

Course Title	Green Adventures
Term	Term 3 & 4
Inholland Faculty	Faculty of Creative Business
Course code	1214QEGA1A, 1214QGRA1A, 1214RGRA1A, 1241QEGA2A, 1241QGRA2A, 1241RGRA2A
Inholland location	Haarlem
Cycle	first cycle
Number of ECTS	30
Language of instruction	English
Course content	<p>Green Adventures 1:</p> <p>In terms of popular participation, and in some aspects of practice, adventure and tourism are inextricably linked. And there are sound reasons for those links to strengthen in the future! Adventure Tourism provides an incisive and comprehensive examination of theoretical and applied aspects of adventures in relation to tourism. The course is developed for those who wish to experience the adventure tourism field. The focus of this course is to highlight all kinds of different activities and all kinds of related aspects of Adventure Tourism, emphasis is put on practical aspects in the adventure sector.</p> <p>Green Adventures 2:</p> <p>In this course the landscape moves into the frontline. In order to preserve nature it is needed to understand it and value it. In the lectures an environmental framework will be used to find out how tourism and nature can reinforce each other. Excursions and fieldwork will teach you to develop sustainable nature based tourism products. The experiences of local entrepreneurs will be the input for innovation and development of sustainable tourism. A wide variety of natural landscapes will be studied and the exploitation by tourism in a sustainable way. Coastal areas, rivers as well as glaciers and volcanoes will be studied with the emphasis on its fragility and attractiveness as a tourism destination. The experience of fieldwork in Iceland or Georgia will offer you new perspectives and a deeper understanding.</p>
Lecturer(s)	<p>Green Adventures 1: Ferdinand Postma (Ferdinand.Postma@inholland.nl)</p> <p>Green Adventures 2: Hetty Versnel (Hetty.Versnel@inholland.nl)</p>
Learning outcomes	<p>Green Adventures 1:</p> <p>Project: designing an incentive adventure package for a commissioning client and three days of fieldwork, mainly focused on group dynamics and organisation of adventure trips. There is project consultation</p>

	<p>Lectures about adventure management: These lectures are focused on organizing adventures, first aid, risk management, extreme adventures, supply and demand of adventures and trends in adventure tourism.</p> <p>Workshops about leadership and group dynamics: These workshops will deal with everything related to group dynamics, including motivation, leadership, power division in groups, problem solving and decision making in adventure tourism.</p> <p>Discussion sessions about the business of Adventure Tourism: These workshops are based on cases and discussions. The discussions will be led by a discussion leader (one or more students). The cases are based on practical situations. The discussions will be based on theory and statements.</p> <p>Green Adventures 2:</p> <p>The project will contain an assignment from a real customer client in the Netherlands, and changes yearly. In the recent past research has been done in cooperation with the Innovation Class and/ or the Leisure Board Noord-Holland.</p> <p>Lectures will provide a structure needed to analyse the positive impact of tourism. The importance of the economic importance in rural areas, as well as the tourism policy and marketing of nature-based products are inspiring subjects for guest lectures.</p> <p>The workshops and weekly excursions give opportunity to train communication about and creative development of the tourism exploration of the National Parks in the Netherlands as well as in Georgia or Iceland.</p>
<p>Mode of delivery, planned activities and teaching methods</p>	<p>Project based learning, lectures, workshops and discussion groups.</p> <p>Planned activities also include the following excursions:</p> <p>Fieldtrip of four days to Belgium (approximately € 200)</p> <p>Fieldwork Iceland (approximately € 800) & 5 daytrips to National Parks in the Netherlands each €10</p>
<p>Prerequisites and co-requisites (if applicable)</p>	<p>Bachelor level (minimum 2 years) in Tourism or similar studies.</p>
<p>Recommended or required reading and/or other learning resources/tools</p>	<p>GA1 students are required to buy the book "Adventure Tourism - Operations and Leadership"</p>

Assessment methods and criteria	<p>Green Adventures 1:</p> <ul style="list-style-type: none">• Written exam (adventure management, group dynamics and leadership) 5 EC• Project (designing an adventure trip) 5 EC• Assignments (with a focus on practical issues of organizing trips) 5 EC <p>Green Adventures 2:</p> <ul style="list-style-type: none">• Written Exam (DPSIR & Digital Reader) 5 EC• Project: Written report & Presentation 5 EC
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