FACULTY OF GLOBAL & COMMUNITY STUDIES
SCHOOL OF TOURISM MANAGEMENT
COURSE OUTLINE

Term:	Fall 2015	**Instructor:**	
Course No (Section):	TOUR 356	**Office:**	
Course Name:	Adventure Sport Event Management	**Telephone:**	
Credits:	3	**E-mail:**	
Classroom/Lab:		**Office Hours:**	
Scheduled:			

COURSE FORMAT: 3 hours per week for 15 weeks, plus fourth hour activities

PREREQUISITES: 60 credits of 100-level or higher coursework

FOURTH HOUR: A fourth hour of instruction is delivered in a variety of ways which may include: on-line instruction, small group meetings with faculty, tutorials, etc. Completion of fourth hour activities is mandatory and attendance at these activities will directly impact your marks in the course.

COURSE DESCRIPTION: This course addresses events with an adventure sport focus within the realm of tourism. Students will study an overview of winter and summer events at a local and international level. Adventure Sport Event management will be a key focus of the course and will include planning, organizing and operating the event. Topics will include risk assessment and management, land access issues, sponsorship and funding models, use of adventure events in community development, and stakeholder engagement. Students may be required to volunteer at an adventure sports event in conjunction with the course delivery.

COURSE LEARNING OUTCOMES:

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Create a plan for an adventure sport event that addresses all relevant event planning concerns
2. Appraise the requirements and demonstrate the process for accessing appropriate sites and host facilities including private land, First Nations land, and Crown or municipal land including parks and protected areas
3. Employ effective risk assessment and mitigation techniques for an adventure sport event
4. Design appropriate community engagement processes and articulate the value of adventure sport events in community development
5. Compare and evaluate a variety of sponsorship techniques and funding models appropriate to adventure sport events

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Midterm Exam	20%	I
Final Exam	25%	I
Adventure Sport Event Plan: • Risk Assessment and Mitigation Plan • Sponsorship and Funding Proposal • Community Engagement Plan • Logistics and Operations Plan	10% 10% 10% 10%	I I I I
Participation, Reflection and Assessment of Adventure Sport Event • Written reflection • Presentation	7.5% 7.5%	I I
	100%	

GRADING PROFILE: A+=90-100%   B+ = 77-79%   C+ = 67-69%   D = 50-59%
A =85-89%   B   = 73-76%   C   = 63-66%   F = 49% or less
A-=80-84%   B- = 70-72%   C- = 60-62%

GRADING STANDARDS:

A+	**All aspects of the work submitted are to exceptional standards.**
	Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
A	**All aspects of the work submitted are to excellent standards.**
	Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
B	**All aspects of the work submitted are to good standards.**
	Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
C	**All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.**
	Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
D	**Work submitted earns a minimal pass.**
	Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
F	**All aspects of the work submitted are below adequate standards**
	Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.:

literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

REQUIRED TEXT and OTHER RESOURCES:

No Textbook Required

Costa, C. A., & Chalip, L. (2005). Adventure sport tourism in rural revitalisation—an ethnographic evaluation. European Sport Management Quarterly, 5(3), 257-279.

Funk, D. C., Toohey, K., & Bruun, T. (2007). International sport event participation: Prior sport involvement; destination image; and travel motives. European Sport Management Quarterly, 7(3), 227-248.

Getz, D. (2004, March). Bidding on events: Identifying event selection criteria and critical success factors. In Journal of Convention & Exhibition Management(Vol. 5, No. 2, pp. 1-24). Taylor & Francis Group.

Getz, D. (2008). Event tourism: Definition, evolution, and research. Tourism management, 29(3), 403-428.

Graham, S., Goldblatt, J. J., & Delpy Neirotti, L. (1995). The ultimate guide to sport event management and marketing. Irwin Professional.

Jones, B., Scott, D., & Khaled, H. A. (2006). Implications of climate change for outdoor event planning: a case study of three special events in Canada's National Capital region. Event management, 10(1), 63-76.

Kaplanidou, K., & Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviours. Journal of Sport & Tourism, 12(3-4), 183-206.

Kay, Joanne, and Suzanne Laberge. "TheNew'Corporate Habitus in Adventure Racing." International review for the sociology of sport 37.1 (2002): 17-36.

Lynch, P., & Dibben, M. (2014). Maintaining leisure values in adventure recreation events: the role of trust. Annals of Leisure Research, 17(2), 180-199

Newsome, D., Lacroix, C., & Pickering, C. (2011). Adventure racing events in Australia: context, assessment and implications for protected area management. Australian Geographer, 42(4), 403-418.

Puchan, Heike. "Living "extreme": adventure sports, media and commercialisation." Journal of communication management 9.2 (2005): 171-178.

Varley, P. (2006). Confecting adventure and playing with meaning: The adventure commodification continuum. Journal of Sport & Tourism, 11(2), 173-194.

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC(S)	REQUIRED ACTIVITIES
1	Course introduction Overview of adventure sport events including definition and historical context Elements of adventure sport event planning	
2	Adventure sport event design: • Developing a program or planning a course/route/delivery/site layout • Addressing sustainability and environmental impacts in the design • Understanding human resource needs including hiring, supervision, and ongoing support	

3	Adventure sport event design continued: • Coordinate logistics for overall event including transportation, emergency services and communication • Coordinating supporting services including food and beverage, audio-visual, and media relations	
4	Evaluating events: • Introduce Participation, Reflection and Assessment of Adventure Sport Event assignment • Introduce expectations for volunteer experience and reporting back • Criteria for evaluating events	
5	Facility, site and land access: • Identifying resource needs including selecting appropriate sites • Working with First Nations groups • Working with private sector	Logistics and Operations Plan (10%)
6	Facility, site and land access continued: • Working with municipalities • Working with provincial and federal government agencies including BC Parks, Parks Canada, and Ministry of Forests, Lands and Natural Resource Operations	
7	Risk assessment and mitigation: • Identify and evaluate risks • Transferring risk through contract and third-party services • Obtaining appropriate levels of insurance coverage	Midterm (20%)
8	Risk assessment and mitigation continued: • Establishing effective emergency response for incidents • Working with pertinent emergency response agencies	
9	Community engagement and development: • Ensuring event creates a positive economic, social and environmental impact on community	Risk Assessment and Mitigation Plan (10%)
10	Community engagement and development continued: • Mitigating tourism illiteracy through effective education and promotion of the value of adventure sport events • Gaining community support through stakeholder engagement processes • Responding to and addressing community concerns • Encouraging participation in event through volunteerism	
11	Sponsorship and funding models: • Identifying funding needs and possible sources of funding • Developing sponsorship proposals including rewards and recognition packages • Evaluating for-profit and non-profit models of event delivery	Community Engagement Plan (10%)
12	Presentations for Participation, Reflection and Assessment of Adventure Sport Event assignment	Written Reflection & Presentations (15%)
13	Course reflection and assessment Future of adventure sport events	Sponsorship and Funding Proposal (10%)
14 - 15	**FINAL EXAM PERIOD**	Final Exam (25%)

UNIVERSITY POLICIES:
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

Attendance: Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory.**

Participation: This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism: Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University Website.

Penalties for Cheating & Plagiarism: A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes: Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage: All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Programmable Tools: The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

Emergency Procedures: Students are required to familiarize themselves with emergency procedures posted in the classroom.