

Area of Interest: Recreation and Wellness

## Outdoor Adventure Naturalist (Co-op and Non Co-op Version)

Ontario College Diploma  
43 Weeks  
Pembroke Campus

Program Code: 6783X10FPM

### Our Program

The two-year Outdoor Adventure Naturalist Ontario College Diploma program, delivered in a compressed format over 43 weeks, is the perfect choice for anyone interested in working as a professional in the soft adventure/ecotourism sector, guiding and educating clients through the interpretation of natural environments and led outdoor activities (LOAs). The Program is delivered with our partner, Wilderness Tours, Canada's largest outdoor adventure company.

As a student, you spend approximately 600 hours completing field study and practical skills training in outdoor settings/classrooms.

Explore areas such as:

- flatwater canoeing
- kayak touring
- river rafting
- no-trace camping and wilderness travel skills
- winter camping and travel skills
- cross-country cycle touring
- ski touring
- tracking
- wildlife viewing and birding
- wild edible and small plant identification
- astronomy
- photography

Students complete extended activity skills training sessions and take on several expeditions - the last being self-executed. The program's curriculum also includes business courses in interpretive media, marketing the tourism experience, as well as financial and small business management to enhance and diversify your career options and pathways.

Students also have the option to gain real-world experience through a paid co-operative education (co-op) work term (see Additional Information for more details). Please note that places in the co-op work term are subject to availability and academic eligibility. Please note admission to the co-op program does not guarantee a co-op placement.

In addition, students have the opportunity to obtain several industry-related certifications, such as:

- Canadian Wildlife Federation (CWF) Wild Educator Facilitator

- Assistant Cycle Tour Guide
- Paddle Canada Waterfront Canoe Instructor and Paddle Canada Wilderness Camping Instructor
- Wilderness First Responder (WFR)
- Paddle Canada Level I and Level II Sea Kayak Skills
- Heritage Interpreter Certification
- Leave No Trace (LNT) Master Educator

Upon graduation, you are ready for an exciting, in-demand career. Be prepared to work in:

- provincial, national, and international nature-based adventure tourism
- museums, interpretive centres, and historical centres
- education
- municipal parks and recreation

Graduates may also pursue entrepreneurial opportunities in the nature/adventure/ecotourism sectors.

## **SUCCESS FACTORS**

This program is well-suited for students who:

- Enjoy a hands-on approach to learning about the outdoor adventure tourism industry.
- Are concerned about social, economic and environmental (SEE) sustainability and want to personally learn more about SEE sustainability in the Outdoor Adventure Tourism industry.
- Are committed to guiding and teaching others in a variety of environments.
- Are interested in learning the skills and abilities required to become an interpretive/nature based guiding professional.

## **Employment**

To meet the expressed industry needs of provincial, national and international adventure tourism, parks and education centres, graduates are trained and prepared to work as nature and heritage interpreters, nature, interpretive or ecotourism guides, program managers and/or entrepreneurs. They also meet the professional standards established by the Canadian Tourism Human Resources Council Heritage Interpreter program.

## **Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Create risk management systems, consistent with best practices, that assess risk and exposure, manage liability and provide a safe and sustainable environment for clients, staff and resources.
- Provide leadership through the professional application of risk, group and time management skills.
- Develop the conceptual framework necessary to consistently identify and interpret ecological concepts, plants, trees, wildlife, constellations and other naturally occurring phenomenon.
- Plan, market, deliver and evaluate sustainable nature based interpretive programming for a variety of domestic and international clients.
- Identify and apply discipline-specific factors that enable their contribution to the local and

- Identify and apply discipline-specific factors that enable their contribution to the local and global community through social responsibility, economic commitment and environmental stewardship.
- Display the technical skills required for employment through the acquisition of industry recognized certifications.
- Identify and develop business, marketing, management and financial strategies to capitalize on opportunities in the nature, interpretive and eco/sustainable tourism segment of the outdoor adventure industry.

## Program of Study

Level: 01	Courses	Hours
ADN7104	Ecology	42.0
ADN7112	Flora for Naturalists	42.0
ADN7116	Fall Camp	24.0
DAT7232	Computer Applications	21.0
ENL7777	Communications I	42.0
GEP1001	Cooperative Education and Job Readiness	18.0
MKT7200	Marketing the Tourism Experience	42.0
OAD7200	Outdoor Adventure Leadership	42.0
OAD7512	Wilderness Travel	54.0
OAD7524	River Rafting	16.0
OAD7527	Introduction to Sea Kayaking	16.0
OAD7537	Canoe Tripping	38.0
OAD7538	Flatwater Canoeing	16.0
Elective: choose 1	Courses	Hours
ADN7106	Astronomy I	16.0
OAD7526	Rock Wall, Rope and Challenge Course Supervision	16.0
Level: 02	Courses	Hours
ADN7101	Interpretive Program Planning	42.0
ADN7140	Wildlife and Birding	58.0
MTM7201	Interpretive Media	42.0
OAD7003	Cycle Touring	30.0
OAD7006	Winter Travel and Camping	56.0
OAD7217	Wilderness First Aid Skills	72.0
OAD7218	Risk Management - Outdoor Adventure	42.0

OAD7539	Nordic Ski Touring	16.0
<b>Elective: choose 1</b>	<b>Courses</b>	<b>Hours</b>
ENV0023	Rainforest and Tropical Science	42.0
OAD7406	Ecotourism and Sustainable Development	42.0
ADN7126	Astronomy II	16.0
PHO7221	Photography for Naturalists	16.0
<b>Choose one from equivalencies:</b>	<b>Courses</b>	<b>Hours</b>
GED6783	General Education Elective	42.0
<b>Co-op: 01</b>	<b>Courses</b>	<b>Hours</b>
WKT7102	Cooperative Education Work Term	
<b>Level: 03</b>	<b>Courses</b>	<b>Hours</b>
ADN7129	Tracking and Wildlife Viewing	24.0
ADN7132	Traditional Wilderness Skills	30.0
ADN7141	Interpretive Program Design and Delivery Project	42.0
ADN7149	Student Directed Field Trips	42.0
ADN7150	Wild Edibles and Small Plant Identification	42.0
ENL7643	Literature and the Environment	42.0
GEO7000	Geology and Landforms	56.0
MGT7334	Small Business and Financial Management	56.0
OAD7540	Sea Kayak Expedition	55.0
<b>Choose one from equivalencies:</b>	<b>Courses</b>	<b>Hours</b>
GED6783	General Education Elective	42.0

## Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator>.

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro>.

Fees are subject to change.

Additional program related expenses include:

- **Clothing and Equipment:** Students need appropriate clothing and equipment to participate in outdoor activities throughout the program. A complete gear list may be found on the website. Many students already own many of these items. When applicants are accepted into the program, they receive a complete list of clothing and equipment required. Expect to spend \$1,000 to \$1,200 over the 16 months.

- **Expeditions:** Travel, food, and equipment are supplied for expeditions. Travel documents (passport and travel insurance) if required, are the responsibility of the student.
- **Student-Directed Field Trip:** All expenses for this student-planned field trip are the responsibility of the student groups. This is a Level O3 course, which is the culmination of the student groups' learning and skill development in many diverse areas. Students prepay \$250 towards this field trip (Incidental Fee Level O3) which is reimbursed to them upon completion and approval of a comprehensive student-directed field trip plan.
- **Elective Courses that Include International Trips:** All expenses are the responsibility of the student for those who select elective courses that include international trips. Approximate trip costs are provided in advance of elective course selection.
- **Textbooks:** Resources are available as hardcover and/or e-texts and will cost between \$800 - \$1,000 for the program. For more information and associated fees please visit <https://www.algonquincollege.com/coursematerials>.

## Admission Requirements for the 2024/2025 Academic Year

### College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

### Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Mathematics, Grade 11 (MBF3C or equivalent).
- Prior to registration in the program, accepted applicants must:
- Provide proof of current Standard First Aid certification(with C Level CPR).
- Sign and submit an Outdoor Adventure Naturalist Program Assumption of Risk and Indemnifying Release form (form available online on the Outdoor Adventure Naturalist website).
- Submit Applicant Personal Information, Consent and Health Form supplied by Algonquin College.
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service-Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT)-overall 80, with the minimum of 20 in each component: Reading 20; Listening: 20 Speaking: 20, Writing: 20; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

## Admission Requirements for 2023/2024 Academic Year

### College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR

- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

**Program Eligibility**

- English, Grade 12 (ENG4C or equivalent).
- Mathematics, Grade 11 (MBF3C or equivalent).
- Prior to registration in the program, accepted applicants must:
  - Sign and submit an Outdoor Adventure Naturalist Program Assumption of Risk and Indemnifying Release form (form available online on the Outdoor Adventure Naturalist website).
  - Submit Applicant Personal Information, Consent and Health Form supplied by Algonquin College.
  - Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service-Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT)-overall 80, with the minimum of 20 in each component: Reading 20; Listening: 20 Speaking: 20, Writing: 20.

**Application Information****OUTDOOR ADVENTURE NATURALIST (CO-OP AND NON CO-OP VERSION)**  
**Program Code 6783X10FPM**

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca  
60 Corporate Court  
Guelph, Ontario N1G 5J3  
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/>.

Applications for Fall Term and Winter Term received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants applying from out-of-country can obtain the International Student Application Form at <https://algonquincollege.force.com/myACint/> or by contacting the Registrar's Office.

For further information on the admissions process, contact:

Registrar's Office  
Algonquin College in the Ottawa Valley  
1 College Way  
Pembroke, ON K8A0C8  
Local: 613-735-4700  
Toll-free 1-800-565-4723  
TTY: 1-866-620-3845  
Fax: 613-735-4739  
Web: <https://www.algonquincollege.com/pembroke>



## Additional Information

### CO-OP INFORMATION:

All applicants apply directly to the co-op version of this program through <http://ontariocolleges.ca/> or our International Application Portal. Applicants not wishing to pursue the co-op version will have the opportunity to opt-out after being admitted to the program but prior to the first co-op work term.

Co-operative education (Co-op) allows students to integrate their classroom learning with a real-world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College's Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program's co-op level(s), visit the courses tab on your program's webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.

For more information on co-op programs, the co-op work/study schedule, as well as general and program-specific co-op eligibility criteria, please visit <https://www.algonquincollege.com/coop>.

### Outdoor Adventure Naturalist Program Additional Information:

The Outdoor Adventure Naturalist (ODAN) program is offered at the Pembroke Campus, which is surrounded by the fantastic natural resources of the beautiful and rugged Kitchissippi/Ottawa Valley. Sitting on the shores of the mighty Kitchissippi/Ottawa River, the Campus resides on the unceded and unsundered territory of the Algonquin People. It is in close proximity to world-renowned Algonquin Park, numerous natural history interpretive sites, important Algonquin Anishnaabeg culture sites and its program partner, Wilderness Tours. The Wilderness Tours resort is located just 20 minutes from the Pembroke Campus.

At least two weekends per term are scheduled for expeditions and/or practical skills courses. Students must attend these weekend programs. A schedule is distributed on or before the first day of fall semester.

Please note that the activity skills offered in this program are subject to weather and logistical requirements.

### Statement of Responsibility, Safety and Liability:

In order to learn the skills necessary to become an effective leader in the adventure industry, students must perform beyond the limits of a mere participant and assume a greater degree of responsibility and risk. There is an inherent element of risk in the program, which is beyond human control. Although every effort is made to minimize exposure to these risks, we can ultimately assume no responsibility for your safety or loss of personal equipment. Specific participation requirements are detailed in a separate document at the bottom of this webpage.

A signed liability release is required of all students before commencement of the program. An additional liability release may be required for courses delivered through subcontractors or host agencies. A parent/guardian release is required for minors (under 18 years of age)

### Additional Resources:

- Statement of Responsibility, Safety and Liability
- Outdoor Adventure Naturalist Handbook

- Application Process Personal Info and Health Form
- Assumption of Risk and Release Form
- Support Document Upload

## Contact Information

### Program Coordinator(s)

- Chris Melmoth, <mailto:melmotc@algonquincollege.com> , 613-735-4700, ext. 2880

## Course Descriptions

### ADN7101 Interpretive Program Planning

Good, sound programming and a thorough understanding of the principles of interpretation provide an essential framework for interpretive programs for a variety of fields and activities. By exploring existing programs and experimenting with various delivery methods, students apply a basic framework for interpretive programming to prepare and deliver sustainability, interpretive, and/or educational programs. Students focus on delivering programs in both domestic and international settings, working towards completing the first two stages of the Canadian Tourism Human Resources Council Heritage Interpreter certification.

Prerequisite(s): none

Corerequisite(s):none

### ADN7104 Ecology

A sound ecological foundation that includes a broad overview of ecological concepts and terms provides guides and naturalists with the fundamentals to interpret the natural environment. Students explore ecological principles such as energy flow, ecosystems, evolution, and biodiversity all while contemplating humans as agents of change and the impacts of development on a variety of ecosystems. Ecological principles are considered and discussed in the context of current ecological issues, as they relate to local, regional and global sustainability.

Prerequisite(s): none

Corerequisite(s):none

### ADN7106 Astronomy I

During the dark hours of the day, the night sky cloaks our world in a vast sea of darkness full of mystery and intrigue. An understanding of a variety of astronomical features supports the interpretation of commonly observed phenomena for clients and guests. Using theory and practical observation, students focus on the interpretation of various astronomical features while exploring the constellations of the summer night sky. Students become familiar with constellation names, location, identification and lore.

Prerequisite(s): none

Corerequisite(s):none

### ADN7112 Flora for Naturalists

Flora identification and an understanding of the interactions of flora within ecosystems are an important foundation for any naturalist. With a focus on the identification of trees and shrubs of Eastern Ontario, students build a comprehensive foundation in flora identification. Students use field guides and other keys to aid in tree identification to explore the basics of tree identification, including leaf, bark, shape, and fruiting structures. Elements of flora habitat, historical use, and economic value are also explored.

Prerequisite(s): none

Corerequisite(s):none



**ADN7116 Fall Camp**

A foundational understanding of the natural environment, outdoor adventure skills, and interpretation work together as pillars in the outdoor adventure naturalist industry. Through an immersive camp experience based at the practical delivery training site, students develop familiarity with the learning environment, the faculty, and their peers. They also explore the policies, procedures, and expectations for safe and respectful participation in outdoor adventure activities. Hands-on experiences include whitewater rafting, team building, and introductions to some skills training.

Prerequisite(s): none

Corerequisite(s):none

**ADN7126 Astronomy II**

The winter celestial sky differs from that of other seasons. Building on their basic astronomy skills, students explore the winter sky focusing on how, where, and when to find stars, planets, and black holes. Students also further develop their understanding of the solar system and the past and future of the universe. Students incorporate these skills to design and deliver basic programming about astronomical concepts and phenomena in the winter skies.

Prerequisite(s): ADN7106

Corerequisite(s):none

**ADN7129 Tracking and Wildlife Viewing**

Viewing wildlife and sharing space in their natural habitat is a moving experience when conducted respectfully with minimal impact on the wildlife and the natural environment. Students prepare to view and track animals in their natural environment through the practice and familiarization of animal tracks, animal scat, and signs of animal behaviour. Incorporating appropriate dress, tools, and safety students use field guides and identification techniques to explore and interpret wildlife in their natural habitat. Students consider the importance of viewing approach and viewing shelters in enhancing the overall experience.

Prerequisite(s): none

Corerequisite(s):none

**ADN7132 Traditional Wilderness Skills**

Indigenous peoples regard nature with deep respect, and they have a strong sense of place and belonging. Students explore the harmonious relationship between Indigenous peoples and the land through the development of basic wilderness skills. Students develop enhanced shelter building skills, conduct responsible interactions with the land to find water and stay warm, and practice the creation of fire. Food source recognition and the collection and processing of available wild foods are also a focus. These skills are interwoven with presentations and/or discussions in which students consider the history of Indigenous peoples, the present state of cultural knowledge, and expectations for future opportunities, including collaborative opportunities in the adventure tourism industry.

Prerequisite(s): none

Corerequisite(s):none

**ADN7140 Wildlife and Birding**

Naturalists and guides require the skills to identify various species of fish, amphibians, reptiles, birds and mammals in order to acquire an understanding of the behavioural traits and habitat needs of these species. Students develop these skills through the combined exploration of theory, lab samples, and field work practice. Students focus on birding during spring migration to take advantage of increased bird activity. Students also consider the role of the adventure naturalist guide/interpreter as public educator in the areas of sustainability and wildlife conservation.

Prerequisite(s): none

Corerequisite(s):none

**ADN7141 Interpretive Program Design and Delivery Project**

Successful interpretive programs require appropriate planning. Emphasis is placed on the importance of multiple perspectives in the planning process in order to identify and articulate a broad range of resource meanings, interpretive themes, and delivery venues to reach multiple audiences. Students plan, design, create, and deliver a nature/adventure-based interpretive program for a host operator, focusing on using industry standard interpretive program planning concepts to enhance all aspects of the host operator's sustainability.

Prerequisite(s): ADN7101

Corerequisite(s):none

**ADN7149 Student Directed Field Trips**

Exploring areas of personal interest through a multi-day field trip format consolidates the skills required to be adventure naturalists and guides. With a focus on integrating sustainability concepts as well as interpretive guiding, student groups demonstrate a synthesis of industry, activity, and business skills into the planning and execution of a commercially viable naturalist excursion. Throughout the trip, students concentrate on safety, travel mode (various) and interpretation.

Prerequisite(s): OAD7217 and OAD7218

Corerequisite(s):none

**ADN7150 Wild Edibles and Small Plant Identification**

The forest floor contains a plethora of edible plants, ready to be discovered by those new to and those experienced in the outdoors. Combining theory and practical application, students explore a variety of plant types: herbaceous plants, sedges, grasses and rushes, ferns and allies, as well as mosses, lichens, and liverworts. Students focus on differentiating characteristics and the use of identification keys as critical elements of identification and interpretation of small plants.

Prerequisite(s): none

Corerequisite(s):none

**DAT7232 Computer Applications**

The ability to communicate effectively using technology and to use a computer system to manage data and create a variety of documents is essential in the education and employment fields. Students apply standard word processing, spreadsheet, and database software to business applications. Optimizing their mobile learning device for both theory and skills courses is another focus. In addition, students combine these software applications with presentation software to produce effective marketing and instructional aids. Emphasis is on software commonly used in industry, locally and internationally.

Prerequisite(s): none

Corerequisite(s):none

**ENL7643 Literature and the Environment**

Students examine the relationship between humans and their environment as portrayed in short stories, poetry, essays and visual media. The following themes are explored: human oneness with nature, nature as enemy, humans as exploiters and humans as caretakers. Students also have an opportunity to create their own artistic work on a sustainability theme.

Prerequisite(s): none

Corerequisite(s):none

**ENL7777 Communications I**

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting

information and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none

Corerequisite(s):none

### **ENV0023 Rainforest and Tropical Science**

The rainforests of Costa Rica and their biologically rich ecosystems have contributed to Costa Rica being the epicentre of ecotourism. Through research and applied learning students explore the rich ecosystems and biodiversity of the rainforests of Costa Rica, experiencing the positive and negative impacts of ecotourism on the environment and communities. Students participate in an international experience hosted by professional guides to investigate and appreciate the biological resources of the rainforest, the humid tropics, and the variable characteristics of the rainforest habitat, as well as examine sustainable agriculture and other environmental management practices.

Prerequisite(s): none

Corerequisite(s):none

### **GED6783 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

### **GED6783 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

### **GEO7000 Geology and Landforms**

Understanding the natural environment and the geological features and landscapes that shape our world is vital for outdoor professionals to have a greater understanding and respect for others by being more globally and culturally aware. The transformation of Earth as we know it has been a 4.5-billion-year marvel in the making. The ever-changing continents, oceans, seas, and geographic landforms continue to reshape our world. Focusing on the Earth, its geological systems, and human interactions, students explore topics such as the atmosphere, plate tectonics, glaciation, and other geological structures. In addition to classroom study and experimentation, students participate in practical field trips to observe geological features characteristic of the local area.

Prerequisite(s): none

Corerequisite(s):none

### **GEP1001 Cooperative Education and Job Readiness**

Students are guided through a series of activities that prepare them to conduct a professional job search and succeed in the workplace. Through a detailed orientation students learn the cooperative education program policies and procedures related to searching and securing a work term opportunity. Students identify their strengths and transferable skills and participate in workshop-style sessions that focus on cover letter and resume development, interview techniques and job search strategies. Students learn how to navigate a web-based resource centre, which is used to post employment and cooperative education job opportunities. Students reflect on workplace success, ethics and responsibilities.

Prerequisite(s): none

Corerequisite(s):none

### **MGT7334 Small Business and Financial Management**

Tourism operators and business owners require basic small business and financial skills to successfully operate and sustain their businesses. Students learn the basic skills required to establish and operate a financially sustainable small business with a social and environmental ethos. From the perspective of providing service to a range of clientele, students explore business finance, contracting, marketing, and personnel management. Focusing on the processes required to start a new business, students also examine the components of a business plan. Students practice practical accounting and review balance sheets, income statements, and cash flow analysis. Students explore sources of capital and funding and analyze financial problems faced by operators in the adventure industry.

Prerequisite(s): none

Corerequisite(s):none

### **MKT7200 Marketing the Tourism Experience**

Tourism operators face unique challenges and opportunities in marketing their products. Students examine navigating these challenges as well as capitalizing on the opportunities. Students learn fundamental marketing tools such as market analysis, product development, target marketing, pricing, selling and promotion. These marketing functions are applied against the structural features of the tourism industry as a whole and the adventure sector in particular. Tourism concepts, such as travel motivators, tourism generators, tourism sector interrelationships and economic impact are considered through the lens of marketing and promotion. Students develop depth of knowledge into a particular product or sector of the tourism industry.

Prerequisite(s): none

Corerequisite(s):none

### **MTM7201 Interpretive Media**

Understanding media is essential to effectively communicate with clients in nature-based interpretive programming. Students explore the fundamental principles behind good graphic design and their application to print and digital media. Students validate these skills through the analysis and/or creation of various industry media, such as audio and video digital presentations and websites, posters, brochures, letterhead, business cards and press releases. Finally, students consider the various media types that are available as tools in supporting interpretive programs, as well as media issues in relation to advertising and public relations, self-promotion and trade shows.

Prerequisite(s): none

Corerequisite(s):none

### **OAD7003 Cycle Touring**

Multi-day biking trips provide a relaxing, pleasurable means for nature enthusiasts to access, view, and explore a variety of different landscapes. Focusing on cycle tour trip planning and group management skills, students develop trip leader abilities by preparing and executing a multi-day on/off road cycle tour. Throughout the trip, students focus on safety, travel mode (cycling), and interpretation. Upon completion, students may qualify for industry certifications (Assistant Cycle Tour Guide) by performing the necessary skills to a standard that meets certification criteria.

Prerequisite(s): OAD7200

Corerequisite(s):none

### **OAD7006 Winter Travel and Camping**

Colder climates and winter settings provide unique and challenging environments for naturalists to travel and explore. Students practice and prepare to lead groups safely in winter settings by focusing on winter camping skills such as dressing for the environment, sleeping comfortably, fire starting, shelter building, and water and food packing for the winter environment. Students develop their snowshoe and cross-country skiing skills as part of a multi-day outing. In preparation

for the outing, students consider historical significance, modern interpretation, winter/spring weather forecasting, and the integration of winter camping and travel skills into a soft adventure tourism package.

Prerequisite(s): OAD7200 and OAD7512  
Corerequisite(s):none

### **OAD7200 Outdoor Adventure Leadership**

Leadership skills are used to foster a safe, respectful, and well-organized outdoor adventure expedition. Students build foundational leadership skills specific to the adventure tourism industry. Decision-making, judgement, and client safety are examined through case-based learning, trip planning and instruction. Group management skills are developed through theory and practical exercises.

Prerequisite(s): none  
Corerequisite(s):none

### **OAD7217 Wilderness First Aid Skills**

Outdoor professionals require a Wilderness First Aid Certificate in remote areas. Students focus on the principles of patient management and decision making. Special emphasis is placed on prevention, traumatic injuries, illness assessment, accident scene management, long-term patient care, leader responsibility and liability, advanced medical aid kits, wound cleaning, evacuation procedures and working with Emergency Medical Services.

Prerequisite(s): OAD7200  
Corerequisite(s):none

### **OAD7218 Risk Management - Outdoor Adventure**

Minimization of risk contributes to a safe and sustainable outdoor adventure environment. Students explore theoretical and practical applications related to risk in the outdoor adventure industry. Risk assessment, systems-based planning and prevention, and control and mitigation strategies are focuses. Students examine emergency situation management, training, planning and documenting from the guide's perspective. The Canadian legal system, liability and negligence, waivers and releases and insurance are looked at from the business perspective.

Prerequisite(s): OAD7200  
Corerequisite(s):none

### **OAD7406 Ecotourism and Sustainable Development**

Global climate change has prompted travelers to consider destinations and activities that have less of a negative impact on environments, both local and global. This has led to an increased interest in ecotourism, sustainable tourism, and nature-based tourism. Using their knowledge of tourism, students incorporate the key principles of ecotourism to develop a critical lens to analyse the various environmental, social, and economic impacts of tourism. Students focus on issues of sustainability and responsible tourism as they develop an enhanced awareness of protected environments and cultures.

Prerequisite(s): none  
Corerequisite(s):none

### **OAD7512 Wilderness Travel**

Leading groups safely in an outdoor setting with minimal impact on the environment is a fundamental skill for outdoor professionals. Through the application of basic navigation skills, Leave No Trace (LNT) camping skills and ethical principles, students plan, prepare, and participate in hiking and backpacking activities. Students explore a variety of topics that contribute to a safe and enjoyable wilderness experience, some of which include spring and summer forecasting, food provisioning, preparation and cooking skills, and search and rescue for outdoor leaders.



Prerequisite(s): none  
Corerequisite(s):none

**OAD7524 River Rafting**

River rafting provides river access to remote water and land resources for clients and groups using stable and reliable means. Students develop the fundamentals of raft guiding by exploring river hydrology, guiding techniques, paddling skills, and basic rescue and moving water awareness. Students integrate guiding skills such as group, time, and risk management to professionally navigate clients through class II - III whitewater.

Prerequisite(s): none  
Corerequisite(s):none

**OAD7526 Rock Wall, Rope and Challenge Course Supervision**

Rock wall, rope, and challenge courses are experiential activities of the modern adventure industry. Students develop skills using the basic climbing gear and belays needed to safely setup and supervise a rock wall, rope or challenge course. Students also explore course operation standards, policies and procedures, gear use and maintenance, and risk management systems in an interactive setting. Related applications of these activities in experiential education, nature and/or interpretive programming are also considered.

Prerequisite(s): none  
Corerequisite(s):none

**OAD7527 Introduction to Sea Kayaking**

Sea kayaking provides access to the ecosystems of ocean coastlines and larger lakes and rivers. Students focus on the basic sea kayaking skills required to safely and comfortably navigate shorelines. Students practice launching and landing, common strokes, bracing, and edge control. Exploration of various re-entry techniques and assisted rescues is a strong focus. Additionally, through practical application, students develop the skills to safely plan and execute sea kayak day trips including navigation and route planning, weather forecasting and interpretation, and appropriate gear and clothing selection.

Prerequisite(s): none  
Corerequisite(s):none

**OAD7537 Canoe Tripping**

Multi-day river trips provide access to back country and remote areas for nature enthusiasts. Applying flatwater canoeing skills, Leave No Trace (LNT) campcraft skills, and leadership skills students prepare and experience a multi-day canoe expedition on a local river/lake system. Throughout the trip, students focus on safety, travel mode (canoeing) and interpretation. Upon completion, students may qualify for industry certifications (Paddle Canada Canoeing Skills certification) by performing the necessary skills to a standard that meets certification criteria.

Prerequisite(s): none  
Corerequisite(s):none

**OAD7538 Flatwater Canoeing**

Canoes have been instrumental in accessing lands and remote areas by waterway for generations. Students focus on the basic flatwater paddling skills that are essential to safely enjoy canoeing. Students also explore canoe construction, equipment and paddling strokes as well as practice and develop tandem and solo paddling skills. Once developed, students incorporate these skills to structure and teach a basic canoe class for beginners. Students may qualify for industry certifications.

Prerequisite(s): none  
Corerequisite(s):none



**OAD7539 Nordic Ski Touring**

Nordic ski touring provides a mechanism for naturalists and guides to travel and experience winter settings. Students explore the basic Nordic ski techniques required to safely navigate and lead clients across a variety of snow-covered terrain. Students practice and demonstrate falling and getting up, balance and stances, classic strides, turning, stopping, and navigating hills up and down.

Prerequisite(s): none

Corerequisite(s):none

**OAD7540 Sea Kayak Expedition**

Undertaking a multi-day sea kayaking trip provides access to the more remote ecosystems of ocean coastlines and larger lakes and rivers. Applying sea kayaking skills, Leave No Trace (LNT) campcraft skills, and leadership skills, students prepare and experience a multi-day sea kayak expedition in a large river/lake fresh water environment. Throughout the trip, students focus on safety, travel mode (sea kayaking) and interpretation with an emphasis on open water hazards, lake and river environments, navigation, marine charts, and land and water group management practices. Upon completion, students may qualify for industry certifications (Paddle Canada Sea Kayak Skills certification) by performing the necessary skills to a standard that meets certification criteria.

Prerequisite(s): OAD7217 and OAD7218 and OAD7527

Corerequisite(s):none

**PHO7221 Photography for Naturalists**

Take only photos and leave only footprints. Naturalists and guides experience magical things in nature; photography allows them to capture some of this magic. Students focus on camera and photographic terminology as they develop camera familiarity and basic photography skills. While dealing with varying lighting conditions and environmental factors, students practice outdoor photography, incorporating the connection between the three tenants of sustainability: social, economic and environmental.

Prerequisite(s): none

Corerequisite(s):none

**WKT7102 Cooperative Education Work Term**

For students who qualify academically and who choose to participate, there is the opportunity to enhance their diploma with an officially recognized co-op designation. This designation is achieved by successfully completing a paid co-op educational employment experience where students have the chance to gain valuable work experience, network and make contacts in the industry and assess their skills and weaknesses in a real-world work environment.

Prerequisite(s): none

Corerequisite(s):none