



ATBO-203 – Adventure Tourism Programing and Experience Creation

Business

Effective Term & Year: Fall 2026

Course Outline Review Date: 2031-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course provides students with the essential skills and knowledge to design, plan, and implement adventure tourism activities. As part of the Adventure Tourism Business Operations program, students will engage in hands-on learning, where they will create and deliver adventure tourism experiences. The course emphasizes safety, risk management, cultural sensitivity (including Indigenous perspectives), and effective communication, as well as providing students with the tools needed to successfully plan and execute adventure tourism activities. Students will complete a semester-long project designing and delivering adventure tourism experiences for real clients or peers.

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), Hybrid – On-campus (Face-to-Face) and Online

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:

- design adventure tourism activities that are safe, engaging, and culturally sensitive;
- create detailed activity plans, including logistics, safety measures, and risk management strategies;
- integrate Indigenous perspectives and traditional knowledge into adventure tourism programming, recognizing the importance of collaboration with Indigenous communities;
- deliver adventure tourism activities effectively, demonstrating strong facilitation, leadership, and communication skills;
- assess and mitigate risks in the context of adventure tourism activities, prioritizing the well-being of participants;
- evaluate the impact of adventure tourism activities on the local environment and community, ensuring a sustainable approach to programming;
- communicate and collaborate with clients, stakeholders, and team members to ensure successful adventure tourism operations; and
- design and implement an inclusive adventure tourism experience that caters to diverse audiences, respecting cultural and individual differences.

Course Topics:

- Introduction to Adventure Tourism Programming
 - Definitions, trends, and the role of adventure tourism in the industry
 - Key principles of activity design and programming
 - Overview of Indigenous perspectives on tourism and traditional knowledge
- Risk Management in Adventure Tourism
 - Assessing risk and safety planning
 - Emergency preparedness and response
 - Insurance, liability, and legal considerations
- Designing Adventure Tourism Activities
 - Designing engaging and safe activities
 - Adapting activities for different audience types (e.g., age, ability, cultural background, BIPOC)
 - Seasonal and environmental considerations
- Cultural Sensitivity and Indigenous Perspectives in Adventure Tourism
 - Incorporating Indigenous cultural protocols and traditions
 - Collaboration with Indigenous communities for respectful programming
 - Ethical considerations and community engagement
- Logistics and Planning for Adventure Tourism Activities
 - Creating detailed itineraries and schedules
 - Equipment, transportation, and location considerations
 - Budgeting and resource allocation
- Leadership and Facilitation Skills
 - Effective communication in adventure tourism
 - Group management, conflict resolution, and decision-making
 - Facilitating meaningful experiences for clients

- Delivering Adventure Tourism Activities
 - Hands-on practice in delivering activities
 - Client interaction, feedback, and adaptability
 - Group facilitation, safety monitoring, and troubleshooting
- Inclusive Programming and Universal Design
 - Designing activities for diverse groups, including persons with disabilities
 - Adapting activities for different cultural, social, and individual needs
- Project Development and Final Presentations
 - Development of final semester-long project
 - Creating comprehensive planning documents
 - Presentation of final projects

Evaluation and Assessments

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

Assessment Type	% of Total Grade
Analysis of an Adventure Activity	10%
Adventure Activity Design Proposal	10%
Risk Management & Safety Plan	10%
Inclusivity Perspectives Reflection	5%
Adventure Activity Delivery	40%
Peer/Participant Feedback	10%
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	<

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)
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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.