Voyage: Fall 2018  
Discipline: Natural Resource Recreation and Tourism  
Course Number and Title: NRRT 270 Principles of Natural Resource Tourism  
Division: Lower  
Faculty Name: Edward H. Huijbens  
Semester Credit Hours: 3

Prerequisites: None

COURSE DESCRIPTION
The focus of the course is on nature-based recreation in marine environments. The course will contextualize tourism and commercial recreation in a marine setting and give students extensive knowledge of the marine tourism industry from an international perspective. The course will describe the patterns and processes of marine ecotourism (its context, resources, and the attractions and activities). The course will examine the primary stakeholders and interests in marine ecotourism (coastal communities, marine ecotourists, marine nature, and the marine ecotourism industry). Lastly, the course will outline planning and management for sustainable marine ecotourism and marine environments, including networking initiatives. In addition the course will look into issues of responsibility and sustainability of marine tourism whilst outlining in depth particular branches of marine tourism such as whale watching and cruising. The aim is to involve students in the issues surrounding the management of tourism in marine environments and understanding the marine realm as resources for the tourism industry.

LEARNING OBJECTIVES
- To provide students with an informational foundation in tourism and commercial recreation and to help students develop a more extensive knowledge of the tourism industry from a marine tourism perspective.
- To generate an awareness of the concerns of the travel and tourism industry and develop skills for identifying industry problems and proposing solutions in marine environments.
- To gain an understanding of the relationships between tourists, tourist developments and the agencies and institutions that provide opportunities and programs for tourists in a marine setting.

REQUIRED TEXTBOOKS
AUTHOR: Cater, C. and Cater, E.  
TITLE: Marine Ecotourism. Between the Devil and the Deep Blue Sea  
PUBLISHER: CAB International  
ISBN #: 9781845932596  
DATE/Edition: 2007
TOPICAL OUTLINE OF COURSE

Depart Bremerhaven, Germany — September 9

A1—September 11:
Marine Ecotourism in context
This session sets the scene for the rest of the course insofar as it highlights the complexities of the interconnections and interchanges within and between physical, biological, social, cultural, political and economic processes in the marine environment that will condition prospects for sustainable marine ecotourism.

Read: Cater and Cater, 2007, ch. 1

- What is tourism?, and what kind of tourism is happening in marine environments? (400-600 words, written assignment, 5% of grade)

A2— September 13:
Nature based tourism
What is nature-based tourism, what are its key components and what activities does it entail and in which setting? The special focus is on nature-based tourism in peripheral settings as so many of marine eco-tourism activities are spatially peripheral.

Read: Ch. 1 Nature-based tourism in peripheral areas: Development or Disaster? (eds. Hall and Boyd, 2005)

Barcelona and Valencia, Spain — September 15-18

A3—September 19:
Marine nature.
This session turns to the object of the marine ecotourism gaze: marine nature. It attempts to understand the role of 'nature' in ecotourism beyond the dominance of purely scientific and management approaches, and therefore focuses on more embodied modes of human relationship with nature. The session concludes with questions relating to the agency of ecotourism animals.

Read: Cater and Cater, 2007, ch. 6

A4— September 21:
Marine areas as wilderness
This class will focus on the construction of marine areas as wilderness areas to be visited and appreciated as pristine nature. The emphasis will be on the challenges of creating and maintaining areas to be considered wild at sea.

Read: Sloan, 2002

- What is nature. A small reflection essay (400-600 words, written assignment, 5% of grade)
Study Day — September 23: No Class

A5—September 24:
Marine Ecotourism Resources
This session (i) presents an insight into the diversity of marine environments (including coral reefs, islands, littoral areas and polar regions) in which marine ecotourism activities take place; (ii) examines the status and threats to the continued existence of these resources (not only natural but also cultural resources), and (iii) provides examples of where marine ecotourism can be used as a force for resource sustainability instead of indiscriminate exploitation.

Read: Cater and Cater, 2007, ch. 2

A6—September 26:
Marine Ecotourism attractions and activities
This session describes the variety of marine ecotourism attractions and activities, starting with those that are most interactive and take place within the water (e.g. swimming and snorkelling, and scuba-diving). These are followed by activities requiring less effort on the part of the individual (e.g., whale watching, feeding of marine wildlife, sea kayaking, and underwater observation), and finally those activities that take place within a marine ecotourism context but are largely passive in terms of interaction (e.g., intertidal walking, ancillary activities such as fishing and surfing, and visiting marine aquaria).

Read: Cater and Cater, 2007, ch. 3

- Watch Jaws on the loop

Tema, Ghana — September 27-30

Study Day — October 2: No Class

A7—October 3:
Tourism and coastal environments
Focus on coastal environments and the challenges associated with tourism development in a tropical and multicultural setting.

Read: Conclusion of Disappearing Destinations (eds. A. Jones and M Phillips, 2011)

- What The Beach on the loop
A8—October 5:
Coastal communities
This session focuses on coastal communities as key primary stakeholders in marine ecotourism. While it shows how marine ecotourism may enhance the various assets (natural, human, physical, financial, social and cultural capital) that are combined to constitute coastal livelihoods, it also draws attention to how it may detract from these in various ways.

Read: Cater and Cater, 2007, ch. 4, see: https://www.ucf.edu/faculty/cluster/sustainable-coastal-systems/

Cape Town, South Africa — October 7-12

Proposed field course

A9—October 13:
Marine Ecotourists
This session not only examines how marine ecotourists vary according to motivation, behaviour and reward, but also points out that at any one time and place each individual may adopt a variety of guises, and thus gazes. A case study of scuba divers helps to illustrate the discussion.

Read: Cater and Cater, 2007, ch. 5

• Watch the Beach on the loop

A10—October 15:
The marine ecotourism industry.
This session explores the role of the industry in ensuring the sustainability of marine ecotourism. It discusses the triple/quadruple bottom-line approach, as well as industry self-regulation through guidelines, codes of conduct and certification/eco-labels.

Read: Cater and Cater, 2007, ch. 7

Study Day —October 16: No Class

A11—October 18:
Planning agencies.
This session discusses the role of various agencies in planning and regulating marine ecotourism. It examines the various levels of government that have become increasingly engaged with the health of marine environments in recent years, as well as the roles of non-governmental organizations and research institutes in shaping policy.

Read: Cater and Cater, 2007, ch. 8
Port Louis, Mauritius — October 19

Proposed field course

A12—October 21:
Management structures.
This session discusses three principal structures for marine ecotourism management: (i) community-based coastal resource management; (ii) marine protected areas; and (iii) integrated coastal zone management.

Read: Cater and Cater, 2007, ch. 9

Study Day —October 22: No Class

A13—October 24:
Reflection on marine eco tourism, between the devil and the dep blue sea.

- Exam based on essay questions from Cater and Cater book, the chapters covered so far. Counts towards 15% of grade

Cochin, India — October 25-30

Study Day —October 31: No Class

A14—November 2:
Addressing responsibility
The class will address what is responsible tourism and how it can be understood and addressed from the perspective of sustainable development.

Read: Goodwin, 2011

Yangon, Myanmar — November 4-8

A15—November 9:
Entrepreneurial responsibility and environmental sustainability
This class will analyse the Cape Town Deceleration of Responsibility led by a range of tourism stakeholders and contextualize with issues of environmental sustainability and how to assess risks associated with the environment when it comes to sustainable tourism development.

**Study Day — November 11: No Class**

**A16—November 12:**  
**Controversies of tourism**  
This class will view the film *Goose with the Golden Eggs* (34 minutes), about tourism development in Costa Rica and controversies related thereto. The class will look at the publications and media produced by the Centre for Responsible Travel (http://www.responsibletravel.org/home/index.html).

**Ho Chi Minh City, Vietnam — November 14-18**

**A17—November 19:**  
**Networks and initiatives.**  
This session focuses on networking and partnership initiatives at varying scale levels, dedicated to sustainable marine environments and marine ecotourism. The session concludes by highlighting the problems with collaboration.

Read: Cater and Cater, 2007, ch. 10

**Study Day — November 21: No Class**

**A18—November 22:**  
**Understanding Marine Protected Areas**  
This class will review existing marine protected areas, their rational and maintenance. The focus is on NOAA’s inventory of MPAs in the US context and OECD’s recent examination into the developments and experiences with marine protected areas around the world and good practice insights to enhance their effectiveness.

Read: OECD, 2017 and http://marineprotectedareas.noaa.gov/understanding.html

**Shanghai, China — November 24-29**

**A19—November 30:**  
**Reflection on controversies, sustainability, responsibility and marine protected areas**

- Exam based on essay questions from the readings on controversies sustainability, responsibility and marine protected areas. Counts towards 15% of grade

**Kobe, Japan — December 2-6**

**A20—December 7:**  
**Whale watching tourism – what are the issues?**  
Understanding the whale watching tourism industry, its operations, attractions and issues of controversy and how these can be navigated.

Read: Higham, Bejder and Williams, 2014
A21—December 9:
**Cruising and the cruise industry**
This course will focus on cruise tourism as an industry and the outlook for growth in the industry, product portfolio, innovation and future trends. The class will be asked to reflectively engage with what distinguishes Semester at Sea from a regular cruise as perceived through the literature.

Read: CLIA 2018 Cruise Industry Outlook

- Write a reflection paper on what makes S@S different from a cruise (1,500 words, 10% of grade)

A22—December 11:
**Angling and sport fishing**
An international overview of the components of this type of recreational uses of marine environments. Discussion of key components, activities, resources and socio-economic impacts as well as ecosystem concerns.

Read: ch. 2: An international perspective on recreational fishing, from Aas, ed. (2008). The whole book has been ordered for the library.

**Study Day — December 12: No Class (International Date Line Crossing (2 days))**

A23—December 13:
**Conclusion.**
This chapter discusses the political economy of sustainable marine ecotourism and outlines the ecosystem approach to coastal and marine management.

Read: Cater and Cater, 2007, ch. 11

A24—December 15:
**Recap on the course and its materials and overview of final exam.**

**Honolulu, Hawaii — December 16**

**Study Day — December 18: No Class**

A25—December 19: Final Exam
**Final exam** (30% of grade) a combination of open questions requiring short reflections from students and multiple choice questions based on factual material from the book and other readings.

**Arrive San Diego, California — December 23**
FIELD WORK
Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class & Assignment
Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course, and are developed and led by the instructor.

Proposal Title #1: Marine and coastal ecotourism
Country: S. Africa
Idea:
This field course will explore issues of nature-based tourism in a marine setting, looking at development and management issues on all four of Clifton’ beaches in Cape Town. Clifton is an affluent suburb of Cape Town. It is an exclusive residential area with four beaches, frequently used by both locals and tourists. The beaches, which are named from 1st to 4th, play host to many watersports, mostly surfing, both board and body. But all four beaches have different characteristics and service emphasis. Marine nature-based tourism activities will be the key focus and students will outline these and through interviews with local tour operators and observations of service offerings. The aim of the interviews and observations is to get at key management and environmental challenges associated with the operations. In preparation for these visits the class will have been introduced to issues of coastal and marine based tourism applicable to the Indian Ocean and the Atlantic. With this field experience the students should have firsthand knowledge of a specific nature-based tourism site in terms of its resources, development and issues of contention.

The outcome should include a fully written field report to be complemented with pictures and field notes as appropriate. This field report will be evaluated focusing specifically on originality, keenness of observation and structure of material.

Objectives:
- Understand the resources of coastal and marine tourism in the context of nature-based tourism resources
- Explain issues of contention in the development of a nature-based tourism site
- Analyze promotions and the way in which the resource of the destination and activities are mediated

Proposal Title #2: On the trail of the Blue Flag. Tourism contentions in adapting eco certifications
Country: Mauritius
Idea:
This field course will visit key identified hotels and beach resorts to explore their history, motives and rational and how tourism entrepreneurs make use of the ecolabel certification. Mauritius has a number of natural beaches which contribute to the islands main attraction. Many of these beaches have aimed to receive the Blue Ecologic Flag Award that identifies the beaches where the local community makes a big effort to maintain them in the best conditions for the enjoyment of the tourist. The "Blue Flag" program should provide strong incentives to hotels, local tourism boards, and coastal communities, to work together to protect these beaches. The aim of the field course is to explore to what extent this is true in the case of identified resorts in Mauritius and tangible manifestations exist to verify the strength of the incentive. The students will be required to interview one or two tourism entrepreneurs in a pre-determined sector of the tourism industry and query on their perception and uses of the ecolabel. Through this individual work insights should thus be gathered from all sectors of the tourism economy in Mauritius on the blue flag certification scheme and this will allow students to conclude on issues of contention in adapting eco certifications in tourism for different group of service providers. Students will be required to reflect on means of addressing these contentions.

The outcome should include a fully written field report to be complemented with pictures and field notes as appropriate. This field report will be evaluated focusing specifically on originality, keenness of observation and structure of material.

Objectives:
- Learning about the Blue Flag ecological certification for beaches
- Developing an understanding of responsibility towards the environment in a tourism context
- Identify issues of contention in adapting eco certifications within different sectors of the industry.

Independent Field Assignments
At all the ports of call, students will have time on their own and in field classes to explore and experience the cities/ports. The focus of this course is on tourism and the way the industry is composed and orchestrated in relation to coastal and marine environments, both of which represent a key recreational resource for student on-shore visits. Students are therefore required to observe the way in which tourism is operated in the respective ports of calls and reflect upon themselves as tourists in the ports of call. These observations will be expected to turn up in discussions in the classroom as each topic outlined above is covered. In other words, the students will be expected to be able to exemplify and make concrete the topic under discussion with insights from the most recent port of call.

In order to facilitate this the course starts with defined and graded assignments on the key topics of the course, tourism and nature requiring the students to reflect on these in the first ports of call. Their submitted reflection papers will draw on their own written field report to be complemented with pictures and field notes as appropriate.

These reflection papers will be evaluated focusing specifically on originality, keenness of observation and structure of material.
METHODS OF EVALUATION / GRADING SCALE

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>Excellent</td>
<td>97-100%</td>
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<tr>
<td>Good</td>
<td>93-96%</td>
</tr>
<tr>
<td>Satisfactory/Poor</td>
<td>77-79%</td>
</tr>
<tr>
<td>Failing</td>
<td>Less than 60%</td>
</tr>
<tr>
<td>A+</td>
<td>87-89%</td>
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<tr>
<td>A</td>
<td>90-92%</td>
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<tr>
<td>A</td>
<td>83-86%</td>
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<tr>
<td>B</td>
<td>80-82%</td>
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<tr>
<td>B</td>
<td>70-76%</td>
</tr>
<tr>
<td>C+</td>
<td>60-69%</td>
</tr>
<tr>
<td>C</td>
<td>Less than 60%</td>
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</tbody>
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ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor’s supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from the student’s home institution verifying the accommodations received on their home campus (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one’s own work. A
pervasive attitude promoting academic integrity enhances the sense of community and adds
value to the educational process. All within the University are affected by the cooperative
commitment to academic integrity. All Semester at Sea courses adhere to this Academic
Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a
written declaration of the following honor pledge: “I have not given, received, or used any
unauthorized assistance on this exam/assignment.”

RESERVE BOOKS FOR THE LIBRARY
AUTHOR: Aas, Ø. (ed.)
TITLE: Global Challenges in Recreational Fisheries
PUBLISHER: Blackwell
ISBN #: 9781405156578
DATE/EDITION: 2008

AUTHOR: Higham, J., Bejder, L. and Williams, R. (eds)
TITLE: Whale Watching, Sustainable Tourism and Ecological Management
PUBLISHER: Cambridge University Press
ISBN #: 9780521195973
DATE/EDITION: 2014

FILM REQUEST:
AUTHOR: Danny Boyle
TITLE: The Beach
PUBLISHER: 20th Century Fox
DATE: 2000

AUTHOR: Charlene Music and Peter Jordan
TITLE: The Goose with the Golden Eggs: Tourism on Costa Rica’s Pacific Coast
PUBLISHER: CREST – Centre for Responsible Tourism
DATE: 2013
See: http://www.responsibletravel.org/news/films.html#Goose

AUTHOR: Steven Spielberg
TITLE: Jaws
PUBLISHER: Zanuck/Brown Productions – Universal Studios
DATE: 1975

ELECTRONIC COURSE MATERIALS
AUTHOR: CLIA
TITLE: 2018 Cruise Industry Outlook
PUBLISHER: CLIA
AUTHOR: OECD
TITLE: Marine Protected Areas Economics, Management and Effective Policy Mixes – policy highlights
PUBLISHER: OECD
DATE/EDITION: 2017

AUTHOR: Roe, P., Hrymak, V. and Dimanche, F.
ARTICLE TITLE: Assessing environmental sustainability in tourism and recreation areas: a risk-assessment-based model
JOURNAL TITLE: Journal of Sustainable Tourism
VOLUME: 22(2)
DATE: 2014
PAGES: 319-338

AUTHOR: Goodwin, H.
CHAPTER TITLE: What is Responsible Tourism
BOOK TITLE: Taking Responsibility for Tourism
VOLUME: 1st ed
DATE: 2011
PAGES: 5-44

AUTHOR: Ditton, R.B.
CHAPTER TITLE: An international perspective on recreational fishing
BOOK TITLE: Global Challenges in Recreational Fisheries
VOLUME: 1st ed
DATE: 2008
PAGES: 5-56

AUTHOR: Higham, J., Bejder, L. and Williams, R.
CHAPTER TITLE: Tourism, Cetacean, and Sustainable Development. Moving beyond binaries and intuitive assumptions
BOOK TITLE: Whale Watching. Sustainable Tourism and Ecological Management
VOLUME: 1st ed
DATE: 2014
PAGES: 1-19

AUTHOR: C.M. Hall and S. Boyd
BOOK TITLE: Nature-based tourism in peripheral areas: Development or Disaster?
VOLUME: n/a
DATE: 2005
PAGES: 3-17