



Adventure Tourism Business Operations Program (ATBO)

Program Outline

PROGRAM IMPLEMENTATION DATE:	Pre 1998
OUTLINE EFFECTIVE DATE:	October 2018
PROGRAM OUTLINE REVIEW DATE:	April 2023

GENERAL PROGRAM DESCRIPTION:

The Adventure Tourism Business Operations certificate and diploma programs have been developed in response to industry demand for a more professional approach to Adventure Tourism Operations. These programs have been designed to assist individuals by helping to increase their knowledge and experience in both small business skills and in building professional outdoor skills for future employment prospects within the Adventure Tourism Industry. Students enrolled in these programs can develop a balance of business, communication, operations management, technical field skills and leadership and interpersonal skills. Students can also acquire national certifications in a selection of outdoor pursuits appropriate for guiding positions within the Adventure Tourism Industry. These programs are appropriate for students wishing to grow within an existing Adventure Tourism Operation, or for those students interested in developing their own opportunities.

Program Information: Students may take the 9-month Adventure Tourism Business Operations Certificate, or the 2 year Adventure Tourism Business Operations Diploma.

Each of these programs is designed with two main purposes in mind:

1. As a Vocational program, to help prepare students to be ready to enter the Adventure Tourism workforce;
 2. As an Academic program, the ATBO diploma has been designed in accordance with BC provincial articulation standards and enables the student to ladder into other Tourism or Adventure Tourism degree programs in BC.
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Delivery: This program is delivered face-to-face.

COTR Credits: **33 credits for the Adventure Tourism Business Operations Certificate.**
 66 credits for the Adventure Tourism Business Operations Diploma.

Hours for this program: 9 months of full time studies for the ATBO Certificate.
 20 months of full time studies for the ATBO Diploma.

Program Outline Author or Contact:

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Signature

APPROVAL SIGNATURES:

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EDCO

Valid from: October 2018 – April 2023

Education Council Approval Date

PROGRAM PREREQUISITES AND TRANSFER CREDIT:

Admission Requirements:

- Secondary school graduation (or equivalent);
- A minimum of 65% in English 12 or equivalent) and;
- Principles of Math 11, or Applications of Math 12, or Apprenticeship and Work Place Math 11, or Foundations of Math 11, or Pre-calculus Math 11, or MATH 080

This program is limited to persons 19 years of age or older, with the following exception:
The College, at its discretion, may consider accepting applicants at age 18 into Semester 1 (consisting of theory and low risk courses such as Backpacking Level 1) under the following conditions:

- a. the applicant must reach 19 years of age prior to the end of Semester 1 (i.e., must turn 19 years of age prior to December 31);
- b. must undergo an interview with the instructor, who will determine eligibility; and
- c. must provide letters of reference attesting to competency.

Flexible Assessment (FA):

Credit can be awarded for this course through FA

Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

ATBO CERTIFICATE:

Students must do all required courses as listed below and a minimum of three elective courses.

ATBO Year 1 Required Courses

(Students must complete all of these courses)

	Credits
ATBO 101 Principles of Tourism	3
ATBO 105 Wilderness Travel	3
ATBO 106 Experiential Leadership and Guiding	3
ATBO 107 Natural Interpretation	3
ATBO 109 Risk Management	3
ATBO 121 Back packing Level 1	2
ATBO 123 Bushcraft	2
COMP 153 Introduction to Data Processing	3
ENGL 100 English Composition	3
Plus one of:	
ATBO 114 Wilderness First Aid	2
ATBO 214 Advanced Wilderness First Aid	2
Total credits from required courses	27

Plus three elective courses (6 credits) chosen from:

	Credits
ATBO 132 Lakewater Canoe Instructor	2
ATBO 133 Sea Kayaking Level 1	2
ATBO 135 Raft Guide Skills Level 1	2
ATBO 141 Rock Climbing Level 1	2
ATBO 142 Ice Climbing Level 1	2
ATBO 151 Ski/Snowboard Skills Level 1	2
ATBO 152 Winter Backcountry Travel Level 1	2
ATBO 171 Mountain Bike Skills Level 1	2

- **Note:** A student who meets the prerequisites may choose instead to do any elective that is offered to the ATBO diploma students.

Total Year 1 credits **33**

ATBO DIPLOMA

In addition to all of the requirements of the ATBO certificate, students must complete all required second year courses as listed below and a minimum of three more elective courses.

ATBO Year 2 Required Courses

(Students must complete all of these courses)

	Credits
ACCT 263 Financial Accounting for Tourism Majors	3
ATBO 201 Advanced Natural Interpretation and Environmental Education	3
ATBO 207 Sustainable Tourism & Environmental Stewardship	3
ATBO 208 Cross-Cultural Tourism	3
ATBO 213 Work Experience Practicum	3
ATBO 221 Backpacking Level 2	2
MGMT 316 Entrepreneurship and Small Business Management	3
MKTG 281 Principles of Marketing	3
Academic elective course	3
ATBO 210 Capstone	1
Subtotal	27

Plus three elective courses (6 credits) chosen from:

ATBO 230 Swiftwater Rescue Technician	2
ATBO 233 Sea Kayaking Level 2	2
ATBO 235 Raft Guide Skills Level 2	2
ATBO 241 Rock Climbing Level 2	2
ATBO 242 Mountaineering	2
ATBO 252 Winter Backcountry Travel Level 2	2
ATBO 260 Adventure Industry Certification	2

Note: A student may also choose instead to do any elective that is offered to the ATBO certificate students, as long as the student finishes the diploma with at least 12 elective credits overall.

Total Year 2 credits	<u>33</u>
Total Diploma credits	66

COURSE GRADE

Course grades are assigned as follows:

For most ATBO courses, course grades are assigned as follows:

	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (percent)	> 90	89- 85	84- 80	79- 76	75- 72	71- 68	67- 64	63- 60	59- 55	54- 50	<50

A grade of "D" grants credit, but may not be sufficient as a prerequisite for sequential courses.

For ATBO 113, ATBO 114, ATBO 151, ATBO 214, ATBO 230, ATBO 260 course grades are assigned as follows:

COM	Completed to defined standard
NCG	No Credit Granted

COURSE DESCRIPTIONS:

ACCT 263 (3) Financial Accounting for Tourism Majors

This course is designed to teach non-accounting majors to understand the accounting records of a small business and/or to give them the opportunity to use an accounting software program. Concepts, terminology and principles are introduced at a basic level. Topics include revenue and expense recognition, cash vs. accrual accounting, the accounting cycle and analysis of financial statements and other financial information.

ATBO 101 (3) Principles of Tourism

This course provides an overview of the variety, products and infrastructure of adventure tourism in the province. Students explore past trends and discuss the future of adventure tourism. A variety of assignments, presentations and guest speakers will help guide students to investigate the ecological, economic and cultural impacts of tourism on the community. This course also helps students to evaluate the scope of career options, and to define their own role in this exciting industry.

ATBO 105 (3) Wilderness Travel

The Wilderness Travel course uses the classroom environment to refer to, and support, the lessons learned while on related ATBO field courses. We will look in depth at topics such as nature philosophy, environmental ethics, and commercial land use. We will also continue to develop the practical skills that have been learned on related ATBO field courses: navigation skills, weather interpretation, avalanche awareness, and emergency communication.

ATBO 106 (3) Experiential Leadership & Guiding

This course relates leadership theory with the practical application of leadership in the adventure tourism industry. Innovative activities are used to help students explore group leadership and group management strategies, and to build an awareness of the professional standards expected of outdoor guides.

ATBO 107 (3) Natural Interpretation

This course helps acquire knowledge and develop skills in the interpretation of natural landscapes. It is an introduction to the natural history of the Rockies and Columbia Mountains of BC: the landscape, geology, flora and fauna, species identification, ecosystem relationships and biogeoclimatic zones of the interior mountain environment. This course is for front-line interpreters involved in the preparation and presentation of interpretative topics related to the Adventure Tourism industry.

ATBO 109 (3) Risk Management

This course focuses on learning risk management strategies for the adventure tourism industry. Students are first introduced to various concepts such as risk versus reward, risk tolerance, and risk optimization. Then a risk management strategy covering techniques for risk reduction, risk transfer, risk avoidance and risk acceptance will be explained. These strategies will be looked at from both a management level, and from an employee level, i.e. what a guide will do to carry out a company's risk management plan.

ATBO 114 (2) Wilderness First Aid

The Wilderness First Aid course covers in-depth principles in medical and legal aspects relative to injury prevention and care, including regulations; legislation; contagious/infectious disease; assessment; communication; anatomy and physiology; airway management; respiratory emergencies; cardiac arrest; circulatory; soft tissue and wound management; injuries to eyes, ears, nose, throat; burns, poisons; and environmental emergencies including other considerations in wilderness survival.

ATBO 121 (2) Backpacking Level 1

This experiential learning course will expose students to the basic skills required for successful wilderness travel. Backpacking and camping techniques, equipment, trip preparation, navigation, route finding, group management, and leadership skills are covered. Mountain environment and natural history topics will be presented. The students will learn minimum impact wilderness travel techniques. The course incorporates backpacking and overnight camping in a wilderness environment.

The emphasis on this course is in learning the skills and knowledge required of a professional hiking guide.

ATBO 123 (2) Bushcraft

This course introduces the student to the core wilderness living skills required of guides in the adventure tourism industry. In this course we will be learning about how to look after yourself and your clients in a wilderness setting. Basic outdoor living skills such as knot tying, knife safety, shelter building, campsite set up, fire building, camp stove use, camp hygiene, meal planning, water treatment, and animal safety will be covered. These skills significantly add to the tool kit of anyone who spends ample amounts of time in the wilderness, or who is interested in a career as a guide in the adventure tourism industry.

ATBO 132 (2) Lake Water Canoe Instructor

This course is designed to teach general knowledge of the sport and history of canoeing, and to develop canoeing skills on flat water, and on moving water. Instruction is provided in teaching canoe strokes first on flat water, and then progressing to develop these strokes to be effective on moving water. This is a Level 1 Lake Water Instructor Certification course with the Recreational Canoe Association of BC. Successful students who pass the certification exam are certified as RCABC Lake Water Canoe Level 1 Instructors.

ATBO 133 (2) Sea Kayaking Level 1

An introductory course designed to teach students the fundamentals and knowledge of sea kayak guiding and to improve sea kayak paddling technique. Emphasis is placed on navigation, rescue techniques, marine radio operation, and coastal natural interpretation. Client care, risk management knowledge and safety awareness are also covered.

ATBO 135 (2) Raft Guide Skills Level 1

Learn practical introductory skills in white water rafting and operations for professional outfitters or for personal trips. This is the first step to professional raft guide certification. Adventurous, water minded people will develop pre-trip and on-water basic guiding skills. We will explore the upper glacier fed waters of the Kicking Horse River and other Rocky Mountain rivers around Golden, BC.

ATBO 141 (2) Rock Climbing Level 1

This course introduces the student to the basics of top roped climbing. Students learn the basic knots, safety procedures, equipment use and rope handling skills, group management, and climbing techniques to safely set up and climb basic top roped climbs.

ATBO 142 (2) Ice Climbing Level 1

This course introduces the student to the techniques and skills used in waterfall ice climbing. Safety and hazard management is the focus as the students learn anchor building, ice evaluation, belay considerations, and moderate and vertical ice climbing techniques.

Prerequisite: ATBO 141

Corequisite: ATBO 106

ATBO 151 (2) Ski/Snowboard Skills Level 1

This course is designed for students to develop a sound foundation of ski or snowboarding skills and experience. Topics include the fundamentals of skiing or boarding technique, the responsibility code, learner progressions and the use of ski area lifts.

- The alpine skiers take the CSIA Alpine Ski Instructor Level 1 Certification course.
- The snowboarders take the CASI Snowboard Instructor Level 1 Certification course.

ATBO 152 (2) Winter Back Country Travel Level 1

This course is designed to teach students the skills necessary for backcountry skiing and snowboarding in avalanche terrain. Topics include appropriate equipment selection and use, uphill and downhill travel techniques, navigation and route finding in the mountains. A large focus of this course is learning about travelling in avalanche terrain and learning how to identify and manage the avalanche risk.

Prerequisite: ATBO 151

ATBO 171 (2) Mountain Bike Skills Level 1

In this course, students will begin by learning about the sport of mountain biking. Students will be taught basic and intermediate riding skills, through a structured lesson plan. This course will also give an overview of different bike types and components, and how to set up and maintain these bikes with simple repairs on the trail. This course provides the necessary training to work as a Professional Mountain Bike Instructor Association Ride Guide. PMBI Ride Guides are responsible for organizing a ride, performing bike checks and safety talks, assessing rider skills, and managing their clients on appropriate trails. The goal is to be able to lead clients on safe, enjoyable rides.

ATBO 201 (3) Advanced Natural Interpretation and Environmental Education

Advanced natural interpretation and Environmental Education builds on the knowledge and skills gained in ATBO 107. In this course, students continue their exploration of the natural history of BC, flora and fauna, species identification, and ecosystem relationships in greater depth, within the context of the Adventure Tourism Industry. Students also learn how to plan interpretive programs for a variety of audiences. A variety of methodological tools for educating about the environment are also gained. Knowledge and skills gained from this course are applied through the creation and delivery of an interpretive program. Students come away from this course with a toolkit full of activities, ideas, games and resources they can use to implement interpretive programs in a wide-variety of settings and environmental education. This course includes The Apprentice Interpreter certification course with The Interpretive Guide's Alliance.

Prerequisite: ATBO 107

ATBO 207 (3) Sustainable Tourism and Environmental Stewardship

Through the use of case studies from existing tourism developments cited from around the world, the learners examine the economic, environment and social impacts of tourism. Throughout this course, learners examine the relationship between tourism, tourism stakeholders and the management and conservation of natural resources. Discussions are centered on the context of sustainable development and balancing the needs of ecosystems, communities and visitors. Some of the planning and management implications for sustainable tourism are also explored. The roles of various agencies and organizations managing natural resources are examined in terms of their tourism/outdoor recreation roles.

ATBO 208 (3) Cross-Cultural Tourism

This course is aimed at increasing awareness and sensitivity towards your own and other cultures. In an engaging and experiential setting, you become aware of the complex dynamics of cultural tourism and develop a base of skills and knowledge needed to facilitate cross-cultural adventure tourism in ways that are culturally-relevant and empowering. You also develop cross-cultural communication and conflict

resolution skills as you explore issues related to the preservation of culture and heritage. Overall, you gain a critical perspective of the economic, cultural and environmental impacts and opportunities associated with this unique niche of adventure tourism.

ATBO 210 (1) Capstone

This course serves as the conceptual and technical culmination of the ATBO Diploma Program. Students will reflect on their learning process, to consolidate their learning, and to begin preparation for their transition to the workforce.

ATBO 213 (3) Work Experience Practicum

The primary goal of the work placement is to further develop the student's skills and knowledge in the adventure tourism industry. Students will have the opportunity to practice skills gained in the program, and to receive feedback on their competencies. Students will complete 250 hours of work placement in an approved tourism related operation. This placement may be extended for students planning on completing a Tourism Management Diploma Program.

ATBO 214 (2) Advanced Wilderness First Aid

Advanced Wilderness First Aid builds on the skills learned in ATBO 114 Wilderness First Aid, and covers in-depth principles in medical and legal aspects related to injury prevention and care.

Prerequisite: ATBO 114

ATBO 221 (2) Backpacking Level 2

Continues to build on the skills and knowledge developed in ATBO 121. The hiking conditions are more challenging, and students cover the skills necessary to lead backpacking trips in the wilderness. This course is designed to help prepare students for the ACMG Day Hiking and Back Packing Guide Exams.

Prerequisite: ATBO 121

ATBO 230 (2) Swiftwater Rescue Technician

This course covers river rescue principles and techniques as they apply to canoes, kayaks, rafts, and other personal watercraft designed for river use. Topics include river and rescue terminology, basic rescue theory and equipment, drowning, hypothermia, moving water rescues, and rope systems. This is delivered by ATBO in conjunction with Rescue Canada. Successful students receive industry certification through Rescue Canada.

ATBO 233 (2) Sea Kayaking Level 2

This level 2 sea kayak guide training course exposes the student to the techniques and theory of ocean kayaking, equipment care and use, route selection, navigation, self rescue techniques, coastal kayaking hazard awareness, group management, tour guiding, and leadership. Coastal environment natural history topics are presented. Students learn ecologically sound ocean kayaking and camping techniques. This is run as an examination course for the SKGABC AOG overnight Sea Kayak Guide - Students meeting the certification criteria become certified as Assistant Guides with The SKGABC (Sea kayak Guides Alliance of BC).

Prerequisite: ATBO 133

ATBO 235 (2) Raft Guide Skills Level 2

Expand your practical skills in white water raft guiding for personal trips or prepare yourself for employment in the commercial white water raft guiding industry. Adventurous, water minded people will hone and build upon their existing white water raft handling skills and experience. Students will have the opportunity to challenge the BC River Outfitters Association oar guide exam. Students will explore the upper glacier fed waters of the Kicking Horse River, and other Rocky Mountain rivers around Golden, BC.

ATBO 241 (2) Rock Climbing Level 2

This course builds on the skills learned in ATBO 141 Rock Climbing Level 1. Students review and expand on their learning of the basic knots, safety procedures, rope skills, group management and climbing techniques used to climb on top rope climbing systems. The course then progresses on to some more advanced climbing skills, including lead climbing skills, and rock rescue techniques.

Prerequisite: ATBO 141

ATBO 242 (2) Mountaineering

This mountaineering course will cover the fundamental skills required to travel safely and efficiently in alpine terrain. These skills will include the following: navigation with map and compass, knot tying, equipment selection and use, route planning, glacier travel, interpreting glacier morphology, crevasse rescue, hazard recognition and climbing movement. Students should be motivated to travel in glaciated terrain and to make some peak ascents.

Prerequisite: ATBO 141 and ATBO 221

ATBO 252 (2) Winter Back Country Travel Level 2

This course continues to build on the skills learned on the ATBO 152 Winter Backcountry Travel Level 1 course. This course will follow the curriculum for the Canadian Avalanche Centre Avalanche Skills Training Level 2 course. We will also add two days of longer tours to reinforce and develop further on this learning

Prerequisite: ATBO 152

ATBO 260 (2) Adventure Industry Certification

This course is offered as an independent study course which allows students to focus their training into a specific area of focus that benefits each particular student. The training must be agreed upon between the student, and with the Adventure Tourism Business Operations Diploma Coordinator. Typically, this course is an adventure tourism industry recognized certification course of at least 40 hours duration.

COMP 153 (3) Introduction to Data Processing

This course allows students to develop skills in the operation and applications of Professional Productivity Software for the PC. Students use the four applications of the Microsoft Office 2013 suite: Word, Excel, Access and PowerPoint. The theory component develops a broad and general understanding of current computer technology.

ENGL 100 (3) English Composition

English 100 focuses on composition for academic purposes and develops a student's ability to write clearly and effectively. Students also learn the fundamentals of critical thinking, persuasive writing techniques (including rhetorical appeals and devices), scholarly research, and academic reading.

MGMT 316 (3) Entrepreneurship and Small Business Management

This course introduces the students to the basics of Entrepreneurship and Small Business Management. Students gain an understanding of how to establish and manage a small business. An essential part of the course is the students' development of research and analysis skills. The application of the knowledge is demonstrated by the student completing a business plan.

Prerequisite: A minimum grade of C- (55%) in ACCT 261 or ACCT 263. MKTG 281. English 100.

Corequisites: ACCT 261 or ACCT 263 and MKTG 281 may be taken as a corequisite.

MKTG 281 (3) Principles of Marketing

To gain an overview of the marketing process as it applies to marketing products and/or services in public, private and not-for-profit organizations. At the end of the course, the students should understand the four P's of Marketing—Price-Place-Promotion and Product, and the interrelationships between marketing and overall business practices. This 45 hour course provides an introduction to the more advanced courses in the College of the Rockies Business Program.

ACADEMIC POLICIES

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

PROGRAM CHANGES

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment, and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.