1. Contact hours:
   Lectures 14  Lecture/Practicals 28 Practical/Laboratory 28 Others 14 Total 84

2. Objectives:
Discussion of ecotourism potentialities, concerning natural resources conservation, economic valuation and local development.
Introduction to the main notions, concepts and techniques required for analysing, implementing and managing ecotourism activities.

3. Programme:

1. Criteria and context of ecotourism
   - Emergence of ecotourism
   - Definitions and criteria
   - Ecotourism and other tourism types
   - Types of ecotourism activities

2. Ecotourism consumers
   - Emergence of a new environmental paradigm?
   - Ecotourists: sociodemographic criteria; motivations and activities; attitude and behaviour; typologies and study cases
   - Ecotourism markets: facts and numbers.

3. Ecotourism environments and nature conservation
   - Public and private protected areas
   - Protected areas classification
   - Intensely modified spaces: agricultural land, urban spaces

4. Ecotourism as a business
   - Structure and agents of ecotourism activities
   - Business planning and managing
   - Quality control: codes of conduct and certification

5. Ecological impact of ecotourism
   - Positive and negative impacts
   - Impact management strategies
   - Conflict and cooperation in natural resources management

6. Economic and sociocultural impact of ecotourism
   - Positive and negative impacts
   - Community-based ecotourism
   - Ecotourism in the rural European context

4. Bibliography:

Main Bibliography
Font, Xavier e Harris, Catherine (2004), Rethinking standards form green to sustainable, Annals of Tourism Research 31(4), 986-1007.
5. Assessment:

Continuous assessment is based on:

a) The preparation of an ecotourism essay (50%);
b) Two written tests (50%).

2. A student that doesn't reach a positive average mark has access to final examination.

6. Estimated Workload: 168 Hours

7. Last Update: 10/1/2011