ATBO – Adventure Tourism Business Operations

Business

Effective Term & Year: Fall 2022
Program Outline Review Date: 2026-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

The Adventure Tourism Business Operations certificate and diploma programs respond to industry demand for a more professional approach to adventure tourism operations. These programs assist individuals by helping to increase their knowledge and experience in both small business skills and in building professional outdoor skills for future employment prospects within the adventure tourism industry. Students develop a balance of business, communication, operations management, technical field skills and leadership and interpersonal skills. Students also acquire national certifications in a selection of outdoor pursuits appropriate for guiding positions within the adventure tourism industry. These programs are appropriate for students wishing to grow within an existing adventure tourism operation, or for those students interested in developing their own opportunities.

Program Information:

This program has two main purposes:

1. to prepare students entering the adventure tourism workforce;

2. to meet BC provincial articulation standards and enable the student to ladder into other Tourism or Adventure Tourism degree programs in BC.

Credentials Granted:

Adventure Tourism Business Operations Certificate

Minimum Course Grade: A minimum grade of D

Program Average: A minimum program grade point average of 2.0/10 (C- average)

Delivery Methods: On-Campus (Face-to-Face)

Credits: 33

Admission Requirements:

- Complete all of the following
  - Secondary school graduation or equivalent.
  - Earned a minimum grade of C+ (65%) in at least 1 of the following:
    - ENST 12 – English Studies 12
    - ENFP 12 – English First Peoples 12
    - ENGL090 – English – Provincial Level

Recommended Admission Requirements:

Recommended: Minimum 60% in either MATH 080, MATH 082, Foundations of 11, Pre-Calculus 11, Computer Science 11, Computer Science 12, Foundations of Math 12, Pre-Calculus 12, Geometry 12, or equivalent.

Non-Academic Admission Requirements:

- 19 years of age or older as of September 4th. Prior to the start date of the program.
- Completion and submission of ATBO Program Admissions Package, which includes the ATBO Admissions Questionnaire, the ATBO Physical Fitness & Abilities Agreement, the ATBO Medical History Questionnaire, medical insurance, and the general program release and waiver, and
- Students will be required to sign a general program release and waiver form before attending any outdoor activity.

Program Completion Requirements:

Adventure Tourism Business Operations Certificate Program
33 Total Credits

- Complete all of the following
  - Completed the following:
    - ATBO101 – Principles of Tourism (3)
    - ATBO105 – Wilderness Travel (3)
    - ATBO106 – Experiential Leadership & Guiding (3)

- ATBO107 – Natural Interpretation (3)
- ATBO109 – Risk Management (3)
- ATBO121 – Backpacking Level 1 (2)
- ATBO123 – Introduction to Outdoor Skills (2)
- COMP153 – Introduction to Data Processing (3)
- ENGL100 – English Composition (3)
- ATBO114 – Wilderness First Aid (2)

- Completed at least 3 of the following:
  - ATBO131 – White Water Kayaking Level 1 (2)
  - ATBO132 – Canoe Guide Skills (2)
  - ATBO133 – Sea Kayaking Level 1 (2)
  - ATBO135 – Raft Guide Skills Level 1 (2)
  - ATBO141 – Rock Climbing Level 1 (2)
  - ATBO142 – Ice Climbing Level 1 (2)
  - ATBO151 – Ski/Snowboard Instructor Level 1 (2)
  - ATBO152 – Winter Back Country Travel Level 1 (2)
  - ATBO171 – Mountain Bike Skills Level 1 (2)

Grand Total Credits: 33

Program Completion Requirements Notes:

A grade of "D" grants credit, but may not be sufficient as a prerequisite for sequential courses.

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.

Program Transfer Credit:

For information about block transfer agreements between programs in British Columbia, Alberta, and elsewhere, please visit http://www.cotr.bc.ca/transfer.

To minimize transfer issues, check with an academic advisor at the institution that will receive

the transfer credits.

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 2.4.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Program Changes:

Information contained in this program outline is correct at the time of publication. Courses and course content may be revised from time to time based on changing educational, employment and marketing needs. The timetable may also be revised.

Course Descriptions: Refer to Course Outlines – https://outlines.cotr.bc.ca/course/