ATBO2 – Adventure Tourism Business Operations Diploma

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. During this cohort-based program you will build knowledge and experience in these areas as you engage with active and experiential learning opportunities including multi-day trips that challenge you and build technical, leadership, and interpersonal skills. Your business acumen is developed through a balance of business, communication, operations management, and entrepreneurship courses. You also acquire national certifications in a selection of outdoor pursuits appropriate for guiding positions within the adventure tourism industry. This program is appropriate if you wish to grow within an existing adventure tourism operation or interested in developing your own opportunity.

Program Information:

Graduates are prepared to enter the Adventure Tourism industry in both entry-level and supervisory positions.

The Adventure Tourism Business Operations Diploma meets the requirements of the Adventure Tourism Standardized Core Curriculum in BC.

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.

Credentials Granted:

Adventure Tourism Business Operations Diploma

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), Practicum/Work Placement

Credits: 66

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 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:

Year 1
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)

Year 2
33 Total Credits

- Complete all of the following
  - Completed the following:
    - ATBO213 – Work Experience Practicum (3)
    - ACCT263 – Financial Accounting for Tourism Majors (3)
    - ATBO201 – Advanced Natural Interpretation and Environmental Education (3)
    - ATBO207 – Sustainable Tourism and Environmental Stewardship (3)
    - ATBO208 – Cross Cultural Tourism (3)
    - ATBO221 – Backpacking Level 2 (2)
    - MGMT316 – Entrepreneurship and Small Business Management (3)
    - MKTG281 – Principles of Marketing (3)
    - ENGL248 – Travel Writing (3)
    - ATBO210 – ATBO Capstone (1)
  - Completed at least 3 of the following:
    - ATBO230 – Swift Water Rescue Technician (2)
    - ATBO233 – Sea Kayaking Level 2 (2)
    - ATBO250 – Avalanche Skills Training Level 2 (2)
    - ATBO260 – Adventure Industry Certification (2)
    - ATBO241 – Rock Climbing Level 2 (2)
    - ATBO242 – Mountaineering (2)
    - ATBO252 – Winter Back Country Travel Level 2 (2)
    - ATBO260 – Adventure Industry Certification (2)

Grand Total Credits: 66

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 business operations – regionally, globally, culturally, economically, and politically.
- Demonstrate accountability in natural settings for achieving societal goals, human health and quality of life outcomes, sustainable relationships to natural resources, and to upholding land relational cultural integrity and sustainability (i.e. Indigenous sovereignty, kinship relations, and global rights).
- Identify, analyze, and apply the best available information on ecological science, management practices, interpretation, both Indigenous and western ways of knowing, and public preferences to address contemporary adventure tourism and outdoor leadership opportunities, issues, and engagement with natural settings.
- 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 audiences, and formats appropriate to context.
- Work effectively with clients, demonstrating care, inclusion, and customer service; and professionally in groups, as leaders and followers, demonstrating teamwork, emotional intelligence, and conflict resolution strategies and skills.
- Apply principles and methods for successful management for clients, groups, employees, or volunteers.
- Demonstrate business planning skills inclusive of budgeting, marketing, personnel management, entrepreneurship, and computer literacy.
- 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/