



## Introduction to Adventure Tourism Industry - MAST 121

### Mountain Adventure Skills Training Program

### Course Outline

COURSE IMPLEMENTATION DATE: January 2003  
OUTLINE EFFECTIVE DATE: September 2022  
COURSE OUTLINE REVIEW DATE: March 2027

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#### 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 while examining the positive and negative impacts the industry has on communities, ecosystems, and economies. Topics of land use, environmental impacts and cultural considerations in tourism are discussed. This also helps students evaluate the scope of career options and define their own role in this exciting industry.

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**Program Information:** This course is required for completion of the MAST certificate.

**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:**

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Signature

**APPROVAL SIGNATURES:**

Department Head  
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Department Head Signature

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Valid from: September 2022 – March 2027

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Education Council Approval Date

**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** None

**Corequisites:** None

**Flexible Assessment (FA):** If you are seeking prior credit for this course, evidence of your learning achievement may include:

- An interview to assess your knowledge of leadership
- Letters of reference from employers/co-workers in the Adventure Tourism field
- A video tape sample of your leadership skills, working with co-workers, conflict resolution and communication skills
- Demonstration of leadership and communication skills in front of a group

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:** MASD 121 ⇔⇔ MAST 121

**Date changed:** March 2009

## **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:

All necessary materials will be provided.

*Please see the instructor's syllabus or check COTR's online text calculator*

*<http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.*

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## **LEARNING OUTCOMES:**

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

- 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;
- demonstrate introductory-level knowledge related to helicopter safety, operations, travel and best practices in the adventure tourism industry;
- assess personal attributes and abilities to determine suitability for work in the adventure tourism industry; and
- identify career opportunities available within the sector.

This course should help you:

- develop adventure tourism operator product and service awareness.
  - develop knowledge of career paths in tourism.
  - develop research and networking within the industry.
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## **COURSE TOPICS:**

- Introduction to Tourism – Trends, Issues and Impacts
- Tourism Guests/Hosts
- Sustainable Tourism Practice
- Tourism Planning and Development
- Tourism's Eight Sectors
- Adventure Tourism in Focus
- Government Agencies
- Helicopter Safety & Operations
- 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.*

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## EVALUATION AND ASSESSMENT:

Assignments	% Of total Grade
Attendance & Participation	10%
Adventure Tourism Job Posting, Resume & Cover Letter	15%
Indigenous Land Acknowledgement Presentation	15%
Current Topic or Issue in the Adventure Tourism Industry: Research Notes, Discussion Plan & Discussion Facilitation	30%
Adventure Sector Report	<u>30%</u>
Total	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.*

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## 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.

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## 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.

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## 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.

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## COURSE 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.