



ADVENTURE TOURISM BUSINESS OPERATIONS CERTIFICATE AND DIPLOMA PROGRAM

Information Guide



**COLLEGE OF
THE ROCKIES**

CONTACT US

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WELCOME



Welcome

Thanks for your interest in the Adventure Tourism Business Operations (ATBO) certificate and diploma program. This program has been developed to help you convert your passion for outdoor adventure into an exciting and rewarding career.

The ATBO program personifies the Rocky Mountain way of life, taking advantage of the many adventures available on our doorstep. World-class ski hills, white-water rivers, hiking, and mountain biking trails often serve as your classroom. Our collaboration with industry professionals means you have the opportunity to learn from some of the best in the business. Innovative curriculum in both the classroom and the natural environment can prepare you to excel as an adventure tourism professional.

Much like the many routes available in the backcountry, the Adventure Tourism Business Operations graduate has numerous potential paths they may follow, each with its own unique benefits and rewards. Our students have gone on to work and thrive in jobs all over the globe, in settings as diverse as mountain peaks and white-water rivers, management of a boutique hotel, and a kangaroo sanctuary off Australia's south coast. No matter what path you chose to take, you can expect to bring a balance of highly-applicable and transferable skills with you.



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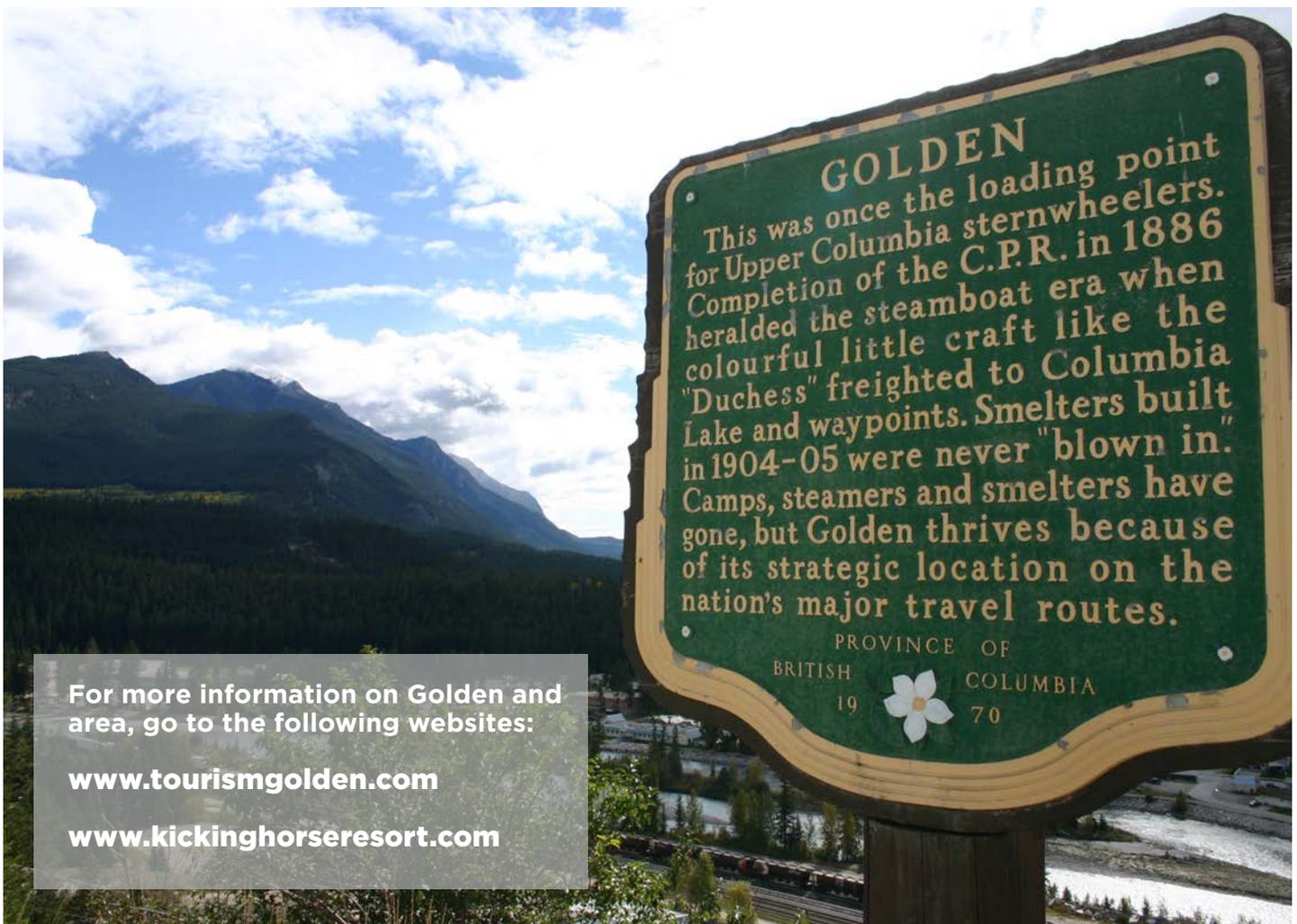
ABOUT THE PROGRAM AND THE GOLDEN AREA

The ATBO program is ideal if you are passionate about adventure, the environment, the outdoors, and are interested in working in the Adventure Tourism industry. We offer either a one-year certificate or two-year diploma, both of which can provide credits toward a four-year tourism degree.

Our academic courses are intertwined with outdoor skills training electives which provide the opportunity to earn outdoor guiding certifications and to develop the leadership, management, and business skills necessary to succeed in the adventure tourism industry.

We are located in the beautiful community of Golden, British Columbia. Golden is nestled between the Rocky Mountain and Purcell Mountain ranges in the Rocky Mountain Trench, where the Kicking Horse and Columbia Rivers converge.

The area's extensive recreational opportunities and thriving adventure tourism industry allow for excellent educational and employment opportunities. Surrounded by National Parks, Golden is home to some of the best outdoor opportunities in Western Canada. Nearby Kicking Horse Mountain Resort offers spectacular skiing and snowboarding, which you can enjoy thanks to the season's pass included in your tuition!



For more information on Golden and area, go to the following websites:

www.tourismgolden.com

www.kickinghorseresort.com

HOW TO APPLY/ADMISSION REQUIREMENTS



HOW TO APPLY

Step 1

Submit an online application

Submit an online application to College of the Rockies here: www.cotr.bc.ca/accessCOTR/

Step 2

Download the program documents.

Download the program documents from the ATBO website and return to our office:
http://www.cotr.bc.ca/ATBO/cotr_web.asp?IDNumber=154

Step 3

Complete admission requirements below.

Please follow the admission requirements for ATBO below:

ADMISSION REQUIREMENTS

- \$30 (non-refundable) Application fee
- Application for Admission form
- Official transcript(s) of senior secondary graduation (or equivalent) with a C+ in English 12 and any completed post-secondary studies, for international students the TOEFL or IELTS is required.
- Resume
- Reference letter from employer
- Informed Consent and Indemnity Form
- Medical Information Form

The forms can be printed from the ATBO website: <http://www.cotr.bc.ca/ATBO/cotr>

Please note: This program is limited to persons 19 years of age or older, with the following exception: The College, at its discretion, may consider accepting applicants at age 18 into Semester 1 (consisting of theory and low risk courses such as Backpacking Level 1) under the following conditions:

- a. The applicant must reach 19 years of age prior to the end of Semester 1 (i.e., must turn 19 years of age prior to December 21)
- b. Meet admission requirements above
- c. Must undergo an interview with the instructor
- d. Must provide letters of reference

Step 4

Acceptance into the ATBO program:

Upon successful completion of the admission requirements, you will receive an acceptance letter for the Adventure Tourism Business Operations program (ATBO). Applicants will be considered on a first qualified, first admitted basis. Program dates are always September to May of each year.



EMPLOYMENT OPPORTUNITIES

Our graduates pursue many different paths after graduation. The ATBO program prepares you for a variety of positions, such as:

- Canoe instructor/guide
- Sea kayak instructor/guide
- Hiking guide
- Mountain biking guide
- Rafting guide
- Ski patroller
- ATV/Snowmobile guide
- Outdoor educator
- Environmental & adventure educator
- Interpretative guide
- National Parks interpreter & trail crew
- Lodge staff & management
- Adventure travel guide
- Chalet manager





The ATBO program provides the opportunity to earn many industry certifications. Many are included in electives so availability is dependent upon the elective courses you choose. Some potential certifications you can earn include:

- Wilderness First Aid Certification – Slipstream Wilderness First Aid
- Apprentice Interpreter - Interpretive Guide Association
- Level 1 Ski Instructor – Canadian Ski Instructors Alliance
- Level 1 Snowboard Instructor – Canadian Association of Snowboard Instructors
- Avalanche Skills Training Level 1 & 2 – Canadian Avalanche Association
- Lakewater level 1 Instructor – Recreational Canoeing Association of British Columbia
- Restricted Marine Radio Operator’s Certificate – Canadian Power and Sail Squadrons
- Level 1 Guide – Sea Kayak Guide’s Alliance of British Columbia
- Assistant Overnight Guide – Sea Kayak Guide’s Alliance of BC
- Swift Water Rescue technician – Rescue 3 Canada
- Raft Guide – BC River Outfitters Association
- Ride Guide – Professional Mountain Bike Instructor Association





TUITION AND FEES

Includes all required courses, and up to three electives each year.
Additional electives will result in additional fees.

ATBO Certificate (Tuition and Fees for one year)
\$6,912.50

ATBO Diploma (Tuition and Fees for two years)
\$13,076.46

Note: These prices are for domestic students and may not be 100% accurate. However, these estimates will give you an adequate idea of tuition and fees for our programs. These prices do not include textbook costs. All prices are subject to change. Please visit cotr.ca/ATBO

Tuition estimates effective through 2019/2020 only.





ADVENTURE TOURISM BUSINESS OPERATIONS Certificate

Nine months of full time studies - 33 credits

Year 1 Required Courses:

ATBO 101 Principles of Tourism
ATBO 105 Wilderness Travel
ATBO 106 Experiential Leadership and Guiding
ATBO 107 Natural Interpretation
ATBO 109 Risk Management
ATBO 121 Backpacking Level 1
ATBO 123 Introduction to Outdoor Skills
COMP 153 Introduction to Data Processing
ENGL 100 English Composition

Plus one of:

ATBO 114 Wilderness First Aid
ATBO 214 Advanced Wilderness First Aid

Note: A student who meets the prerequisites may choose instead to do any elective offered to ATBO diploma students.

Plus three elective courses chosen from:

ATBO 132 Lakewater Canoe Instructor
ATBO 133 Sea Kayaking Level 1
ATBO 135 Raft Guide Skills Level 1
ATBO 141 Rock Climbing Level 1
ATBO 142 Ice Climbing Level 1
ATBO 151 Ski/Snowboard Instructor Level 1
ATBO 152 Winter Backcountry Travel Level 1
ATBO 171 Mountain Bike Skills Level 1

PLEASE SEE: [COTR.CA/ATBO](https://cotr.ca/atbo) for the most current and up-to-date information.

ADVENTURE TOURISM BUSINESS OPERATIONS Diploma

20 months of full time studies - 66 credits

Year 2 Required Courses:

ACCT 263 Financial Accounting for Tourism
Majors
ATBO 201 Advanced Natural Interpretation and
Environmental Education
ATBO 207 Sustainable Tourism and Environmental
Stewardship
ATBO 208 Cross-cultural Tourism
ATBO 213 Work Experience Practicum
ATBO 221 Backpacking Level 2
MGMT 316 Entrepreneurship and Small Business
Management
MKTG 281 Principles of Marketing

One academic elective course:

ATBO 210 Capstone

Plus three elective courses chosen from:

ATBO 230 Swiftwater Rescue Technician
ATBO 233 Sea Kayaking Level 2
ATBO 235 Raft Guide Skills Level 2
ATBO 241 Rock Climbing Level 2
ATBO 242 Mountaineering
ATBO 250 Avalanche Skills Training Level 2
ATBO 252 Winter Backcountry Travel Level 2
ATBO 260 Adventure Industry Certification

PLEASE SEE: [COTR.CA/ATBO](https://cotr.ca/atbo) for the most current and up-to-date information



FACULTY AND INSTRUCTORS

Dave Wan – Program Coordinator

Dave holds a Masters degree in Outdoor Education and has worked professionally in the Adventure Tourism Industry in Australia, New Zealand, Canada, Greenland, and the USA. Dave was the Coordinator of The Outdoor Leadership Program at Greenfield Community College in Massachusetts for four years directing a one-year certificate program that trains students for careers as outdoor education instructors and adventure tourism guides. Prior to that position, Dave spent five years as Director of the Canadian Outdoor Leadership Training Centre (COLT) in British Columbia, an intensive 100-day guide training program with a focus on technical skills and leadership.

Twenty years of whitewater kayaking, rock climbing, mountaineering, and back country ski expeditions have taken him throughout North America, the Himalayas, the Karakorum, and other parts of the world. You will appreciate his warmth and humour. Dave has been teaching in the ATBO program since 2006.

Don Webster – Academic & Field Instructor

An ATBO graduate himself, Don has spent the last twenty years working as a guide, educator, and outdoor professional across five continents. From 2009 – 2016 he was Convenor of the Advanced Wilderness Leadership Certificate at Capilano University. He has a diverse skill set in the adventure tourism industry, including expertise in program management, guide training, curriculum design, sea kayaking, wilderness skills, risk management, and backcountry recreational conflict management. Don has been teaching in the ATBO program since 2017.

Credentials: Certificate in Adventure Tourism Business Management (COTR), Diploma in Adventure Guiding (TRU), Bachelor's Degree in Adventure Tourism Management (TRU), Master of Arts in Environment & Management (RRU), Guide Examiner (SKGABC).

Notable Experience: President, SKGABC; Chair, Adventure Tourism Articulation Committee; Adventure Programs Representative, Link BC; Director, Tourism Squamish; guiding, instructing and consulting internationally in Alaska, Patagonia, Australia, China, Antarctica, Oman, Norway, and Greenland.





Gideon Smith – Computer & Natural Interpretation Instructor

Gideon completed a geology program at Cambrian College in Ontario. He worked professionally for four years as a field geophysicist and topographic surveyor in various parts of Canada. He then completed an archaeology program at the University of Calgary. After working in archaeology for several years, Gideon returned to the field of geology, and worked with the Geological Survey of Canada for eight years. While with the Geological Survey he participated in two field expeditions, one to the high arctic, and one to the Rocky Mountains on the northern edge of Jasper Park. Gideon has participated in archaeological projects throughout Alberta and in the Northwest Territories. During trips to Mexico he has also extensively photographed some 25 Mesoamerican archaeological ruins.

Gideon moved to Golden in 1990, and began teaching with College of the Rockies in 1991. An earth sciences background, along with field work, and many years of experience hiking, mountain climbing, ski-touring, and canoeing, have given Gideon a wide knowledge of the natural environment.

Glen Reisenhofer – Backpacking Instructor

Glenn has been climbing, hiking, skiing, and backpacking all over North America since 1982. However his favourite place to play is in the Columbia and Rocky Mountains of Canada. Somehow, Glenn managed to find the time to finish a science degree in Biochemistry from the University of Calgary. The lure of the mountains changed his direction and prevented Glenn from getting stuck in a laboratory. He started guiding officially in 2004. After receiving his backpacking certification in 2005 from the Association of Canadian Mountain Guides, he went on to become a professional interpreter with the Banff based Mountain Parks Heritage Interpretation Association. Glenn is a freelance photographer and writer with 36 published articles and various published photographs. Glenn has been teaching in the ATBO program since 2005.



Magi Scallion – Marketing & Entrepreneurship Instructor

Magi has been organizing major outdoor sport events in a variety of pursuits since 1999. She has a Bachelor of Commerce and an MBA from Queen’s University. Golden has been her home since 2013. Magi has competed at an international level in a variety of sports, including cross country ski World Cups and world mountain running championships. She has also won the women’s category of the TransRockies mountain bike race and organizes the Golden Ultra, a 3-day ultra-marathon stage race in Golden.

While events are her passion, Magi is a very skilled and experienced marketer and business strategy consultant. She has worked with a variety of organizations, from not-for-profits in Invermere to construction supply rental conglomerates in North Carolina, in the fields of marketing and business strategy. Magi has been teaching in the ATBO program since 2016.

Jane Whitney – Backpacking and Sea Kayaking Instructor

Jane’s passion for adventure and all places wild has made her a seasoned wilderness leader. She has spent nearly two decades guiding sea-kayak and hiking expeditions in the High Arctic, Haida Gwaii, and in Patagonia. Experienced in expedition travel, she led a group of women on a ski traverse across Baffin Island and explored the Northwest coast of Greenland by ski and kayak. Jane rode her bike across the Tibetan plateau, and spent two months paddling the remote coast of southern Chile. She has called the Canadian Rockies her home for more than 30 years and has been taking the time to write up vivid stories of her time in the wilderness. Jane is fun to be with and has been lauded by many as a superb naturalist. Jane has been teaching in the ATBO program since 2010.





Roger Warnatsch – Canoeing Instructor

Roger’s passion is whitewater. He has explored rivers from Southern California to the Northwest Territories by canoe, appreciating the importance of the canoe to Canada’s history, but also expanding the boundaries of how people normally think of canoeing. He is a Master Instructor with the Recreational Canoeing Association of BC and dedicated to river conservation in BC. He lives in Kimberley, BC, surrounded by the rivers and lakes of the Rockies and Purcell Mountains. Roger has been teaching in the program since 2012.

Krista Polley – English Instructor, Academic Writing and Travel Writing

Krista has a Bachelor of Arts in English Literature and Religious Studies from the University of Lethbridge, and a Master of Arts in Comparative Literature from the University of Alberta. In 2007, while working as an editor for an educational resources publishing company, Krista and her partner purchased and moved to a rural property outside of Golden where they own and operate two vacation rental suites. She teaches academic writing and travel writing and loves her own jokes. Her experiences in the publishing industry and in the tourism industry influence the direction of her class activities and assignments, which are a “good mix of academic learning and fun group work.” Krista has been teaching in the program since 2015.



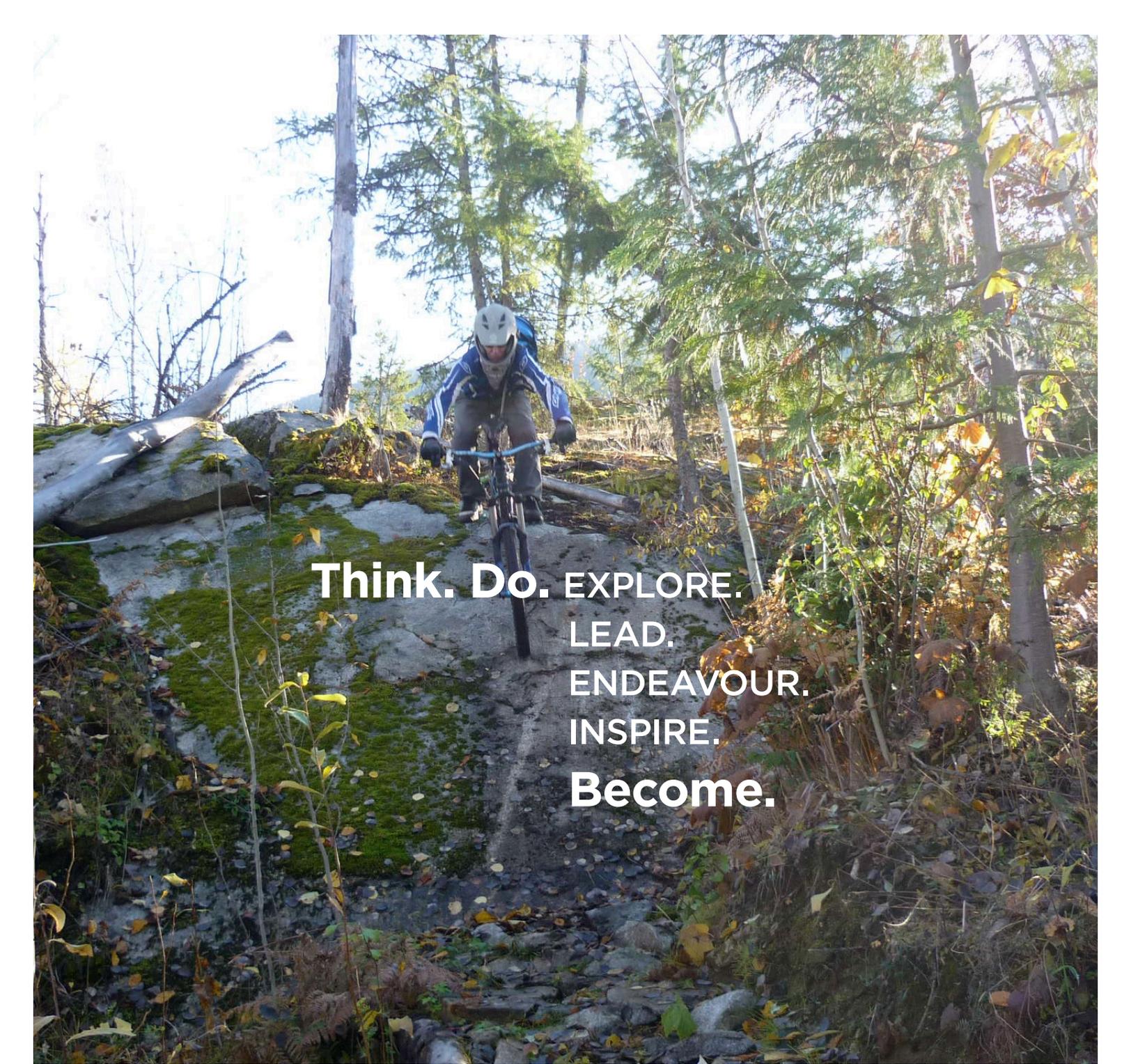
CONTACT US

email: golden@cotr.bc.ca

Phone: 250-344-5901

For more information on housing, technical outdoor equipment requirements, and job placements, please see our website: <https://www.cotr.bc.ca/ATBO/>



A mountain biker wearing a blue and white jacket and a white helmet is riding down a rocky, moss-covered trail in a forest. The trail is narrow and appears to be a natural path. The surrounding trees are mostly evergreens, with some deciduous trees showing autumn foliage. The lighting suggests a bright, sunny day.

**Think. Do. EXPLORE.
LEAD.
ENDEAVOUR.
INSPIRE.
Become.**

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