

**COURSE CODE:** TOUR 250

**COURSE TITLE:** Eco & Adventure Tourism

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### **Calendar Description**

This course is designed to introduce students to the application of risk management, sustainability, and business principles and practices in the context of eco and adventure tourism businesses. Factors that make adventure and eco businesses different from typical businesses are explored. Environmental stewardship and sustainable tourism best practices will be applied in the analysis of eco & adventure tourism businesses and risk management planning.

**Prerequisite(s):** TOUR 105, TOUR 130, BUAD 123, TOUR 115, Second Year Standing

**Co-requisite(s):** TOUR 209

**Prerequisite For:** None

**Substitutable Courses:** None

**Graduation Requirement:** Tourism Management Diploma - Elective

**Transfer Credit:** None

**Special Notes:** Students with credit for BUAD 392 cannot take TOUR 2XX for further credit.

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** September 2020

**EDCO Approval:** November 2020

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**CHAIR'S APPROVAL:** 

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## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Identify** different business structures for the eco/adventure tourism operator and the role of incorporation in limiting liability.
  - 2 **Describe** the principles, concepts and applications of sustainability as applied to eco and adventure tourism.
  - 3 **Describe** the risk management process including the use of waivers, disclaimers, indemnities, and releases.
  - 4 **Describe** the business start-up process and discuss business start-up requirements.
  - 5 **Describe** the strategic planning process and explain the uses of a business plan.
  - 6 **Assess** a business plan for an eco or adventure tourism venture that includes plans for marketing, human resources, operations, risk management, and financial feasibility.

## Course Objectives

- Objectives This course will cover the following content:
- See weekly course schedule below and Moodle for weekly topics and learning objectives
- Class: Tuesdays & Thursdays 12:30 pm – 1: 50 pm (Room E-303)

## Professors

Name	Phone Number	Office	Email
David Knapp (Course Captain)	ext. 4116	K-B207	<a href="mailto:dknapp@okanagan.bc.ca">dknapp@okanagan.bc.ca</a>

## Evaluation Procedure

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Trends in Eco/Adventure Tourism Paper (Ind)	10 %
Operator Interview and Report (Ind)	10 %
Risk Management Strategy (Group)	20 %
Business plan analysis (group)	30 %
Final Exam	30 %
<b>Total</b>	<b>100 %</b>

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## Course Policy on the use of Artificial Intelligence

### **Generative AI tools are not permitted in any case**

The use of generative AI tools, including ChatGPT and other similar tools, to complete or support the completion of any form of assignment or assessment in this course is not allowed. Use of these tools is considered cheating through the use of unauthorized aids (see Academic Integrity Policy section 6.1) and would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

## Required Materials

Adventure Tourism & Outdoor Activities Management, 1st Edition, Jenkins, I. PhD. ISBN: 9781786390868  
Selected readings assigned by the professor.

## Notes

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Wednesday, September 4 <sup>th</sup> , First day of class Friday, September 13 <sup>th</sup> , Last day to register for Fall 2024 Monday, September 30 <sup>th</sup> , Statutory Holiday (no classes) Monday, October 14 <sup>th</sup> , Statutory Holiday (no classes) Friday, October 25 <sup>th</sup> , Last day to withdraw from class without academic penalty Monday, November 11 <sup>th</sup> , Statutory Holiday (no classes) Friday, December 6 <sup>th</sup> , Last day of class	Chapter(s):
Sep 4	1	Course Introduction & Adventure Tourism	Chapter 1
Sep 9	2	Adventure Tourism / Globalization of Adventure Tourism	Chapter 1 & 2
Sep 16	3	Research in Adventure Tourism	Chapter 3
Sep 23	4	Customer Profile	Chapter 4
Sep 30	5	<b>Guest Speaker: Case TBC</b>	
Oct 7	6	Product Development	Chapter 5
Oct 14	7	<b>Trends in Eco/Adventure Tourism Paper Due (Ind)</b>	
Oct 21	8	Management Issues	Chapter 6
Oct 28	9	Risk & Safety Management	Chapter 7
Nov 4	10	New Adventure, Old Adventure	Chapter 8
Nov 11	11	<b>Operator Interview &amp; Report (Ind)</b>	Chapter 9
Nov 18	12	Cultural Perspectives on Adventure Tourism / Adventure lifestyles	Chapter 9 & 10
Nov 25	13	Sustainability in Adventure Tourism	Chapter 11
Dec 2	14	<b>Group Presentations (December 2<sup>nd</sup> &amp; 4<sup>th</sup>)</b>	
	15	<b>Final Exam Period</b>	

## Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct and Academic Honesty

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating, and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.