



Adventure Tourism Business Operations Program (ATBO)

Program Outline

PROGRAM IMPLEMENTATION DATE:	Pre 1998
OUTLINE EFFECTIVE DATE:	September 2022
PROGRAM OUTLINE REVIEW DATE:	April 2027

GENERAL PROGRAM DESCRIPTION:

The Adventure Tourism Business Operations certificate and diploma programs respond to industry demand for a more professional approach to adventure tourism operations. These programs 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 develop a balance of business, communication, operations management, technical field skills and leadership and interpersonal skills. Students 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:

This program has two main purposes:

1. to prepare students entering the adventure tourism workforce;
2. to meet BC provincial articulation standards and enable the student to ladder into other Tourism or Adventure Tourism degree programs in BC.

Credentials Granted:

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

Delivery: This program is delivered face-to-face.

COTR Credits: A minimum of 33 credits for the Adventure Tourism Business Operations Certificate.
A minimum of 66 credits for the Adventure Tourism Business Operations Diploma.

Hours for this program: 1333-1477

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	502-518
Seminars/Tutorials	57-65
Laboratory/Studio Hours	45
Practicum/Field Experience Hours	689-809
Other Contact Hours	40
Total	1333-1477

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	250
Formal Work Experience	
Other	
Total	250

Program Outline Author or Contact:

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Signature

APPROVAL SIGNATURES:

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EDCO

Valid from: September 2022 – April 2027

Education Council Approval Date

PROGRAM PREREQUISITES AND TRANSFER CREDIT:

Academic Admission Requirements:

- Secondary school graduation or equivalent.
- Minimum 65% in either English 12, English Studies 12, English First Peoples 12, ENGL 090, or equivalent (refer to Course Equivalency information on the College Website).
- Recommended: Minimum 60% in either MATH 080, MATH 082, Foundations 11, Pre-Calculus 11, Essentials 11, Applications 11, Principles 11, Computer Science 11, Computer Science 12, Foundations of Math 12, Pre-Calculus 12, Geometry 12, or equivalent.

Non-Academic Admission Requirements:

- 19 years prior to the start date of the program.
- Completion and submission of ATBO Program Admissions Package, which includes the ATBO Admissions Questionnaire, the ATBO Physical Fitness & Abilities Agreement, the ATBO Medical History Questionnaire, medical insurance, and the general program release and waiver, and
- Students will be required to sign a general program release and waiver form before attending any outdoor activity.

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)

Course	Title	Credit	Lecture-Lab/Tutorials-Field Experience
ATBO 101	Principles of Tourism	3	45-0-0
ATBO 105	Wilderness Travel	3	33-0-12
ATBO 106	Experiential Leadership and Guiding	3	45-0-0
ATBO 107	Natural Interpretation	3	21-0-24
ATBO 109	Risk Management	3	45-0-0
ATBO 121	Backpacking Level 1	2	0-8-40
ATBO 123	Introduction to Outdoor Skills	2	12-0-28
COMP 153	Introduction to Data Processing	3	15-45-0
ENGL 100	English Composition	3	45-0-0
Plus :			
ATBO 114	Wilderness First Aid	2	10-0-50
	Total credits from required courses	27	

Plus three elective courses (6 credits) chosen from:

ATBO 131	Whitewater Kayak Level 1	2	0-0-48
ATBO 132	Canoe Guide Skills	2	0-0-48
ATBO 133	Sea Kayaking Level 1	2	0-8-72
ATBO 135	Raft Guide Skills Level 1	2	0-0-40
ATBO 141	Rock Climbing Level 1	2	0-0-40
ATBO 142	Ice Climbing Level 1	2	0-0-40
ATBO 151	Ski/Snowboard Instructor Level 1	2	0-0-48
ATBO 152	Winter Backcountry Travel Level 1	2	0-0-40
ATBO 171	Mountain Bike Skills Level 1	2	0-0-40
	Total Year 1 credits	33	

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

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)

ACCT 263	Financial Accounting for Tourism Majors	3	45-0-0
ATBO 201	Advanced Natural Interpretation and Environmental Education	3	21-12-12
ATBO 207	Sustainable Tourism & Environmental Stewardship	3	45-0-0
ATBO 208	Cross-Cultural Tourism	3	30-6-9
ATBO 213	Work Experience Practicum	3	0-0-250
ATBO 221	Backpacking Level 2	2	0-16-32
MGMT 316	Entrepreneurship and Small Business Management	3	45-0-0
MKTG 281	Principles of Marketing	3	45-0-0
Either ENGL 248 Travel Writing (or other 3 credit University Transfer elective course)		3	45-0-0
ATBO 210	Capstone	1	0-15-0
Subtotal		27	

Plus three elective courses (6 credits) chosen from:

ATBO 230	Swiftwater Rescue Technician	2	0-0-40
ATBO 233	Sea Kayaking Level 2	2	0-0-80
ATBO 235	Raft Guide Skills Level 2	2	0-0-40
ATBO 241	Rock Climbing Level 2	2	0-0-56
ATBO 242	Mountaineering	2	0-8-48
ATBO 250	Avalanche Skills Training Level 2	2	8-0-32
ATBO 252	Winter Backcountry Travel Level 2	2	8-0-40
ATBO 260	Adventure Industry Certification	2	40 contact hours
Total Year 2		33	

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.

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 230, ATBO 250, 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.

Prerequisite: English 12 or equivalent

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.

Prerequisites: Minimum 65% in English 12 or equivalent

ATBO 105 (3) Wilderness Travel

The Wilderness Travel course uses the classroom learning environment to teach academic theory to support the practical skills learned on ATBO field courses on complex topics such as navigation and weather interpretation. Students will also explore special topics such as nature philosophy, avalanche skills training, and marine radio use.

Corequisites: ATBO elective filed courses as selected.

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. Experiential Leadership and Guiding is a CORE theory course (Guiding Leadership and Group Management) as described in the Provincial Core Curriculum Handbook for the British Columbia Adventure Tourism Certificate Program.

ATBO 107 (3) Natural Interpretation

This course helps participants 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 study concepts such as legal liability, risk mitigation, and standard of care. They learn how to develop a risk management strategy that covers techniques for risk reduction, risk transfer, risk avoidance, and risk acceptance from both a management level and an employee level.

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. This WFA course meets the certification requirements for adventure guides working in the adventure tourism industry.

Prerequisite: Prior basic First Aid training

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. This 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 backpacking guide.

Corequisites: ATBO 106

ATBO 123 (2) Introduction to Outdoor Skills

This course introduces the student to the core outdoor skills required of guides in the adventure tourism industry. In this course, students learn how to look after themselves and their 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, maps and navigation, 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 131 (2) White Water Kayaking Level 1

This course is designed to introduce and develop white water kayak skills and develop confidence and self-reliance in the whitewater environment. Students are educated in equipment design and selection, trip preparation, evaluation of hazards, conservative decision-making and leadership in the sport of white water kayaking. Instruction begins on flat water, and then moves to grade 1 white water as student skill levels increase. As skills are further developed, students will progress to grade 2 white water and potentially on to grade 3 white water if appropriate for the student.

Prerequisites: Students must be 19 years old to take this course

Corequisites: ATBO 106

ATBO 132 (2) Canoe Guide Skills

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 Canoe Guide Certification course with the Recreational Canoe Association of BC. Successful students who pass the certification exam are certified as RCABC Day Guides.

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.

Prerequisites: ATBO 105

ATBO 135 (2) Raft Guide Skills Level 1

Students will learn practical introductory skills in white water rafting and operations for professional outfitters or for personal trips. This course is the first step to professional raft guide certification. Students will learn and practice all aspects of the white-water raft guiding industry, from pre-trip preparation to on water raft handling skills and river reading and safety skills. Students will learn to navigate the upper glacier-fed waters of the Kicking Horse River and other Rocky Mountain rivers around Golden, BC.

Corequisites: ATBO 230

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.

Corequisites: ATBO 106

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

Corequisites: ATBO 106

ATBO 151 (2) Ski/Snowboard Instructor Level 1

This course is a certification course to become certified to work as a ski or snowboard instructor. 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

Corequisites: ATBO 105

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 and cultural history of BC, flora and fauna, species identification, and ecosystem relationships in greater depth within the context of the Adventure Tourism Industry. Students explore Indigenous perspectives on these course topics. Students also learn how to plan interpretive programs and environmental education for a variety of audiences. 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 Interpretive Specialist certification course with the Interpretive Guide Association
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 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. Prerequisite: ATBO 133

ATBO 235 (2) Raft Guide Skills Level 2

Students will learn practical skills in white water raft guiding for personal trips to prepare themselves for employment in the commercial white-water raft guiding industry. Students will continue to work on the white-water raft handling skills and experience that they developed in the Raft Guide Skills Level 1 course. Students will learn on the upper glacier-fed waters of the Kicking Horse River, and other Rocky Mountain rivers around Golden, BC. At the conclusion of this course, students will have the opportunity to challenge the BCROA (BC River Outfitters Association) Oar Guide Exam.

Prerequisites: ATBO 135

Corequisites: ATBO 230

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 250 (2) Avalanche Skills Training Level 2

This course is designed for the intermediate back country skier or splitboarder who wants to start exploring more complex avalanche terrain independently. This course will emphasize the practical collection and analysis of relevant data that an average backcountry skier or splitboarder would be able to use as the basis for making decisions regarding travel in avalanche terrain. This course follows the curriculum for the Canadian Avalanche Centre Avalanche Skills Training Level 2 course. Successful students will receive a CAC AST Level 2 Certification.

Prerequisites: AST 1 Certificate

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. These skills will be reinforced and practiced at a higher level on a multi-day ski tour in alpine terrain. Additional skills, such as glacier travel skills, will be incorporated if necessary for our chosen multi day ski tour.

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 knowledge and skills in the field of information technology. Students will explore the operation and application of professional productivity software. Students use four applications of the Microsoft Office 2016 suite: Word, Excel, Access and PowerPoint. The theory component develops a broad and general understanding of current computer technology, methods and models.

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.

ENGL 248 (3) Travel Writing

English 248 focuses primarily on travel writing. This course is designed to help students improve their writing skills with an emphasis on writing travel articles for publication. University success often depends on students being able to express themselves clearly in writing and this course will work to help develop that skill. On assignments and in essays, students are asked to convey information in an organized and concise fashion. In this course students learn primarily by doing. The emphasis is on the weekly writing assignments

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; and ENGL 100 or COMC 101.

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

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 other more advanced courses in the College of the Rockies Business program.

Prerequisites: English 12 or equivalent

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.