



ATBO-101 – Principles of Tourism

Business

Effective Term & Year: Fall 2022

Course Outline Review Date: 2025-04-01

Program Area: Tourism, Recreation, & Hospitality

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 Methods: On-campus (Face-to-Face)

Credit Type: College of the Rockies Credits

Credits: 3

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	

Other

Total	4
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Course Requisites:

- Earned a minimum grade of C+ (65%) in at least 1 of the following:
 - ENFP 12 – English First Peoples 12
 - ENST 12 – English Studies 12
 - ENGL090 – English – Provincial Level

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook 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 <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

Upon the successful completion of this course, students will 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 Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Quizzes/Mini Assignments	20%
Assignments	40%
Final/Exams	30%
Presentations	10%
Total	100%

Grade Scheme

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

Evaluation Notes: A grade of “D” grants credit, but may not be sufficient as a prerequisite for sequential courses.

Evaluation Notes Comments:

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 Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a “0” on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance

- Policy 2.5.3 Grade Appeal
 - Policy 2.4.9 Student Concerns Re Faculty
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Equivalent Course(s) and Course Code Changes

Equivalent Course: Students who have received COTR credit for ATBO 101 may not receive additional credit for TOUR 111.

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.