ATBO – Adventure Tourism Business Operations Certificate

Business

Effective Term & Year: Fall 2025
Program Outline Review Date: 2030-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

The program responds to industry demand for skilled professionals who have a combined skill set of being able to lead adventure trips, teach outdoor skills, and apply sustainable business practices. The adventure industry is a dynamic field where trust in the field, and in each other, is paramount. Through the certificate students will learn entry level outdoor skills to work in an adventure operation.

Program Information:

Graduates have entry level skills and knowledge of the outdoor industry and its importance to the tourism sector.

Graduates are recommended to continue their studies into the Adventure Tourism Business Operations Diploma.

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)

Progression Requirements:

Some of the outdoor skills courses may require a specific grade or achievement in order to progress to the next level.

Delivery Methods: On-Campus (Face-to-Face), Practicum/Work Placement

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

Non-Academic Admission Requirements:

- 19 years of age or older at the start date of the program
- Completion and submission of the ATBO Program Admissions Package, which includes:
  - the ATBO Admissions Questionnaire
  - the ATBO Physical Fitness & Abilities Agreement
  - the ATBO Medical History Questionnaire
  - medical insurance form
  - general program release and waiver

Program Completion Requirements:

Adventure Tourism Business Operations Certificate Program
33 Total Credits

- Complete all of the following
  - Completed the following:
    - ATBO101 – Principles of Adventure 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 – Whitewater Kayaking Level 1 (2)
    - ATBO132 – Canoe Guide Skills (2)
    - ATBO133 – Sea Kayaking 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.

Program Learning Outcomes:

By the end of the program, participants will be able to:

- Explain the importance of the adventure tourism industry in terms of product, service, and regional business operations.
- Understand how accountability in natural settings can achieve societal goals, human health and quality of life outcomes.
- Make nature-based adventure tourism decisions using general outdoor skills within applicable laws, policies, and regulations, and across cultural and geographic contexts.
- Communicate effectively (in both written and verbal) to a variety of audience and formats appropriate to context.
- Demonstrate specific adventure tourism leadership skills in alignment with professional guide certification standards.

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.

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 2.1.4 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)

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/