

COURSE DESCRIPTION

This course is designed around the principles of experiential education and applied learning. Participants will be given information about developing tourism attractions in rural areas and will be expected to take what they learn and apply it in a real world setting. By doing so, participants will gain a deeper understanding of the material and the processes presented in the course. The great benefit of applied learning is that participants not only gain information but they also gain the actual experience and skills needed to develop tourism activities in a community.

It should be noted that applied learning is somewhat more demanding for the student than passive learning. It is easier to absorb information and ruminate about it than it is to take what you learn and apply it. However, the opportunity to apply the information as part of the course will give the participant a far deeper understanding of the material and allow the participant to build the specific skills needed to develop tourism activities in a community. This process will enable participants to gain confidence in their abilities and develop the skills they need in a relatively safe environment and with the help of the instructor.

The assignments for this course are designed so that at the end of the class the participant will have created an action plan for developing an actual tourism activity. The assignments will follow the basic process outlined by the course but will be somewhat scaled down because of the practical considerations of time etc. Participants will select an activity that they feel has the potential to be developed into a tourism asset. Participants will then develop a plan for turning that activity into a tourist draw. This process will entail:

1. Choose an actual community to develop tourism in
2. Brainstorm tourism possibilities for that community
3. Pick an activity or event to develop into a tourist draw
4. Determine the strengths and weakness of the activity
5. Develop a plan for overcoming the weaknesses
6. Determine who the potential customers are for this activity
7. Figure out how to get customers to come to the activity
8. Develop a complete tourism package for visitors
9. Come up with a set of action steps for actually getting the tourism activity developed
10. Create a workable action plan for turning the potential tourism activity into a reality