

<b>Module Code</b>	AT-2404			
<b>Module Title</b>	Trail Tourism			
<b>Type of Module:</b>	Minor Core/Breadth			
<b>Modular Credits:</b> 4	<b>Student Workload:</b> 8 hours per week		<b>Contact hours:</b> 3 hours per week	
<b>Prerequisite:</b>	One course in Geography, Environmental Studies <b>or</b> Tourism			
<b>Antirequisite:</b>	None			
<b>Aims/Objectives/Rationale:</b>				
<p>This module defines the terms used and offers a framework for the analysis of trail tourism. Students gain in-depth understanding of the most celebrated cultural and natural heritage trails around the world and learn to apply their knowledge of trail tourism by evaluating the tourism potential of a trail or trail system in Brunei or Borneo.</p>				
<b>Module Content :</b>				
<ul style="list-style-type: none"> <li>• Historical and geographic basis of trail tourism</li> <li>• Concepts, data sources and analysis in trail tourism research</li> <li>• Motivations, preferences and destinations</li> <li>• Economic, environmental and socio-cultural impacts</li> <li>• Trail planning</li> <li>• Resource inventory, scoping meetings, feasibility study, delineation, interpretation, funding, management, land acquisition, sustainability</li> </ul>				
<b>Assessment</b>	Examination: (2 hours)	<b>30 %</b>	Coursework: Project (30%) Reports (20%) Reviews (20%)	<b>70 %</b>
<b>Textbook(s)/References :</b>				
<p>Affleck, J., &amp; Kvan, T. (Eds.) (2008). <i>New Heritage: New Media and Cultural Heritage</i>. New York: Routledge.</p> <p>Gross, M., Zimmerman, R., &amp; Buchholz, J. (2006). <i>Signs, Trails, and Wayside Exhibits: Connecting People and Places</i>. Stevens Point, WI: UW-SP Foundation Press, Inc.</p> <p>Hitchcock, M., King, V., &amp; Parnwell, M. (Eds.) (2009). <i>Tourism in Southeast Asia: Challenges and New Directions</i>. Copenhagen: NIAS Press.</p> <p>Marsh, J. S., &amp; Bengert, B. (Eds.) (1996). <i>Trail Development and Tourism</i>. Ontario: Trails Council and The Trent-Fleming Trail Studies Unit.</p> <p>Pletinckx, D. (Ed.) (2008). <i>The Integration of Location Based Services in Tourism and Cultural Heritage</i>. Budapest: Archaeolingua.</p>				
<b>Staff:</b> Dr. Ken Whalen				