



ATBO-202 – Business Operations for Adventure Tourism

Business

Effective Term & Year: Fall 2026

Course Outline Review Date: 2031-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course explores the key components of operating a successful business in the adventure tourism industry. Students will gain a deep understanding of the operational, financial, and strategic elements required to manage an adventure tourism business, including corporate structures, budgeting, taxation, business growth, and sustainable land access. This course emphasizes the practical application of business theories within the unique context of the adventure tourism sector. It integrates Indigenous perspectives and sustainable development goals to ensure that future business leaders in this field can foster responsible tourism practices while promoting growth and success.

Program Information:

Graduates are prepared to enter the Adventure Tourism industry in both entry-level and supervisory positions.

Graduates of this program are recommended to continue their studies at the college in the Bachelor of Business Administration- Sustainable Business Practices (BBA) (on campus or online) or through one of our partner institutions.

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	45

Course Requisites:

- Earned at least 27 credits from Year 1 of the Adventure Tourism Business Operations program.

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.

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 Enrollment Service office.

Textbook Resources:

A variety of readings and online resources will be provided by your instructor.

Learning Outcomes:

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

- analyze and apply different corporate structures (e.g., sole proprietorship, partnership, corporation) to an adventure tourism business;
- prepare and manage business budgets, including understanding business taxes, financial statements, and cash flow management;
- develop growth strategies for adventure tourism businesses, including identifying opportunities for business expansion and diversification;
- create a comprehensive business plan tailored to the adventure tourism industry, considering key aspects such as market analysis, business operations, and risk management;
- identify and navigate land access issues relevant to adventure tourism, with a focus on Indigenous land rights and cultural considerations;
- utilize contextual land management platforms to access land for adventure tourism;
- engage with local Indigenous communities in a respectful and culturally aware manner, understanding the importance of Indigenous perspectives in adventure tourism; and
- align business operations with Sustainable Development Goals (SDGs), integrating environmental and social sustainability practices in business strategies.

Course Topics:

- Introduction to Business Operations in Adventure Tourism
 - Overview of the adventure tourism industry
 - Key business operations and management principles
 - Corporate structures: Sole proprietorship, partnership, and corporation models
- Business Budgeting and Financial Management
 - Preparing and managing budgets
 - Understanding taxes, cash flow, and financial statements
 - Basic financial principles in the context of adventure tourism businesses
- Business Growth and Expansion Strategies
 - Identifying growth opportunities in the adventure tourism market
 - Diversification strategies: new products, services, and markets
 - Scaling operations and managing growth effectively
- Business Planning for Adventure Tourism
 - Creating a comprehensive business plan
 - Market analysis, business strategies, and operational plans
 - Setting business goals and financial forecasting
- Land Access and Regulatory Considerations
 - Land use permits, zoning laws, and regulatory compliance
 - Indigenous land rights and permissions for tourism operations
 - Collaborating with landowners and Indigenous communities
- Trends and Issues in the Adventure Tourism Industry
 - Examining global and local trends: Eco-tourism, adventure travel, digital transformation
 - The impact of socio-cultural factors on business operations

- Indigenous Perspectives in Adventure Tourism
 - Cultural awareness and engagement with Indigenous communities
 - Integrating Indigenous knowledge and traditions into business operations
 - Ethical considerations and community-based tourism initiatives
- Business Administration and Leadership
 - Effective leadership in the adventure tourism sector
 - Organizational behavior and team management
 - Human resource management in small adventure tourism businesses

Evaluation and Assessments

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

Assessment Type	% of Total Grade
Midterm	20%
Final	20%
Business Plan	30%
Case Studies	15%
Mini Assignments	15%
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

No pass requirements available.

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)
-

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.