Bio504 Name:

Assignment

**Ecotourism: Travel with us!**

**Aim:**

To demonstrate your understanding of the importance of ecotourism by creating a pamphlet that will convince an ecologically and culturally aware tourist to use your company when booking their next trip.

**Criteria:**

1. Eye-catching
2. Well-organised
3. Includes images of flora and fauna to be discovered.
4. Includes images of culture to be discovered.
5. Evidence the agency supports the rules of The International Ecotourism Society (TIES).
6. Convinces the reader to visit one of the following sites:
* Corcovado National Park, Costa Rica
* Kathmandu Valley, Nepal
* Los Glaciares National Park, Argentina
* Maasai Mara National Reserve, Kenya
* Machu Picchu, Peru
* Marojejy National Park, Madagascar
* The Great Barrier Reef, Australia
1. Lists a minimum of 3 references (APA).

Assigned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bio504 Name:

Assessment: **Ecotourism: Travel with us!**

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| **Criteria** | **Evaluation** |
| Eye-Catching | 1 2 3 4 5 |
| Organisation | 1 2 3 4 5 |
| Images of flora to be discovered. | 1 2 3 4 5 |
| Images of fauna to be discovered. | 1 2 3 4 5 |
| Images of culture to be discovered. | 1 2 3 4 5 |
| Rules of TIES evident : Minimize impact | 1 2 3 4 5 |
| Rules of TIES evident : Build environmental and cultural  awareness | 1 2 3 4 5 |
| * Rules of TIES evident : Provide positive experiences for both
* visitors and hosts.
 | 1 2 3 4 5 |
| * Rules of TIES evident : Provide direct financial benefits for
* conservation.
 | 1 2 3 4 5 |
| * Rules of TIES evident : Provide financial benefits and
* empowerment for local people.
 | 1 2 3 4 5 |
| * Rules of TIES evident : Raise sensitivity to host countries'
* political, environmental, and social climate.
 | 1 2 3 4 5 |
| 3 references (APA style) | 1 2 3 4 5 |

 /60

Comments: