



**Bonavista Institute**  
FOR CULTURAL TOURISM

## “INTRODUCTION TO CULTURAL TOURISM 101” ONLINE LEARNING COURSE

Course dates: **February 1 – March 29, 2012**  
Online Classes: Thursdays, from 7 – 10 p.m. NST  
Cost: \$280 + HST  
Instructor: Heather MacDonald  
Seating is limited to 20 participants.

### Course Description

This interactive online course provides a comprehensive overview of cultural tourism, including the foundational principles and distinguishing characteristics of cultural tourism, as well as insights into the emerging trends in creative tourism and sustainable tourism.

Stimulating and engaging course work provides the learner with practical knowledge for planning, developing and offering quality market-ready cultural tourism experiences and programs.

The course utilizes abundant online resources, interactive quizzes, e-presentations and group forums to create an inspirational learning experience. Using a variety of learning exercises and tools, the student will develop expertise in online research and a personal e-portfolio comprised of relevant tools, methods and ideas.

Developed and offered using the **state-of-the-art Desire2Learn** online learning platform, this innovative course is available to anyone who has Internet access, regardless of whether the student is situated in a rural setting or an urban environment. Online sessions with the course instructor and the experienced support of the DSL Help Desk team ensure an enjoyable, engaging and supportive online learning environment.

The course is offered in six interactive online sessions. Links to online reading materials will be sent to registered students prior to the course. The total time dedicated to course work by the learner will be approximately 20 hours over a 6 week period.

The major topics covered in the course are:

- Unit 1. Introduction to the Desire2Learn online learning environment
- Unit 2. Introduction to Cultural Tourism
- Unit 3. Principles of Cultural Tourism, Creative Tourism and Sustainable Tourism
- Unit 4. Target Audiences and Economic Benefits of Cultural Tourism
- Unit 5. Cultural Tourism Planning
- Unit 6. Developing Quality Cultural Tourism Experiences and Programs

For more information and to register, please contact;  
Mary Byrne, Program Coordinator  
Tel: **709 468 1700** (campus) or **709 468 8349** (cell)  
Email: [mary.byrne@cna.nl.ca](mailto:mary.byrne@cna.nl.ca)  
[www.bonavistainstitute.ca](http://www.bonavistainstitute.ca)



  
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