	Project assignments	Seminars	Group work	Other work	Tests	Work load (h)	ECTS Credits
1	The Basic Principles and Aims of Ecologding, Green Guidelines	3	6	1		2	2	1	27	1
2	Aspects to Consider in the Planning, Constructing, and Operating of an Ecodge	3		1	1	2	2	1	27	1
3	Water, Waste, and Energy Solutions for Ecotourism Facilities	3	6	1		2	2	1	27	1
4	Eco-Solutions for Transportation and Other Lodging Related Services	3		1	1	2	2	1	27	1
	Total	12	12	4	2	8	8	4	108	4

Module H. Eco-lodging

Learning outcomes:	<p>The learner</p> <ul style="list-style-type: none"> can describe and define the main principles and aims of eco-lodging (Requirement: oral or written test) can describe the main aspects of planning, constructing and operating an ecodge and use the knowledge in practice (Requirement: oral or written test) can describe water, waste and energy solutions for ecotourism facilities and their importance (Requirement: oral or written test) can describe eco-solutions for transportation and other lodging related services (Requirement: oral or written test; at the end of the module: Ecodge construction and operation plan covering all the studies within the module)
Theoretical part	Reading topics: basic principles of ecolodging, planning, constructing and operating an ecodge, environmentally friendly solutions for ecotourism enterprises (water, waste, energy, transport, etc.). Attention will be paid to including materials that describe local conditions.
Reflective/practical part	Tasks, group discussions, and seminar related to lecture topics. Individual or group project assignments: ecodge construction and operation plan
Self-assessment	Learning plan vs. learning diary
Resources	Materials on the E-learning platform + materials provided by the local education provider/tutor.
Other reading	Materials on the E-learning platform + materials provided by the local education provider/tutor.

4. Literature

Certificate in Sustainable Tourism Management. TIES in collaboration with the George Washington University.

http://www.ecotourism.org/site/c.orLQKXPCLmF/b.4835383/k.30FE/Certificate_in_Sustainable_Tourism_Management__The_International_Ecotourism_Society.htm

ECOLL. Lifelong Learning in Ecotourism development.

http://www.ecoll.ee/index.php?option=com_content&task=view&id=74&Itemid=104

Guidelines to Promote Academic Integrity in Online Classes,

<http://www.broward.edu/elearning/eLearning/faculty/eResources/AcademicIntegrity.pdf>

Quality Manual for E-learning in Higher Education. European Association of distance teaching universities.

<http://www.eadtu.nl/e-xcellenceQS/files/members/E-xcellenceManualGrey/index.html>

