



The Department of  
**GEOGRAPHY**

## **GEOGRAPHY FINAL COURSE OUTLINE SPRING 2009 GEOGRAPHY 597.19**

### **Adventure Tourism**

**Instructor: Carol Patterson**

**Room: ES456**

#### **Official Course Description:**

Adventure tourism is one of the largest segments of the travel industry and growing rapidly. Once dominated by sports such as downhill skiing and scuba diving, adventure travel has expanded to include activities such as wildlife watching, rock climbing, mountain biking and extreme adventure challenges. People who once were happy to sit on a beach are now looking for adventure and challenge on their vacations. They depart for their trips in various states of preparedness and with high expectations for personal fulfillment. While many businesses rejoice at the growth in this form of travel, resource managers at popular destinations often are overwhelmed by these tourists who place high demands on cultural and natural environments.

In this class we learn about Adventure travel, its origins, the people who are drawn to it and the resource management issues surrounding it. We explore issues concerning user conflicts, access to sensitive environments, and destination management. We also consider what can be done to help ensure sustainability of cultural and natural resources on which Adventure tourism depends.

#### **Prerequisite:**

Permission of the instructor.

#### **Course Objectives:**

- understand the nature of adventure tourism
- explore the issues associated with the rapid growth of adventure tourism
- discuss the risk elements of adventure and extreme adventure activities
- Understand approaches and techniques involved in planning, managing, implementing and monitoring effective tourism and recreational activities and development.

#### **Course Content:**

- Range of Adventure Travel Opportunities (tours, travelogue shows, Survivor and other reality-based shows, Internet, festivals and special events)
- History of Adventure Travel
- Components of an Adventure Travel Product
- Characteristics of Adventure Travelers
- Reasons for Adventure Travel
- Effects of Technology
- Growth of Extreme Adventure Events
- The Roles of Guides
- Adventure Travel And Economic Development
- Access issues
- Conflicts Among Users
- Risk Management issues
- Management of Adventure Tourism Destinations

- Trade Associations
- Future Trends

The instructor reserves the right to include topics not identified here, and to exclude topics in this list as appropriate to the focus and /or enhancement of the course.

### **Field Trip:**

This course includes a half-day field trip. The outing involves an adventure activity provided by a tour operator in the Calgary or Bragg Creek area. The field trip will help students to become familiar with:

1. equipment preparations,
2. customer orientation,
3. safety planning and risk management,
4. food preparation, and
5. transportation logistics

Students will pay a modest activity fee for the field trip.

**Blackboard:** Class pre-readings and assignments will be posted on Blackboard. Students can access this material at <http://www.blackboard.ucalgary.ca>.

### **Readings:**

Course pre-readings will be placed on Blackboard at <http://www.ucalgary.ca>. There will be an exam on the readings on the second day of class so students are asked to be familiar with this material before the class commences.

### **Grading:**

Students are asked to do pre-readings for the course and this is the basis for an exam at the start of the course. As well, a diary will be completed by each student on the field trip, outlining their observations of the trip planning and execution, experiences on the trip, perceptions of possible visitor motivations, and suggested areas for improvement. (Details of assignment are provided in Blackboard). This diary is submitted for grading.

Students also are asked to prepare a case study on adventure travel. (Details of assignment are provided in Blackboard). A final exam (in class) constitutes the remainder of the course evaluation. There will be no final exam scheduled by the Registrar.

Marks are allocated as follows:

Exam 30% (due dates specified)

Field Trip Diary 30%

Case Study 30%

Final Exam 10% (in class)

Notes:

- i) Although all graded components of the course must be completed, it is *not* necessary to receive a passing grade on any one component of the course in order to receive a passing grade in the course as a whole. There are no 'make-up' exams (but consideration is given to medical or other reasons, accompanied by acceptable documentation)

ii) There is a penalty for not submitting assignments on time. Assignments submitted after the deadline will be penalized with the loss of a grade (e.g. A- to B+) for each day late. (Consideration is given to medical or other reasons, accompanied by acceptable documentation).

### Grading System:

96-100	A+	77-80	B	59-61	C-
90-95	A	71-76	B-	55-58	D+
86-89	A-	65-70	C+	50-54	D
81-85	B+	62-64	C	0-49	F

### Text(s)/Readings:

Swarbrook, John, Colin Beard, Suzanne Leckie & Gill Pomfret. 2003. Adventure Tourism The New Frontier. Oxford, Great Britain: Butterworth-Heinemann.

Teo, Albert & Carol Patterson. 2005. Saving Paradise: The Story of Sukau Rainforest Lodge. Kota Kinabalu, Malaysia: Sabah Handicraft Centre.

**For additional detailed course information posted by the Instructor see Blackboard at:**  
<http://blackboard.ucalgary.ca/>

### **Plagiarism**

Academic dishonesty is not an acceptable activity at the University of Calgary and students are **strongly advised** to read the Student Misconduct section in the University Calendar. Quite often, students are unaware of what constitutes academic dishonesty or plagiarism. The most common are 1) presenting another student's work as your own 2) presenting an author's work or ideas as your own without proper referencing and 3) using work completed for another course. This activity will not be tolerated in this course and students conducting themselves in this manner will be dealt with according to the procedures outlined in the calendar.

### **Re: Posting of Grades and Picking-up of Assignments**

- Assignments will be handed back only in class or by the Professor at pre-arranged time(s).
- To receive your assignment back via mail, please include an appropriately sized self-addressed, stamped envelope with your assignment when handing in to the professor.
- Posting of grades will be at the discretion of each Professor and, if posted, they will be scrambled. Grades will **not** be available at Geography's main office.

### **Contact Information for Student and Faculty Representation**

- SU VP Academic Phone: 220-3911 and e-mail: [suypaca@ucalgary.ca](mailto:suypaca@ucalgary.ca)
- SU Faculty Rep. Phone: 220-3913 and e-mail: [socialsciurep@su.ucalgary.ca](mailto:socialsciurep@su.ucalgary.ca)

### **Campus Safewalk**

Campus Security, in partnership with the Students' Union, provides the Safewalk service, 24 hours a day, to any location on Campus including the LRT, parking lots, bus zones and University residences. Contact Campus Security at 220-5333 or use a help phone, and Safewalkers or a Campus Security officer will accompany you to your Campus destination.