



## ATBO-101 – Principles of Adventure Tourism

### Business

**Effective Term & Year:** Fall 2025

**Course Outline Review Date:** 2030-04-01

**Program Area:** Tourism, Recreation, & Hospitality

#### Description:

This course provides an overview of Adventure Tourism from a local, national, and international perspective. Students will explore the conception, growth, past/current trends and the future of Adventure Tourism. A variety of assignments, presentations, and guest speakers will help guide students to investigate the social, economic, and environmental impacts of Adventure Tourism within communities.

#### 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	

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Other

Total	45
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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

**Prior Learning and Recognition: Yes**

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy 2.5.5 [Prior Learning Assessment and Recognition \(PLAR\)](#) or contact an education advisor for more information.

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**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.

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**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 local, national and international environmental, cultural and social force;
- describe professional, industry and government organizations that impact the Adventure Tourism industry;
- explain how Adventure Tourism can support the UN Sustainable Development Goals #1, #13, #14, #15; and
- describe Indigenous perspectives on Adventure Tourism from a Canadian and international perspective.

## Course Topics:

- Introduction to Tourism & Adventure Tourism
- Tourism & Adventure Tourism Travel Motivators
- Social, Economic, and Environmental concerns in Tourism & Adventure Tourism
- Planning and Development of Adventure Tourism
- Governmental & Industry Organizations in Tourism & Adventure Tourism.
- Tourism's Eight Sectors
  - Transportation
  - Accommodation
  - Food and Beverage
  - Attractions
  - Events
  - Adventure Tourism and Outdoor Recreation
  - Travel Services
  - Tourism Services

*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
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Quizzes/Mini Assignments	20%
Assignment #1	10%
Assignment #2	10%
Major Project	25%
Midterm Exam	15%
Final Exam	20%
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.

#### 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 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

#### 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.