




Business Administration

Course Number:	TOUR 250
Course Title:	ECO & ADVENTURE TOURISM
Credits:	3
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.
Semester and Year:	FALL 2023
Prerequisite(s):	TOUR 105, TOUR 130, BUAD 123, TOUR 115, Second Year Standing
Corequisite(s):	TOUR 209
Prerequisite to:	
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 392 cannot take TOUR 2XX for further credit
Originally Developed:	September 2020
EDCO Approval:	
Chair's Approval:	

Professors

Name	Phone number	Office	Email
Carolyn Gibson <i>Course Captain</i>	250-814-3952		cgibson@okanagan.bc.ca

Learning Outcomes

Upon completion of this course, students will be able to

- Identify different business structures for the eco/adventure tourism operator and the role of incorporation in limiting liability.
- Describe the principles, concepts and applications of sustainability as applied to eco and adventure tourism.
- Describe the risk management process including the use of waivers, disclaimers, indemnities, and releases.
- Describe the business start-up process and discuss business start-up requirements.
- Describe the strategic planning process and explain the uses of a business plan.
- 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

This course will cover the following content:

Please refer to the course schedule and Moodle for weekly topics and learning objectives

Evaluation Procedure

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 (Ind)	30%
Total	100%

Notes

Required Texts/Resources

Adventure Tourism & Outdoor Activities Management, 1st Edition, Jenkins, I. PhD. ISBN: 9781786390868

Selected readings assigned by the professor.

Course Schedule

Date		Topic	Readings & Due Dates
2023 Week of:		Wednesday September 6, First day of class	Readings
		Friday September 15, Last day to register for Fall 2023	
		Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes)	
		Friday October 27, Last day to withdraw from class without academic penalty	
		Thursday December 7, Last day of class	
1	Sept. 4	Introduction: The entrepreneurial nature of eco and adventure tourism businesses	Chap. 1
2	Sept. 11	Eco and Adventure Tourism Markets	Chap. 2
3	Sept. 18	Eco and Adventure Tourism Trends	Chap. 3
4	Sept. 25	Human Resource Planning / Guiding Certifications Trends in Eco/Adv Tourism Paper Due Sept. 28th	
5	Oct. 2	Marketing Plan for Service Businesses	Chap. 4
6	Oct. 9	Risk Management and Legal Liability in Tourism, the Use of Waivers and Liability Insurance	Chap. 7
7	Oct. 16	The Risk Management Planning Risk Management Strategy Paper Due Oct. 26th	
8	Oct. 23	Environmental Stewardship and Sustainability	Chap. 11
9	Oct. 30	LRMP, Tenure Process, and Parks	
10	Nov. 6	Operations Planning Operator Interview & Report Due Nov. 9th	Chap. 6
11	Nov. 13	Itinerary Development / Trip Planning	Chap. 5
12	Nov. 20	Financial Planning for Eco & Adventure Tourism Businesses	
13	Nov. 27	Presentations November 28th Business Plan Due Nov. 30th	
	Dec. 4	FINAL EXAM Thursday Dec. 7th	

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. 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, 6th edition (2009)). A copy of the APA manual is available in the reference section and also 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.