



MAST-121 – Introduction to Adventure Tourism Industry

Business

Effective Term & Year: Fall 2024
Course Outline Review Date: 2029-03-01

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. Students discuss topics of land use, environmental impacts and cultural considerations in tourism. 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. This course is equivalent to ATBO 101 and cannot be used as duplicate credit.

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:

None

Flexible Assessment: Yes

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, or work-based assessment are used 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 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:

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.

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;
- demonstrate introductory-level knowledge related to helicopter safety, operations, travel and best practices in the adventure tourism industry;
- assess personal attributes and abilities to determine suitability for work in the adventure tourism industry;
- identify and value Indigenous Peoples' roles in fostering community ties, land conservation and decision making in the adventure tourism industry; and
- identify career opportunities available within the sector.

Course Topics:

- Introduction to Tourism – Trends, Issues and Impacts
- Tourism Guests/Hosts
- Sustainable Tourism Practice
- Tourism Planning and Development
- Tourism Sectors
- Adventure Tourism in Focus
- Government Agencies
- Helicopter Safety & Operations
- Challenges for Tourism and Future Trends
- Career Opportunities in Adventure Tourism
- Land Access, Permits & Operational Considerations
- Indigenous Peoples' Perspectives 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 |
|--|------------------|
| 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.

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.

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

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.