

DIPLOMA

- Two years
- September start
- Corner Brook Campus

COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
Semester 1				
BL1120	Biology I	3	2	3
CM1460	Writing for the Workplace	2	2	0
CS1600	Leadership I Wilderness Travel	4	4	0
AT1150	Water Safety	3	2	4
GE1120	Basic Geology	3	2	3
SU1150	Field Navigation	3	2	3
MC1080	Introduction to Computers	2	2	0

Semester 2				
LW1300	Legal Liability and Risk Management	3	3	0
AT1220	Heritage Interpretation I	4	4	0
CP2390	Desktop Publishing/Web Basics	3	2	2
CS2640	Leadership II Wilderness Survival	4	3	2
AT1100	Adventure Tourism Industry	4	4	0
AT1400	Winter Travel I	1	0	4
AC1100	Bookkeeping I	4	3	2

Semester 3 (Intersession I)				
AT1560	Canoeing	3	0	8
AT2520	Sea Kayaking	3	0	8
BL2210	Freshwater & Wetlands Ecosystems	4	3	2
BL2230	Coastal Marine Ecosystems I	4	3	2

The Course and Lab hours per week are based on a 15 week semester. In intersession, the Course and Lab hours will be adjusted to reflect the shorter semester length. Refer to course outline.

During the intersession many of the required objectives will be achieved while participating in related field activities/certifications.

Semester 4				
AT1221	Heritage Interpretation II	1	0	3
BL1700	Ornithology	3	2	2
BL2220	Boreal Forest & Barren Ecosystems	4	3	2
BL2231	Coastal Marine Ecosystems II	4	3	2
GI1100	Historical Geography I - Pre-History	3	3	0
CS2650	Leadership III Guiding Principles	3	3	0
GE2400	Physical Geology	4	3	2

Semester 5				
EP1100	Entrepreneurial Studies	4	3	2
AT1300	Ethics for Sustainable Tourism	3	3	0
AT1401	Winter Travel II	2	0	7
HM2210	Hospitality Marketing	3	3	0
MR1270	Quality Customer Service for the Hospitality Industry	3	3	0
HY1350	Newfoundland and Labrador History	3	3	0
EN2120	Environmental Citizenship	3	3	0

Semester 6 (Intersession II)				
OJ18000	On the Job Training	2	6	wks

CERTIFICATIONS

In addition to the formal semester courses listed in the program of studies students in the Adventure Tourism – Outdoor Recreation program will complete the following courses throughout the program:

Hunter Education/Firearm Safety
Paddle Canada - Introduction to Lake Water Canoeing Tandem and Introduction to Canoe Tripping Tandem
Paddle Canada-Kayaking - Level I Sea Kayak Skills
Pleasure Craft Operators Certificate
Wilderness First Aid Certification w/ CPR/AED
WHMIS / OHS
Marine Radio Restricted Operators Certificate w/ DSC Endorsement

Students will be required to hold valid certifications for the above courses upon graduation.

NOTE: Students should be aware that additional fees and expenses apply for some of these certifications and for field camps, tours and On-the-Job Training.

TOURISM & NATURAL RESOURCES

Adventure Tourism – Outdoor Recreation

Adventure Tourism – Outdoor Recreation is a comprehensive education and training program designed to prepare individuals for challenging careers in the fastest growing sector of the tourism industry. This program provides students with a solid foundation in the natural sciences and social history of the province of Newfoundland and Labrador and a strong base in outdoor leadership skills and techniques. The ability for graduates to safely deliver high quality environmental and cultural interpretation to a broad audience in an adventure setting is a fundamental goal of the program. The program addresses "excellence" by assisting students in becoming confident leaders skilled in imparting information to others in an interesting and enjoyable way.

There are a number of extended field experiences in demanding environments which will develop students' inner strengths, group management and living skills, and personal technical skills in a range of outdoor pursuits: sea-kayaking, canoeing, cross-country skiing, back-country skiing, camping, and back-packing.

The program is enhanced by the option of distributed learning for several courses offered within the program.

OBJECTIVES

1. Apply theoretical and practical experience for employment in the Adventure Tourism-Outdoor Recreation industry.
2. Utilize professional and safety standards in response to the needs of industry and the public Adventure Tourism-Outdoor Recreation Industry.
3. Apply effective negotiation, conflict resolution and leadership skills for use in the business environment of Adventure Tourism-Outdoor Recreation.
4. Integrate general knowledge of bookkeeping, human resources, and marketing for application in an Adventure Tourism-Outdoor Recreation business environment.
5. Apply effective personal interpretation skills in communicating the importance of Newfoundland and Labrador's biological, geological and historical significance for use in

the Adventure Tourism-Outdoor Recreation industry.

THE CONTEXT

The Adventure Tourism – Outdoor Recreation diploma program is a two-year industry driven program based in spectacular Western Newfoundland, 90 minutes from Gros Morne National Park. The program has access to two UNESCO World Heritage Sites, numerous National Historic Sites, and breathtaking natural wilderness and ocean environments. It is supported by a world class public college system with an excellent transfer program with colleges and universities across Canada.

The Province of Newfoundland and Labrador is evolving a world-class adventure tourism product, and to remain competitive the product, as well as the service, must be exceptional. This program has been designed to ensure that the province will have highly skilled individuals to fulfill the projected demand in this competitive international industry.

EMPLOYMENT OPPORTUNITIES

Tourism is a growth industry; and according to the World Tourism organization, it is now the largest industry in the world. Around the world, Adventure Tourism is expanding and therefore, employment opportunities continue to grow each year. Although there are recognizable peak seasons in the industry, Canadian adventure tourism operators are expanding their season to include four-season activities. Job opportunities include adventure guides, ski and kayak instructors, bus tour guides, cruise ship interpreters, provincial and national parks interpreters, and program coordinators for youth camps and environmental education programs. Since a major portion of programming deals with natural resources, possibilities also exist in the area of resource management.

PROGRAM TRANSFERABILITY

Students who have graduated from the Adventure Tourism – Outdoor Recreation program can apply for entry with



advanced standing at a number of Bachelor of Tourism, Bachelor of Science and post-diploma programs in Canada. Please refer to the NL Department of Education's transfer guide (www.cna.nl.ca/transfer), or contact your intended university or college.

ENTRANCE REQUIREMENTS

Academic:

Eligibility for admission to the Adventure Tourism program requires the applicant to meet one of the following four academic criteria:

1. High School

High School Graduation Certificate with a 60% overall average in the following (or equivalent):

- i. English (2 credits) (minimum 60%) from: 3201 or 3202
- ii. Science (4 credits) (Minimum 60%) two of which must be chosen from:
 - Biology: 3201
 - Physics: 3204
 - Chemistry: 3202
 - Earth Systems: 3209
 - Environmental Science: 3205

Note: the remaining Science credits to be chosen from the highest Science mark in level 1, 2 or 3.

2. Comprehensive Arts and Science (CAS) Transition

Comprehensive Arts and Science (Transition) Certificate with the following courses:

- i. Two science courses chosen from one of the following three combinations:
 - a. Biology: BL1020, BL1021
 - b. Chemistry: CH1030, CH1031
 - c. Physics: PH1050, PH1051

Note: It is strongly recommended that all CAS students who intend to enroll in the Adventure Tourism program complete BL1020 and BL1021.

3. Adult Basic Education (ABE)

Adult Basic Education (Level III) Graduation with Degree and Technical Profile including the following courses (or equivalent):

- i. English: 3101A, 3101B, 3101C or 3102A, 3102B, 3102C
- ii. Science from one of the following sections:
 - a. Biology 1101, 2101A, 2101B, 2101C, 3101A, 3101B, 3101C
 - b. Chemistry 1102, 2102A, 2102B, 2102C, 3102A, 3102B, 3102C
 - c. Physics 1104, 2104A, 2104B, 2104C, 3104A, 3104B, 3104C

Applicants with Adult Basic Education (Level III) Graduation with a different Profile (and appropriate grades) may be eligible for admission to the program provided the appropriate selection of courses including those outlined above have been completed.

4. Mature Student Status

Applicants who do not meet the entrance requirements, are 19 years of age or older, and have been out of school for at least one year may be considered on an individual basis under the Mature Student Clause.

Note: Entrance requirements for this program are currently under review and are subject to change for students being admitted to the program, September 2010. If proposed changes are approved, students may be required to provide a completed Pre-Admission College of the North Atlantic Health Assessment Form, prior to registration, verifying suitability for the program.

SPECIAL REQUIREMENTS

Because of the extensive field exposure incorporated in this program, students will be required to obtain quality outdoor clothing and equipment. A list of suggested items is available upon request, and will be sent to applicants upon application. This program requires satisfactory completion of activities which place physical and mental demands on students in activity courses such as backpacking, canoeing, kayaking and skiing.

Students will be required to complete an informed medical consent form prior to all major outings. Students should be able to swim moderately upon entrance into the program and will be required to fulfill the requirements of the water safety course by the end of semester 2.