

FACULTY OF GLOBAL AND COMMUNITY STUDIES		
COURSE OUTLINE		
<b>Term:</b>	<i>Fall 2015</i>	<b>Instructor:</b>
<b>Course No:</b>	<i>TOUR 253</i>	<b>Office:</b>
<b>Course Name:</b>	<i>Adventure Tourism Operations</i>	<b>Telephone:</b>
<b>Credits:</b>	<i>3</i>	<b>E-mail:</b>
<b>Classroom/Lab:</b>		<b>Office Hours:</b>
<b>Scheduled:</b>		

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

**PREREQUISITES:** 15 credits of 100-level or higher course work

**FOURTH HOUR:** A mix of field trips, Moodle, and/or industry events

**COURSE OUTCOMES:** The course is an introduction to the operation of various types of adventure businesses, programs and activities. Students will address decisions relevant to small- to medium-sized adventure tourism businesses including the day-to-day tasks, roles and responsibilities tied to operating adventure businesses. They will explore topics that specifically affect the running of adventure operations such as the application of risk management procedures, access to various types of land including Crown land and parks, use of provincial search and rescue services, use of emerging technologies, and guide and employee training. In addition, this course will address current issues in adventure tourism including clients with disabilities, relationships with First Nations, and sustainability. In this course, students look at issues relevant to various business structures including private sector, public sector, and not for profit enterprises.

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

LEARNING OUTCOMES
<ol style="list-style-type: none"> <li>1. Explain the various ownership and organizational structures of outdoor adventure tourism businesses.</li> <li>2. Describe various forms of land ownership and explain related access issues for adventure tourism operations.</li> <li>3. Make appropriate human resource decisions based on appropriate standards and requirements of adventure tourism businesses.</li> <li>4. Describe the specific financial needs and concerns for adventure tourism businesses.</li> <li>5. Integrate topical and timely issues in adventure tourism into management and product development decisions.</li> <li>6. Explain key contemporary issues in the operation of adventure tourism businesses such as working with clients with disabilities, dealing with First Nations, and sustainability.</li> </ol>

**EVALUATION PROFILE:**

Assessment	% of Final Grade	Individual/Group
Assignments	15%	I
Project #1	15%	I
Mid-term	15%	I
Project #2	15%	I
Presentation	15%	I
Final Exam	25%	I
<b>Total</b>	<b>100%</b>	

<b>GRADING PROFILE:</b>	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 very high 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 high 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 acceptable standards.**  
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 All aspects of the work submitted are to adequate standards.**  
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:** Reading package developed by instructor.

**COURSE CONTENT/SCHEDULE:**

WEEK	TOPIC(S)	REQUIRED READINGS/ ACTIVITIES
1	Course overview Organization of adventure tourism businesses (private, public, not for profit) and implications	
2	Resource requirements of adventure operations – natural resources and land access	
3	Resource requirements of adventure operations – natural resources and land access (cont.)	
4	Resource requirements of adventure operations – human resources, subcontractors, training and certification, and standards	
5	Resource requirements of adventure operations – human resources, training and certification, and standards (cont.)	
6	Resource requirements of adventure operations – capital planning, revenue management, and financial planning	
7	Resource requirements of adventure operations – capital planning, revenue management, and financial planning	
8	Issues in adventure tourism – product development and risk management for emerging and evolving markets including urban adventures and clients with disabilities	
9	Issues in adventure tourism – technology developments and the implications for adventure	
10	Issues in adventure tourism – working with First Nations and the land	
11	Issues in adventure tourism – sustainability as a core value	
12	Issues in adventure tourism – provincial search and rescue program, integrated risk management programs, and planning	
13	Issues in adventure tourism – adventure tourism for community development	
14 - 15	<b>FINAL EXAM PERIOD</b>	

**UNIVERSITY POLICIES:**

Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are published each term as part of the Registration Guide, and they are always available on the University website.

In addition to the policies of the university, the Faculty of Tourism and Outdoor Recreation has the following policies governing the management of classes and curriculum.

**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 email and web sites. 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.**

No exemption from class time will be granted without appropriate medical documents or a proven emergency. Should a student choose to be absent they will receive a 15% deduction off the total final grade in the course for any day/or portion thereof missed. Students are required to make up all class work for which they were not in attendance.

<b>Professional Behaviour:</b>	Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation 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.
<b>Cheating and Plagiarism:</b>	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.
<b>Penalties for Cheating and Plagiarism:</b>	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.
<b>Missed Exams or Quizzes:</b>	Will receive a grade of "0" unless <b>PRIOR</b> 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. <b>A doctor's certificate, or other proof supporting the reason for the absence, may be required.</b>
<b>English Usage:</b>	All assignments are marked for correct English usage, proofreading and formatting, <b>up to a maximum of 15% of the total mark for that assignment.</b>
<b>Assignments:</b>	Homework assignments are due at the <b>start of class</b> 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.
<b>Programmable Tools:</b>	The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.
<b>Incomplete Grades:</b>	Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.
<b>Copyright Policy:</b>	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.