**CGG3O | Travel and Tourism: A Geographic Perspective**

**UNIT 2 | The Environment and Tourism**

**Assignment 2.3 | Natural Tourism Business**

**Description:**

You will create a tourism business connected to the natural environment at a destination of your choice and present this business through a PowerPoint presentation to the rest of the class.

**Instructions:**

1. Choose a destination you are interested in (you may use your chosen destination from a previous assignment)
2. Choose a natural location at or close to your chosen location
3. Choose either a UNESCO world biosphere reserve or a UNESCO world heritage site which will fit into your proposed tourism business plan
4. Create a business that connects tourists with the natural environment and the UNESCO site.
   1. The business should introduce tourists to the natural environment at your location
   2. The business should introduce tourists to the UNESCO site you have chosen
   3. The business should promote environmental conservation and inform tourists how they can help to conserve the environment
   4. The business should be environmentally sustainable and help to conserve the natural environment
5. When creating your business, consider the Issues Approach model, which will help you to look at your business from a few different angles
6. Your slideshow should include:
   1. A title/name
   2. Maps
   3. Pictures
   4. A list of activities/services you offer
   5. Prices
   6. Hours of operation
   7. An explanation of how you promote environmental conservation and sustainable tourism
   8. Directions to your business from the closest international airport.
7. Some business plans to consider: ecotourism, natural tourism, hard adventure, soft adventure, packaged trips, guided tours, sightseeing, historical tours, wildlife observation, hotels and accommodations, restaurants and food.
8. Presentations should be no longer than 10-15 minutes in length
9. Email your presentation to me by the due date and bring a copy of it on a USB drive

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| **Success Criteria** | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Thinking \_\_\_/20**  Your presentation demonstrates thinking about a suitable business for the chosen location, and how that business will promote environmental conservation and sustainable tourism | Your presentation demonstrates limited thinking about a suitable business for the chosen location, and does not consider how that business will promote environmental conservation and sustainable tourism | Your presentation demonstrates some thinking about a suitable business for the chosen location, and has a few ideas on how that business will promote environmental conservation and sustainable tourism | Your presentation demonstrates considerable thinking about a suitable business for the chosen location, and has many ideas on how that business will promote environmental conservation and sustainable tourism | Your presentation demonstrates thorough thinking about a suitable business for the chosen location, and considers in detail, how that business will promote environmental conservation and sustainable tourism with several well researched ideas |
| **Application \_\_\_/20**  Your presentation demonstrates application skills through research on the natural environment, a near-by UNESCO site, and the application of your business plan to this tourism opportunity | Your presentation demonstrates limited application skills through little research on the natural environment and a near-by UNESCO site. Your business plan is poorly connected to this tourism opportunity, with little connection to the environment and the UNESCO site | Your presentation demonstrates some application skills through some research on the natural environment and a near-by UNESCO site. Your business plan is somewhat connected to this tourism opportunity, with a few connections to the environment and the UNESCO site | Your presentation demonstrates considerable application skills through good research on the natural environment and a near-by UNESCO site. Your business plan is well connected to this tourism opportunity, with strong connections to the environment and the UNESCO site | Your presentation demonstrates thorough application skills through excellent research on the natural environment and a near-by UNESCO site. Your business plan is extremely well connected to this tourism opportunity, with very strong connections to the environment and the UNESCO site |
| **Communication \_\_\_/20**  Your presentation demonstrates communication skills through your chosen images, maps, and text. You also are able to communicate with your audience with good eye contact, speaking volume and posture | Your presentation demonstrates limited communication skills. Your chosen images, maps, and text are poorly chosen and do not communicate your ideas well. You communicate with your audience poorly with limited eye contact, inappropriate speaking volume and posture | Your presentation demonstrates some communication skills. Your chosen images, maps, and text are adequately chosen and loosely communicate your ideas well. You communicate with your audience acceptably with some eye contact, occasionally appropriate speaking volume and posture | Your presentation demonstrates considerable communication skills. Your chosen images, maps, and text are well chosen and communicate your ideas well. You communicate with your audience with regular eye contact, appropriate speaking volume and posture | Your presentation demonstrates thorough communication skills. Your chosen images, maps, and text are thoughtful and well chosen, and communicate your ideas very well. You communicate with your audience with constant eye contact, excellent speaking, volume control and posture |
| **Knowledge \_\_\_/20**  Your presentation demonstrates knowledge about the travel and tourism industry and environmental conservation through a well developed and researched business plan | Your presentation demonstrates limited knowledge about the travel and tourism industry and environmental conservation through a poorly developed and researched business plan. An understanding of these concepts is not demonstrated in your work | Your presentation demonstrates some knowledge about the travel and tourism industry and environmental conservation through a acceptably developed and researched business plan. An understanding of these concepts is somewhat demonstrated in your work | Your presentation demonstrates considerable knowledge about the travel and tourism industry and environmental conservation through a well developed and researched business plan. Understanding of these concepts is demonstrated in your work | Your presentation demonstrates thorough knowledge about the travel and tourism industry and environmental conservation through a very well developed and researched business plan. An understanding of these concepts is thoroughly demonstrated in your work |

**SCORE: \_\_\_\_\_\_\_\_/80**