



Project “Enhancing capacity of universities to initiate and to participate in clusters development on innovation and sustainability principles” (UniClaD)
Program Erasmus +, projectKA2 n° 609944-EPP-1-2019-1-LT-EPPKA2-CBHE-JP

Template for the creation of courses

1 Title of the course

Ecological tourism and recreation

Editor:Name and organization

Lviv National Environmental University

2 Learning outcomes of the whole course

Short description and definition of competences acquired

The goal of the educational discipline "Ecological tourism and recreation" is the formation of theoretical knowledge and practical skills in students regarding the functioning of ecological tourism as an integral system of urban compensatory nature use, learning the basics of ecotourism management and marketing, and the study of domestic and foreign experiences in the field.

The main tasks of the discipline are the study of the basics of tourism theoretical principles, the main approaches to the formation of a quality tourist product; acquiring skills in the effective organization tourist company activities; deepening knowledge regarding the peculiarities in providing tourist services and increasing their quality, mastering theoretical knowledge and forming practical skills, regarding the creation, organization and activity of tourist companies; acquainting students with the main forms of ecotourism, its content and structure in Ukraine and in foreign countries, as an active and direct form of visiting natural territories with special natural and cultural conditions, harmony of people with natural ecosystems, cultural traditions of the local community; study of theoretical foundations and basic principles of sustainable tourism, mastering approaches to the development of ecotourism products; acquiring basic planning and management skills for the organization of ecological tourism; deepening and systematization of knowledge about the problems and prospects of the ecotourism development in the region.



The student is able...

- Develop and implement ecotourism programs;
- Organize tourism activities in national nature parks;
- Plan and conduct eco-recreational activities;
- Develop agritourism and rural green tourism;
- Promote sustainable development of local communities.

3 Overall structure of the course

Title of the units:

1. Basics of organization of ecotourism activities
2. Peculiarities of organization tourism activities in national nature parks.
3. Eco-recreation and use of territories' recreational and ecological potential.
4. Agrotourism, urban green tourism and sustainable development of local communities

4 Unit description

4.1 Description of Unit 1

<p>Name of the Unit: Basics of organization of ecotourism activities</p>	<p>Estimated duration for students: xxx minutes</p>
<p>Content:</p> <ul style="list-style-type: none"> • Definition of ecotourism. Forms and types of ecotourism and their classification • Ecotourism product and its specifics. The main components of a tourist product in ecotourism. • Organization of accommodation for ecotourists. Organization of meals for tourists. Transport service for tourists. • Tourist support in ecotourism 	<p>Competences:</p> <p>The learner is able to ...</p> <ul style="list-style-type: none"> • Define and classify forms and types of ecotourism: • Distinguish between different forms and types of ecotourism. • Determine what type of ecotourism is suitable for a specific area and target audience. • Develop ecotourism products. • Understand the specifics of the ecotourism product. • Determine the main components of the ecotourism product. • Develop ecotourism programs and routes. • Organize accommodation, food and transport services for ecotourists:



	<ul style="list-style-type: none"> • Organize food for ecotourists taking into account their needs and ecological principles. • Provide tourist support in ecotourism: • Conduct tours and other ecotourism activities.

Director's plan

Please state, how many video sequences, scripts and activities you are planning in this unit.

Video: Tourism in Roztochia region.

https://drive.google.com/file/d/1x-yTcyP5K9wEi-K0idreChzdoPo85Yun/view?usp=drive_web

Assessment / Certificate of Performance

e.g. Self-assessment quiz, survey, reflection, ...

4.2 Description of Unit 2

<p>Name of the Unit: Peculiarities of organization tourism activities in national nature parks.</p>	<p>Estimated duration for students: xxx minutes</p>
<p>Content:</p> <ul style="list-style-type: none"> • Organization of ecotourism in national parks of Ukraine. • Peculiarities of functional zoning and recreational and tourist management on the territory of national parks. • Types of tourist activities and services in nature protected areas. • Organization of tourist activities and basic types of services in nature-protected territories. • The main directions of tourism development in the national parks of Ukraine. 	<p>Competences: The learner is able to ...</p> <ul style="list-style-type: none"> • Analyze the ecotourism potential of national parks • Develop and implement ecotourism programs and routes: • Develop ecotourism routes that meet the principles of sustainable tourism • Ensure environmental safety and ecotourism programs • Conduct ecotourism tours and other ecotourism activities • Organize and conduct tours and other tourist activities in nature protected areas: • Conduct tours keeping to the rules of nature protection • Provide consultations on ecotourism and tourism in nature protected areas: • Inform tourists about the behavior rules in nature protected areas • Research and monitor ecotourism activities • Protect the national parks' environment and natural resources



Director's plan

Please state, how many video sequences, scripts and activities you are planning in this unit.

Video: Yavoriv National Nature Park:

https://drive.google.com/file/d/1Mp4FIMomO2BhZ1hyzCusPuvz3tlwJrSg/view?usp=drive_web

Assessment / Certificate of Performance

e.g. Self-assessment quiz, survey, reflection, ...

4.3 Description of Unit 3

<p>Name of the Unit: Eco-recreation and use of territories' recreational and ecological potential.</p>	<p>Estimated duration for students: xxx minutes</p>
<p>Content:</p> <ul style="list-style-type: none"> • The role of national parks in biodiversity conservation in the context of the European Green Course • Natural therapeutic methods and their use in recreational activities. • GreenCare, as an interdisciplinary approach that combines ecological recreation, ecological pedagogy and inclusive forms of tourism. • Tourist and recreational clusters and their role in ensuring the policy of the Green Deal (GreenDeal) • Phytoresources of national parks in eco-recreation and tourism • The role of animal therapy in eco-recreation • Sustainable development of national parks and local communities 	<p>Competences: The learner is able to ...</p> <ul style="list-style-type: none"> • Analyze the role of national parks in biodiversity conservation in the context of the European Green Deal. • Describe nature therapy methods and their use in recreational activities. • Explain the concept of GreenCare and its importance for ecological recreation, ecological pedagogy and inclusive tourism. • Assess the role of tourism and recreation clusters in ensuring the Green Deal policy. • Characterize the phytoresources of national parks and their use in eco-recreation and tourism. • Justify the role of animal therapy in eco-recreation. • Develop strategies for the sustainable development of national parks and local communities.



Director's plan

Please state, how many video sequences, scripts and activities you are planning in this unit.

Video: Recreational and ecological potential of Vereshchytsia area.

https://drive.google.com/file/d/1wwAmNMdHJ1Em77Obn89qUopaAW8YL5xg/view?usp=drive_web

Assessment / Certificate of Performance

e.g. Self-assessment quiz, survey, reflection, ...

4.4 Description of Unit 4

<p>Name of the Unit: Agrotourism, rural green tourism and sustainable development of local communities</p>	<p>Estimated duration for students: xxx minutes</p>
<p>Content:</p> <ul style="list-style-type: none"> • Prerequisites for the development of rural tourism. Agrotourism, its purpose and tasks. • Basic concepts of rural tourism, its organizational structure and marketing support. • The concept of rural tourism and its organizational structure in Ukraine. • Requirements for the arrangement of agro-villages. Marketing provision of rural tourism • Traditions and infrastructure of rural areas. 	<p>Competences: The learner is able to ...</p> <ul style="list-style-type: none"> • Assess the prerequisites for the rural tourism development • Analyze social, economic and natural resources and cultural and historical factors affecting the development of rural tourism in a specific region • Develop and implement agritourism products and services: • Form agro-tourism service packages that meet the needs and expectations of the target audience • Provide hospitality and service in the agro-tourism complex: • Interact with local communities to solve problems related to the rural tourism development • Adhere to the principles of sustainable development: • Ensure ecologically clean management of agro-tourism business • Increase the ecological awareness of tourists

Director's plan

Please state, how many video sequences, scripts and activities you are planning in this



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Video:

[https://docs.google.com/presentation/d/16lWiVfwvpugx1aMs5gXFiGNxkhuL-EF/edit?usp=drive link&ouid=107435091357968563503&rtpof=true&sd=true](https://docs.google.com/presentation/d/16lWiVfwvpugx1aMs5gXFiGNxkhuL-EF/edit?usp=drive_link&ouid=107435091357968563503&rtpof=true&sd=true)

Assessment / Certificate of Performance

e.g. Self-assessment quiz, survey, reflection, ...