



# Principles of Tourism - ATBO 101

## Adventure Tourism Business Operations Program

### Course Outline

COURSE IMPLEMENTATION DATE: September 2000  
OUTLINE EFFECTIVE DATE: September 2018  
COURSE OUTLINE REVIEW DATE: April 2023

---

#### GENERAL COURSE DESCRIPTION:

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.

---

**Program Information:** This is a required course of the Adventure Tourism Business Operations Diploma.

---

**Delivery:** This course is delivered face-to-face.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	45

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author or Contact:**

Don Webster, MA

\_\_\_\_\_  
Signature

---

**APPROVAL SIGNATURES:**

Department Head  
Erin Aasland Hall  
E-mail: [aaslandhall@cotr.bc.ca](mailto:aaslandhall@cotr.bc.ca)

Dean of Business and University Studies  
Darrell Bethune  
E-mail: [bethune@cotr.bc.ca](mailto:bethune@cotr.bc.ca)

\_\_\_\_\_  
Department Head Signature

\_\_\_\_\_  
Dean Signature

EDCO

Valid from: September 2018 – April 2023

\_\_\_\_\_  
Education Council Approval Date

---

**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** Minimum 65% in English 12 or equivalent (refer to [Course Equivalency Information](#) on the College website.)

**Corequisites:** None

**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.

**Prior Course Number:** N/A

---

## Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

BC Open Textbook: Introduction to Tourism & Hospitality in BC Link:  
<https://opentextbc.ca/introtourism/>

Please see the instructor's syllabus or check COTR's online text calculator  
[http://www.cotr.bc.ca/bookstore/cotr\\_web.asp?IDNumber=164](http://www.cotr.bc.ca/bookstore/cotr_web.asp?IDNumber=164) for a complete list of the currently required textbooks.

---

## LEARNING OUTCOMES:

Upon the successful completion of this course, students should be able to

- define the interrelationships between the eight sectors of tourism including adventure tourism;
  - identify current issues and trends within the adventure tourism industry and discuss their impacts for the future;
  - identify travel motivators and travel generators as they relate to adventure tourism;
  - assess the impact of adventure tourism as a worldwide, national, provincial economic, environmental, cultural and social force;
  - describe professional, industry and government organizations that impact the industry;
  - assess personal attributes and abilities to determine suitability for work in the adventure tourism industry,
  - identify career opportunities available within the sector.
  - develop adventure tourism operator product and service awareness,
  - develop knowledge of career paths in tourism; and
  - develop research and networking within the industry.
- 

## COURSE TOPICS:

- Introduction to Tourism
- Tourism Guests
- Tourism Hosts
- Planning and Development
- Tourism's Eight Sectors
  1. transportation
  2. accommodation
  3. food and beverage
  4. attractions
  5. events
  6. adventure tourism and outdoor recreation
  7. travel services
  8. tourism services
- Adventure Tourism in Focus
- Government Agencies

- Legal Issues in Adventure Tourism
- Challenges for Tourism and Future Trends
- Career Opportunities in Adventure Tourism

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

**EVALUATION AND ASSESSMENT:**

Assignments	% Of Total Grade
Quizzes/Mini Assignments	20
Assignments	40
Final/Exams	30
Presentations	<u>10</u>
	100%

*Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.*

**Note:** Regular attendance is expected. Absence for more than three classes will result in one grade loss for the final mark. Late assignments will lose 10% for each calendar day.

**EXAM POLICY:**

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

**COURSE GRADE:**

Course grades are assigned as follows:

Grade	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.

**ACADEMIC POLICIES:**

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

---

**COURSE CHANGES:**

Information contained in course outlines is correct at the time of publication. Content of the course 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.