Nova Southeastern University
Oceanographic Centre
Distance Course Syllabus: 4 week online course
MAMC 4601 (March 31-April 25 2014)
Instructor: Yves Jean, Ph.D. (yjean@nova.edu / yjean@teluq.uquebec.ca)

Syllabus: Ecotourism and Whale-Watching Activities in ICZM: a worldwide case for sustainable management

Course description

Whale-watching is one of the fastest growing tourism industries worldwide often viewed as sustainable, non-consumptive strategy for the benefits of cetacean conservation and the coastal communities. This course will focus upon: the historical aspects of Whale-Watching Activities (WWA) / Whale-Watching around the word, particularly in North America / the Blue Economy of WWA as an industry / conceptual modelling and decision-making systems for sustainable management / the role of Marine Protected Areas / the ecological impacts of navigation / governance, regulation, boaters and attitudes / the ecotourism experience / Research trends in WWA

Learning Outcomes

1. Students will acquire knowledge on a important worldwide issue as sustainable development for coastal communities
2. Students will understand the complexity of the interactions between ecological, social and economical factors involved in WWA as an industry
3. Students will examine current and future trends in WWA management and research

Calendar of weekly requirements

This is a 4-week course:

- **Week 1**: History of WWA / WWA around the world
  - ✓ Reading – viewing required material
  - ✓ 1 Core question – written answer – discussion
  - ✓ Selection of a case study
- **Week 2**: Blue economy of WWA / governance, regulation, boaters and attitudes / the role of MPAs
  - ✓ Reading – viewing required material
  - ✓ 1 Core question – written answer – discussion
  - ✓ Research paper: proposal
- **Week 3**: the ecological impacts of navigation / the ecotourism experience
  - ✓ Reading – viewing required material
Course learning activities

- Reading and viewing required course material (weekly basis). A question, a posted answer and a discussion online has to be performed (weekly basis).
- Online discussion on selected topics for case studies (weekly basis). The different aspects of ecology and socio-economic should be covered and discussed. The first week is intended to do the selection (for each student) of a case study; the case study is a research paper on a WWA in one part of the world. Beginning on the second week, an online discussion provides information and comments on the different topics selected.

Assessment

1. Online discussion question (beginning of the week) and posted answers (2 pages) = 40% (10%/week)
2. Quizzes on selected topics related to the case studies for the weeks 2 and 4 = 20% (2 x 10%)
3. Final posted paper: the case study is a research paper on a WWA in one part of the world = 40% (proposal: 5% / first draft: 15% / final report: 20%)

Online asynchronous (posted) discussions

Students will be evaluated based on their contributions to the asynchronous web-based course discussions. This rubric explains the basic criteria used to assess participation in the on-line discussions forums.

<table>
<thead>
<tr>
<th>Points</th>
<th>Frequency of participation</th>
<th>Discussion and feedback</th>
<th>Readings an web-links</th>
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</thead>
<tbody>
<tr>
<td>10</td>
<td>High participation rate (at least 3 times a week)</td>
<td>Excellent and thoughtful answers to the discussion exercises and questions. Original analysis and adequate uses of readings and web-links. Valuable feedback for classmates.</td>
<td>The student clearly demonstrate that the required readings and web-links have been used and that the student clearly comprehends the course material and its significance.</td>
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<tr>
<td>6-7</td>
<td>Medium participation (at least 2 times a week)</td>
<td>Thoughtful comments to the discussion</td>
<td>Went through the majority of the</td>
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<tr>
<td></td>
<td>week)</td>
<td>questions. Take a significant interest in the comments and questions of fellow classmates.</td>
<td>required readings and web-links. Demonstrates a comprehension of the course material and its significance</td>
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<tr>
<td>3</td>
<td>Low participation (once a week)</td>
<td>Poor involvement. Comments, answers to the discussion not relevant or rarely are. Actual knowledge of material is outweighed by improvised comments and remarks.</td>
<td>Did not use a lot of the required readings and web-links. Demonstrates a poor comprehension of the course material and its significance.</td>
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<tr>
<td>0</td>
<td>No participation</td>
<td>No answers or rarely answers the discussion questions on the web. No comments and participation to the questions of fellow classmates.</td>
<td>Little or no familiarity with the assigned material.</td>
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**Ressources**

No text required. Suggested scientific articles and reports, videos and websites.

**References**


CLASS POLICIES AND RESOURCES

Attendance

Students are expected to actively participate online from the first week of class until the end of term. If a student anticipates that they may be unable to access their online course for several days, they should notify the instructor in advance to make alternate arrangements for any missed coursework. Similarly if an unanticipated event such as illness or an emergency takes them away from coursework, they should inform their instructor.

Withdrawals and Refund

Masters students may withdraw from a course at any time before the fourth week of class and may receive a partial refund. A request for tuition refund must be made in writing at the time of withdrawal to the distance education office at the Oceanographic Center at oonline@nova.edu (Do not send such requests to your instructor). Refunds will be made solely at the option of the university and will be based on the legitimacy of the reason for withdrawal. If granted, refunds are adjusted as follows:

- Before the first class meeting/week of class: 100%
- Before the Friday of the 1st week of class: 75%
- Thereafter: 0%

Technical Help

If you encounter technical problems, please contact the NSU Help Desk at: http://www.nova.edu/help/index.html. Call: (954) 262-HELP (4357) or Toll Free: (800) 541-NOVA (6682) x24357.

Library and Study Support

The Oceanographic Center is fortunate to have its own dedicated library and librarians on site to assist in-house and distance students. Please explore the learning resources, including the extensive full-text journals, and don’t hesitate to email or telephone to speak with a librarian. You can find details at: http://nova.campusguides.com/oclibrary.

Academic Honesty/Plagiarism

Read Section 5.0 Student Conduct of the catalog for details. The essential points are:

- Assignments such as exams, tests, projects, term papers, etc., must be the original work of the student.
• All academic work submitted for credit or as partial fulfillment of course requirements must adhere to the specific accepted reference manuals and rules of documentation (e.g. Chicago Manual of Style). It is plagiarism to represent another person’s work, words, or ideas as one’s own without use of a center-recognized method of citation.

• Giving or allowing one’s work to be copied, giving out exam questions or answers, or releasing or selling term papers is prohibited.

• Violations of academic responsibility include, but are not limited to:
  - plagiarism
  - any form of cheating
  - conspiracy to commit academic dishonesty
  - misrepresentation
  - bribery in an attempt to gain an academic advantage
  - forging or altering documents or credentials
  - knowingly furnishing false information to the institution
  - falsifying excuses for missing attendance

For clarification on plagiarism and copyright, students are referred to the online overview provided by the library at: [http://www.nova.edu/library/dils/lessons/plagiarism/](http://www.nova.edu/library/dils/lessons/plagiarism/)

Faculty members at the Oceanographic Center have access to comprehensive web-based Turnitin.com plagiarism prevention software. Registered students may request to submit their papers to Turnitin.com, prior to assignment submission, as a learning tool.

The institution reserves the right to require a student to withdraw at any time for misconduct as described above. It also reserves the right to impose probation or suspension on a student whose conduct is determined to be unsatisfactory.

4 weeks online class, March 31 – April 25, 2014
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