



## MAST-121 – Introduction to Adventure Tourism Industry

### Business

**Effective Term & Year:** Fall 2022  
**Course Outline Review Date:** 2024-03-01

**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 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.

#### Program Information:

This course is required for completion of the MAST certificate.

**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	

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Co-op/Work Experience	
Other	
Total	45

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**Course Requisites:**

None

**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.

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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:

All necessary materials will be provided.

*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.*

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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;
- 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
- Legal Issues affecting 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.*

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## Evaluation and Assessments

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

Assessment Type	% of Total Grade
Attendance, Participation, In-Class projects	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	30%
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

**Pass requirements:** None

**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 2.4.3 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

**Equivalent Course(s) and Course Code Changes**

Prior Course Code: MASD 121 >> MAST 121

Date changed: March 2009

**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.

