



BC Provincial
**Adventure Tourism
Certificate Program**

Standardized Core Curriculum Handbook
Second Edition
2007



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The project builds on the initial industry-validated provincial core curriculum developed in 2001-2002 (v.1). This was supported by 16 adventure tourism-related organizations. The revision process involved the analysis and input of many adventure tourism professionals and educators through an environmental scan, consultation with industry organizations, and a planning workshop.

The core curriculum review process was coordinated by the Centre for Tourism Research at Thompson Rivers University.

Ordering Information

For additional copies of this handbook, a PDF version is available for downloading at no cost from the LinkBC network Tourism Online Resource Centre (TORC) at www.bctorc.ca.

The BC Tourism Learning System

The BC Tourism Learning System refers to the laddered programs now available throughout the public post-secondary system in BC, all with industry-validated core content. These programs range from tourism career preparation programs in secondary schools, through post-secondary certificates and diplomas, to bachelor level degrees, and graduate degrees in some areas of specialization. Some private institutions offer programs that are accepted for transfer into public institutions.

Other BC Tourism Learning System Publications

- BC Provincial Tourism Management Diploma Program
 - Core Curriculum Handbook
- BC Provincial Hospitality Management Diploma Program
 - Core Curriculum Handbook
- BC Bachelor of Tourism Management Degree Program
 - Resource Handbook

Photos courtesy of Tourism British Columbia, Thompson Rivers University, Capilano College, College of the Rockies, Sooke Adventure Tourism School, North Island College, Terry Hood, and Jason Brawn.

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Introduction

A-1 Background

The initial core curriculum and handbook for BC Adventure Tourism Certificate programs was created and developed in the late 1990s, following a significant increase in the number of outdoor recreation and adventure tourism programs being offered throughout the province. This growth raised many issues and concerns about program content and delivery practices, as well as uncertainty amongst employers about the content included in this wide range of programs.

In particular, the greatest inconsistencies had occurred in post-secondary programs less than one year in length. The development of the initial provincial core curriculum was the first attempt to address these issues and provide clear guidelines for institutions wishing to offer programming at this level.

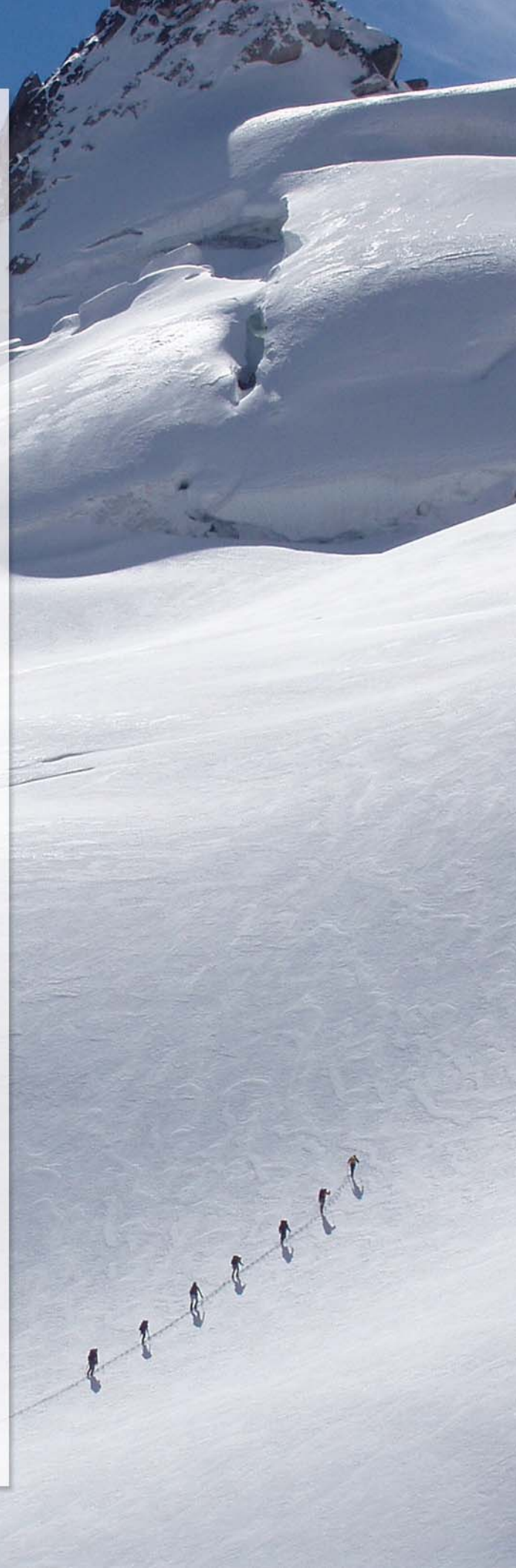
Much has changed in the last few years in this constantly evolving industry. A revision of the provincial BC Adventure Tourism Certificate Program was initiated to assess the current landscape and adjust the curriculum as necessary. This version of the handbook repositions the core curriculum into five key core theory learning topics while recognizing an expanded range of specialty options being offered in programs.

A-2 Emphasis on Collaboration & Quality Delivery

The curriculum in this handbook is based on learning outcomes that have been supported by key Western Canadian adventure tourism organizations. Education institutions wishing to benefit by offering this certificate program should:

- Commit to the coordinated development of a provincial adventure tourism learning system, which is a part of the wider BC Tourism Learning System, and be active members of the BC Adventure Tourism Programs Articulation Committee
- Develop a program that is committed to the growth of a healthy industry, to the careers of program graduates and to the reputation of quality, high-standard adventure/outdoor recreation training in the province
- Adopt delivery practices for field-based technical skills courses that meet relevant industry association training standards
- Place a focus on, and address, risk management issues using the resources highlighted in section A-8
- Provide instructional excellence through the hiring of experienced, fully certified and qualified staff (see delivery guidelines)
- Develop and maintain regular communication between other institutions offering similar programs, the governing industry associations, and industry employers

The content of the Adventure Tourism Certificate will vary depending on the program focus, which is determined by each institution (e.g. a more marine-based curriculum for programs in coastal locations). However, delivery of a consistent level of core theoretical topics, combined with a commitment to follow industry technical skills standards for the field-based components, is required of all programs.



A-3 Training Standards & Program Delivery Guidelines

The training standards and program delivery guidelines contained in this handbook have been developed to:

- Help to ensure consistency in core program content for similar programs throughout the province of British Columbia
- Provide clear paths for certificate graduates who wish to ladder into provincial outdoor recreation/adventure travel guide diploma programs, and then tourism degree programs
- Ensure relevant training content by involving adventure industry organizations in curriculum development and support
- Enhance the reliability and quality of programs by identifying clear provincial program delivery guidelines (linked to industry technical skills standards when available)
- Assist participating programs in benefiting from joint provincial marketing and promotional efforts

A-4 Certificate Program Goals

The BC Provincial Adventure Tourism Certificate program is designed to prepare individuals for:

- Entry level work within the adventure tourism industry
- Full-time seasonal work in one or more season
- Support positions in guiding or operations, depending on the background of the individual and the particular focus of the program
- Guiding-related positions, including front line assistant guide, assistant instructor, or leader in the outdoor education field
- Operations-related positions including those involving equipment management, physical asset maintenance, trip packing & preparation, driving, and remote camp management

A-5 Certificate Program Admission Requirements

Although certificate programs are intended to be entry-level, they do include minimum admissions requirements. These may vary slightly among different programs and institutions. Some programs may use a selection/screening process to short-list candidates rather than accept candidates on a first-come basis. A personal interview and demonstration of experience and interest in outdoor-based careers may be required.

Educational Requirements:

- *BC Grade 12 graduation or equivalent.*
- *Principles of Math 11 or Math 051, or equivalent, with at least a "C+" standing.*
- *67% on the combined English 12 and Government Exam (within the last 5 years) OR one of the following:*
 - *Level 3 on the Composition section of the Language Proficiency Index (LPI) within the last two years.*
 - *Completion of English 050 with a "B" standing or better.*
 - *Equivalent English program.*

Field-Based Topics - Technical Skills Prerequisites

Applicants to certificate programs may be required to demonstrate experience and a level of technical skill in certain activities to meet program prerequisites. This is assessed by means of resumes and field logbooks, and in some cases by practical field-testing.

Mature Students

Mature students may be accepted into certificate programs without meeting all of the educational requirements as per each institution's own policy. Mature students still need to meet the field-based technical skills prerequisites.

International Students

International students may be accepted in BC adventure tourism certificate programs. International students generally pay higher tuition and are subject to immigration regulations relating to studies in Canada. International students should check with the individual programs to find out what process needs to be followed to apply to the program.

A-6 Prior Learning Assessment & Recognition (PLAR)

Students may be able to apply for and receive advance credit for certain topics/courses through a PLAR process, depending upon the institution. This provides recognition for learning outside of formal educational institutions, including volunteer positions, work experience, industry training, professional certification etc.

A-7 Linkages with Other Programs

The certificate program allows graduates to develop a range of college-level credits that can be used for laddering into diploma or degree programs that are part of the BC Tourism Learning System. Certificate programs vary in terms of their ability to articulate with diploma and degree programs, depending on their curriculum and delivery models.

Adventure Tourism Certificate

program coordinators regularly determine the transfer options available to graduates who are interested in moving on to other provincial programs and make this information readily available to prospective and current students.



A-8 Risk Management & Standards

In the recent BC Adventure Tourism Certificate review process, risk management was identified as the single most important topic by all certificate programs. It is essential that certificate programs recognize the importance of sound risk management practices in the management and operation of their programs, and in the curriculum that they offer. It is strongly recommended that all certificate programs contain a stand-alone risk management course as part of the core theory component.

It is required that all provincial certificate programs follow established industry technical skills standards, certificate program content standards (outlined in this handbook), and program training standards (also in this handbook) for all courses offered, as detailed below:



Industry Technical Skills Standards

These are usually set by industry associations and outline the base technical specifications necessary for industry skills certification (paddling, climbing, etc).

Meeting these standards usually requires a combination of skill development, field and industry experience (as recorded in a logbook) and industry association examination.

Program Content Standards

These describe the minimal content requirements (core theory and speciality topics), as outlined in this handbook and supported by industry associations and the BC Adventure Tourism Articulation Committee. These need to be incorporated as part of a curriculum at the stated levels of instruction or certification.

Student contact hours and college-level credits are specified in these training standards:

- *Core and specialty theory courses: 3 credits per course, minimum 39 instructional hours per course*
- *Core and specialty field-based courses: minimum 2 credits and 40 contact hours per course*

Program Training Standards

These are risk management focused and set the minimum criteria for the application of the training standards and actual delivery of the curriculum.

These standards are usually set by industry associations and often outline expected credentials of instructors, student-instructor ratios in the field, terrain guidelines and the proper management procedures in regards to occupational health and safety.



Certificate program instructors, coordinators and managers should refer to the following risk management publications especially developed for British Columbia outdoor/adventure programs. These publications can be downloaded from the Tourism Online Resource Centre at www.bctorc.ca or by visiting www2.worksafebc.com/Portals/Tourism/Home.asp

- *Risk Management for Outdoor Programs: A Handbook for Administrators and Instructors in British Columbia*
- *Risk Management for Outdoor Programs: A Handbook for Students*
- *Health and Safety in Adventure Tourism*

A-9 Industry Support

The adventure tourism/outdoor recreation organizations listed here and on the back cover of this handbook were actively involved in the development of the first version of the BC Provincial Adventure Tourism Programs Core Curriculum Handbook. They support the efforts of all participating programs to offer a high quality learning experience, and to deliver education to the standards outlined in this resource book.

To maintain the ongoing support from industry, it is critical that all certificate programs follow the technical skills, program content and training standards outlined in this handbook for all courses offered.

Association of Canadian Mountain Guides
British Columbia River Outfitters Association
British Columbia Sailing Association
British Columbia Snowmobile Federation
Canadian Association of Snowboard Instructors
Canadian Avalanche Association
Canadian Federation of Ocean Kayak Educators
Canadian Mountain and Ski Guide Program
Canadian Power & Sail Squadrons
Canadian Ski Guide Association
Canadian Yachting Association
Federation of BC Mountain Clubs
HeliCat Canada
International Sail and Power Academy
Lifesaving Society – BC & Yukon Branch
Mountain Parks Heritage Interpreters Association
Professional Association of Diving Instructors
Rescue Canada
Sea Kayak Association of BC
Sea Kayak Guides Alliance of BC
Wilderness Tourism Association
WorkSafe BC



B. Provincial Adventure Tourism Certificate

B-1 Program at a Glance

The Adventure Tourism Certificate Program includes a minimum of 31 college-level credits.

Note: Although the following certificate schematic produces a total credit count of 31, the normal credit count of a one-year college/university level certificate is 30 credits. The variation in course value for this program area (including a combination of 2 and 3 credits) has resulted in a 31 credit count.



B-2 Program Content & Training Standards

It is expected that institutions choosing to offer this provincial program will deliver all learning outcomes outlined for each topic/course and follow the contact hours as outlined in this document. It is also expected that field and technical skills courses will be offered in consultation with and permission of the appropriate industry associations. All field courses must be taught according to each association's technical skills standards.

Adventure Tourism and Outdoor Recreation Theory Topics and Courses

The theory topics introduce students to a wide variety of tourism/outdoor recreation and business-related issues, and focus on adventure tourism and small business operations. These are usually offered as three-credit courses, each with a minimum of 39 contact hours (excluding examination time). These courses are most often delivered in a classroom setting

with five key topics creating the mandatory core. In some programs, the core learning outcomes for one topic may be delivered through two or more courses.

Field-Based Topics/ Courses

The field topics introduce students to a wide variety of outdoor technical skills. These are offered through courses that are usually taught in an outdoor setting, and should follow technical skills standards established by an industry association, where available. The field courses are a minimum of two-credits and include a minimum of 40 hours of field time. Field courses are often taught in time blocks that require students to be in the field for extended periods. Wilderness First Aid is a core field topic included in all provincial certificate programs. Others are offered as specialty courses from a wide range of choices, depending on the focus of the program.

B-3. Program Outline

1. Core Theory Topics: Required Content

The core component of the BC Adventure Certificate program includes five essential topics that form a philosophical underpinning. These can be delivered through specific courses as part of the content, or they can be woven throughout more than one course. For example, Environmental Stewardship learning outcomes can be delivered through a stand-alone course (recommended), or by spreading these learning outcomes over a number of courses.

The core theory learning and content areas are:

1. Risk Management
2. Environmental Stewardship
3. Introduction to Adventure Tourism
4. Foundations of Leadership and Guiding
5. Introduction to Outdoor Skills

Below are key learning outcomes for the core theory areas:



1. Risk Management*

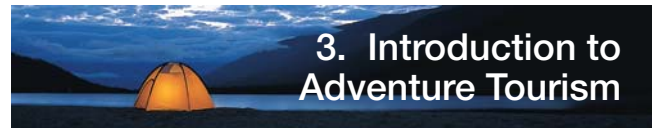
- a) Identify and learn the basic issues relating to legal liability and risk management in the adventure tourism/ outdoor recreation industry.
- b) Develop a basic understanding of the Canadian legal system and how it affects adventure tourism.
- c) Gain awareness of the role of, and administration of, legal release documents (waivers).
- d) Gain awareness of the role of precedent-setting cases within Canada.
- e) Understand the role of insurance for an adventure tourism business.
- f) Identify and evaluate field and business hazards.
- g) Develop and implement appropriate field and business risk management strategies.

**This topic is covered in Risk Management for Outdoor Programs: A Handbook for Administrators and Instructors in British Columbia (see section A-8 of this handbook for source)*



2. Environmental Stewardship

- a) Describe the relationship between tourism and the environment.
- b) Describe current and projected environmental changes and their impact on tourism.
- c) Describe the concepts of sustainability in an adventure and/or ecotourism setting.
- d) Explain environmental and social carrying capacity.
- e) Describe the impacts of tourists and recreational land users on the environment.
- f) Describe the principles of environmental stewardship that support concepts of minimal impact.
- g) Develop an environmental code for an adventure business.



3. Introduction to Adventure Tourism

- a) Define the interrelationships between the components of the tourism industry, including adventure tourism/outdoor recreation. Identify current issues and trends in the adventure tourism sector and discuss their future impacts.
- b) Identify travel motivators and travel generators (relating to adventure tourism).
- c) Assess the impact of adventure tourism as an economic, environmental, cultural and social force.
- d) Describe professional, industry and government organizations that serve and have an influence on the sector.
- e) Assess personal attributes and abilities to determine suitability for work in the adventure tourism sector.
- f) Identify career opportunities available within the sector.



4. Foundations of Leadership and Guiding

- a) Explain the basic foundation of guiding leadership as it applies to adventure tourism.
- b) Define technical, safety and environmental skills in adventure tourism.
- c) Understand the necessity of appropriate guiding qualifications and certification in the adventure tourism industry.
- d) Demonstrate the instructional and organizational skills necessary to deal with groups.
- e) Understand the role that facilitation skills play in problem solving and decision-making.
- f) Demonstrate effective communication, a variety of leadership styles and a professional ethic when dealing with people in groups.



5. Introduction to Outdoor Skills

- a) Understand the fundamentals of clothing, equipment, trip planning, navigation, backcountry etiquette, health & safety.
- b) Plan and prepare for wilderness-based group trips.
- c) Develop and present a sound code of conduct for appropriate guiding behaviour. This would include minimal impact camping and travel techniques, and expectations regarding wildlife, safety and health issues.
- d) Be current on the latest clothing and personal equipment needs and resources available for wilderness travellers.
- e) Demonstrate a basic understanding of the theory of navigation including the fundamentals of map reading, the use of a compass, altimeter and GPS instruments.

2. Core Theory Content: Sample Courses

BC provincial certificate programs must contain a minimum of five theory courses from the selection below. They must cover all of the core content learning outcomes noted in the above section. The actual course name and terminology can differ from what is outlined below and can be adapted to each program's particular needs. These sample courses are college or university level 3-credit courses, each with a minimum of 39 contact hours each, excluding exam time.

1. Introduction to Accounting
2. Business Communications
3. Business of Adventure Tourism
4. Computer Applications
5. Entrepreneurship
6. Environmental Stewardship
7. Guiding Leadership and Group Management
8. Human Resource Management
9. Introduction to Interpretation
10. Introduction to Natural and Cultural History
11. Introduction to the Adventure Tourism Industry
12. Legal Liability and Risk Management
13. Marketing
14. Operations Management
15. Wilderness Travel Theory
16. Work Experience Practicum

1. Introduction to Accounting

This course provides an introduction to the fundamentals of accounting as applied to adventure tourism businesses. It introduces students to the basic terminology, concepts and

principles of accounting. The focus is on preparing, analyzing and interpreting financial statements and emphasis is placed upon the student's ability to "do the books" for a small business using an accounting software program. Students will learn about payroll preparation and work through a complete accounting cycle.

2. Business Communications

This course deals with both written and oral business communication skills with application to adventure tourism business situations. It examines the content, organization and format of several types of business reports, proposals, letters, memos and manuals, and demonstrates appropriate written communication needed in the industry. Content and techniques for effective oral presentations and an introduction to presentation aids are included. Meeting skills and strategies for effective communication in a multicultural workplace are introduced. Selected topics and case studies assist students in developing the skills necessary for successful demonstration of communications skills in the tourism industry.

3. Business of Adventure Tourism

This course provides a basic study of adventure tourism business operations. In order for adventure tourism owners, operators, and guides to succeed they must understand and embrace the foundations of business and entrepreneurial skills. Covered in this course are introductions to the following: corporate structures, business types, stages of growth, sector profit margins, contractors and employees, workers compensation, taxation, land access methods, insurance, business plan development and industry issues and trends.

4. Computer Applications

This is an introduction to computer business applications. The course is structured around commonly-used business programs such as Microsoft Word, Excel, and PowerPoint. Also included is an introduction to the creation and management of adventure tourism websites. The course makes extensive use of the Internet and projects are assigned to develop the competencies required for use of these software programs in the workplace. The course includes both lectures and labs. Other computer applications common in the industry such as reservation systems are also introduced.

5. Entrepreneurship

This course provides an overview of developing, planning, financing and launching new eco and adventure tourism businesses. Consideration is given to the opportunities and issues specific to eco and adventure tourism small business ventures during the pre-start-up, launch and initial growth stages. This course is designed to assist the student in understanding the steps necessary to assess a new business concept, identify key launch process and timeline points, identify market niches for the product and develop a professional business plan including product positioning, financial and market analysis, operations and personnel components, and the required supporting documents. Case studies and reference materials are used extensively to provide examples of current and relevant industry issues affecting the success of adventure operations.

6. Environmental Stewardship

This is an introduction to the concepts of land stewardship, sustainable development, resources management, environmental planning, natural heritage conservation and environmental ethics. Case studies provide insight and ideas about environmental decision-making as it pertains to adventure tourism development. This course assists individuals in expanding their appreciation of the value of the natural world and provides an opportunity to refine their own personal environmental ethic.

7. Guiding Leadership and Group Management

A career in guiding requires the ability to work effectively with a variety of clients, co-workers, working environments, and professional practices. The intent of this course is to introduce the broad range of skills that encompass group leadership and group management, and begin to enhance each student's personal effectiveness in challenges they will face while dealing with group dynamics. The need to develop good instructional and interpretation skills as a leader is also emphasized.

8. Human Resource Management

Effective human resource management has a profound effect on the success of adventure tourism operations. An understanding of fundamental human resource theory and practice is necessary in these businesses, where the link between the operation and the guest is so critical. Changing values, shifting demographics, evolving legislation and a growing emphasis on social responsibility are among the many forces shaping the way we manage people today. This course focuses on the critical issues that concern business and operations managers within the adventure industry.

9. Introduction to Interpretation

This course focuses on creating interactive and imaginative learning environments that assist tourists in developing a "sense of place". Exploration into many types of interpretation including talks, storytelling, guided tours and the development of self-guided tours is included. Interaction styles including spontaneous, roving, first person, and third person are discussed from the perspective of effective programming. The course draws from the disciplines of theatre, drama, living history, characterization, music, song, puppetry, and games.

10. Introduction to Natural and Cultural History

This is an introduction to the natural and cultural history of British Columbian flora and fauna, species identification, biogeoclimatic zones, ecosystem relationships and natural interpretation. Participants gain an understanding of the role of natural history interpretation in guiding and outdoor/adventure education. Students develop a depth of information about a specific area of the province in terms of climate, biodiversity, geological and cultural history, to use as the basis for client education. Techniques for sharing this information effectively with clients are introduced.

11. Introduction to the Adventure Tourism Industry

This course provides an introduction to the adventure tourism industry, examining the interrelationships between other sectors of tourism, and the economic, environmental, cultural and social impacts of adventure tourism activities. This course is designed to assist the student in understanding the tourism and adventure tourism industry and to provide an introduction to their own philosophical base of participation. Current industry and resource use issues and future trends are covered.

12. Legal Liability and Risk Management

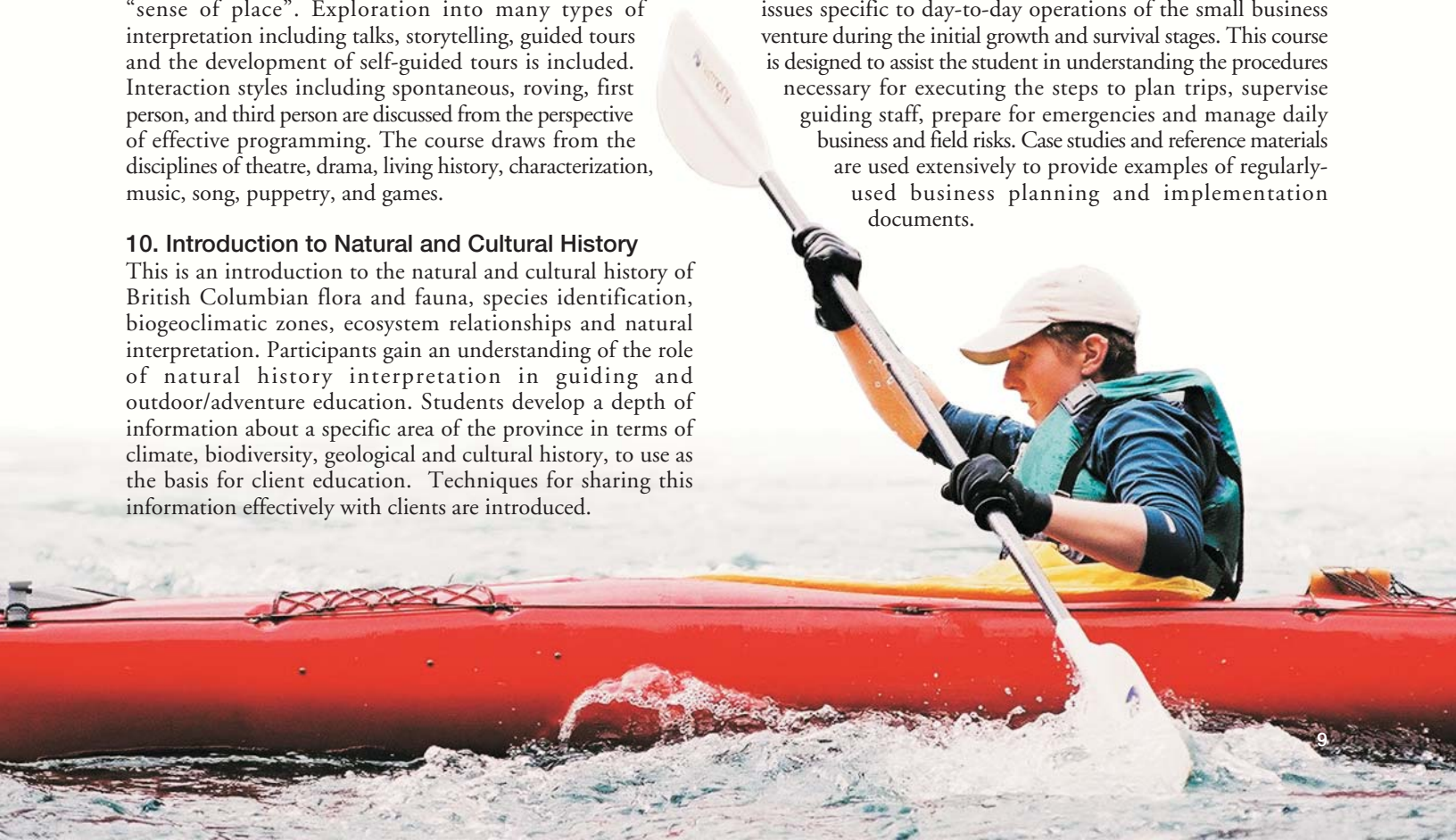
An introductory look at the legal issues surrounding liability and risk management in outdoor recreation and adventure tourism. Topics include the Canadian legal system, owner liability, guide liability, accident prevention measures, risk management and mitigation, the role of insurance and legal releases. Case studies are used.

13. Marketing

This course discusses the role, concepts and principles of marketing as applied to adventure tourism businesses. It examines market research and planning, product pricing and costing, packaging, promotion, customer service as a primary product, advertising methods, target marketing, factors in customer preference, and assessment of guest satisfaction. The intent of this course is to gather a basic understanding of the concepts and principles of marketing and their application to small and medium sized adventure businesses. The course work applies these basic concepts to research and development of product, creation of a strategic marketing plan and implementation of various marketing tools.

14. Operations Management

This course provides an overview of managing and operating an adventure tourism business. Consideration is given to the issues specific to day-to-day operations of the small business venture during the initial growth and survival stages. This course is designed to assist the student in understanding the procedures necessary for executing the steps to plan trips, supervise guiding staff, prepare for emergencies and manage daily business and field risks. Case studies and reference materials are used extensively to provide examples of regularly-used business planning and implementation documents.





15. Wilderness Travel Theory

Setting the foundation for all field-based courses, wilderness travel theory looks at such topics as appropriate clothing and equipment, trip planning practices and backcountry etiquette from the perspective of personal and group travel. The fundamentals of navigation, health and safety issues in the field, and minimal impact camping are also covered. The course will also introduce students to technical equipment such as compasses, altimeters, avalanche safety devices and GPS instruments.

16. Work Experience Practicum

Institutions are encouraged to offer a work experience practicum as part of their certificate program. The work experience practicum is designed to offer students insight into a variety of functions in adventure tourism based businesses. These might include, but are not limited to: business office operations, employee relations, field operations, instructing or guiding clients, marketing or business finance operations, equipment management, etc.

3. Specialty Theory Courses

Certificate programs must offer a minimum of 2 additional theory courses. Each program will decide what specialty theory courses will be offered based on past program history, employer demand and student interest. These specialty theory courses can be taken from the core theory courses listed above or can be other adventure tourism-related courses that have been developed for a particular program emphasis. Specialty theory courses must also be 3 college or university-level credits, or equivalent, and have a minimum of 39 contact hours with students.

Examples of recently offered specialty theory courses in BC Adventure Tourism Certificate programs include:

Mountain Bike Trail Design and Building

Special Events: Tourism Generators

First Nations Cultural Tourism

Assisting Travelers with Disabilities

Trip Planning and Emergency Situation Management

Camp Management

Land Search

Heritage Arts

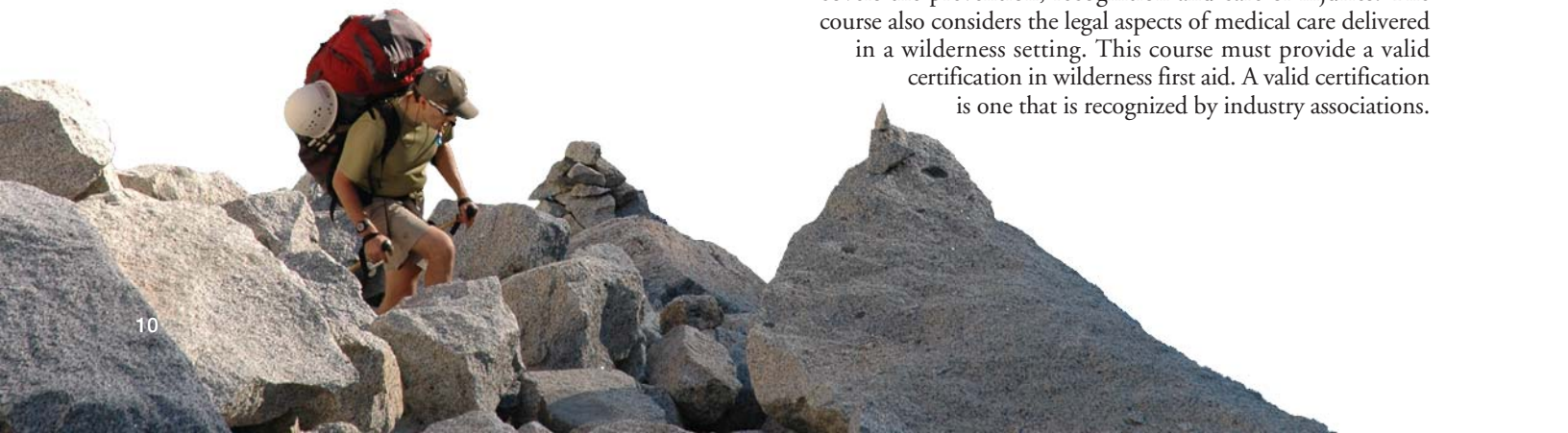
Organizational Behaviour

4. Core Field-Based Skills Course: Wilderness First Aid

Each certificate program must contain a Wilderness First Aid (WFA) course. This 2-credit-minimum course is the only mandatory field-based component of the provincial adventure certificate program. The WFA course must be offered by a recognized and established wilderness first aid provider, and must be a minimum of 40 hours in length.

Wilderness First Aid

This course is designed for users of wilderness environments where emergency assistance and care are often unavailable for an extended period of time. The course teaches the use of stock and improvised pre-hospital care materials and supplies and covers the prevention, recognition and care of injuries. The course also considers the legal aspects of medical care delivered in a wilderness setting. This course must provide a valid certification in wilderness first aid. A valid certification is one that is recognized by industry associations.



5. Specialty Field-Based Skills Courses

There is a wide range of training available for outdoor skills development. Certificate programs must contain a minimum of four specialty field-based skills courses. Below is a listing of field-based skills courses offered by the various BC certificate programs (current at the time of printing this handbook). In some cases, the shorter programs noted below (e.g. the 4-hour mountain parks interpretation course) are embedded within another 2-credit course. In some cases, these courses are offered by industry associations, in others they have been developed by the institution

offering the program. All BC Adventure Tourism Certificate programs must follow the technical skills and training standards for the field and skills courses offered as established by the respective industry association or governing body (when available).

The description provided for each course is intended to only provide a general overview of the content and learning outcomes. Please contact the industry associations for up-to-date details.

6. Specialty Options: Field-Based Skills Topics

1. Advanced Wilderness First Aid
2. Alpine Ski Instructor Level 1 – Canadian Ski Instructors' Alliance (CSIA)
3. Avalanche Skills Training Level 1 – Canadian Avalanche Centre (CAC)
4. Avalanche Skills Training Level 2 – Canadian Avalanche Centre (CAC)
5. Basic Cruising - Canadian Yachting Association (CYA)
6. Basic Interpreter - Mountain Parks Heritage Interpreters Association (MPHIA)
7. Basic Powerboat - Canadian Yachting Association (CYA)
8. BC Class 4 Driver's License (ICBC)
9. Coastal Navigation
10. Coastal Navigator Sailing Certification – International Sail and Power Academy (ISPA)
11. Competent Crew Certification - International Sail and Power Academy (ISPA)
12. Day Skipper: Basic Powerboat - Canadian Yachting Assoc.
13. Day Skipper Sailing Certification - International Sail and Power Academy (ISPA)
14. Guiding and Teaching for Mountain Biking
15. Horse Trail Guiding
16. Introduction to Alpine Skiing, Telemarking, or Snowboarding
17. Introduction to Bicycle Touring
18. Introduction to Dog Sledding & Dog Handling
19. Introduction to Helicopter Safety
20. Introduction to Hiking
21. Introduction to Ice Climbing
22. Introduction to Mountaineering
23. Introduction to Rock Climbing
24. Introduction to Sail Cruising
25. Introduction to Sea Kayaking
26. Introduction to Sport Fishing
27. Introduction to Whitewater Canoeing
28. Introduction to Whitewater Kayaking
29. Introduction to Whitewater Rafting - BC River Operators Association (BCROA)
30. Introduction to Wilderness Survival
31. Introduction to Winter Backcountry Travel
32. Lakewater Canoe Instructor Certification – British Columbia Recreational Canoeing Association (BCRCA)
33. Lifesaving: Bronze Cross - Lifesaving Society (BC & Yukon)
34. Marine Advanced First Aid and CPR – Red Cross
35. Nordic Level 1 - Canadian Association of Nordic Ski Instructors (CANSI)
36. Occupational First Aid Level 3
37. Open Water Diving (Open Water Diver) – Professional Association of Diving Instructors (PADI)
38. Pleasure Craft Operator Card – Canadian Yachting Association (CYA)
39. Project Wild Instructor Certification
40. Raft Guide
41. Restricted Radio Operator Certification (Marine)
42. Restricted Operator Certificate (Maritime Commercial)
43. Sea Kayak Assistant Guide
44. Sea Kayak Day Guide Certification - Sea Kayak Guides Alliance of British Columbia (SKGABC)
45. Small Engine Repair
46. Small Vessel Marine Emergency Duties
47. Snowboard Instructor Level 1 – Canadian Association of Snowboard Instructors (CASI)
48. Snowmobile Touring
49. SuperHost – Fundamentals
50. Swiftwater Rescue Technician Level 3
51. Telemark Level 1 - Canadian Association of Nordic Ski Instructors (CANSI)



7. Field-Based Topics in Detail

Coordinators/instructors/students are encouraged to check the website of the association (where noted) for any updates and/or changes to the following:

1. Advanced Wilderness First Aid (AWFA)

These courses are often taken after a 40-50 hour introductory wilderness first aid course. AWFA topics include: patient assessment system, body systems, environmental injuries, conditions, anaphylaxis, lifting, extrication, patient carries, backcountry medicine, CPR and more.

2. Alpine Ski Instructor Level 1

Canadian Ski Instructors Alliance (CSIA)

www.snowpro.com/csia/e

The CSIA Level 1 is the first level of four ski instructor certifications. The Level 1 course covers instructing methods and skiing exercises for teaching beginner to intermediate (parallel) skiers. This course leads to the alpine ski instructor Level 1 certification with the Canadian Ski Instructors Alliance.

3. Avalanche Skills Training Level 1

Canadian Avalanche Centre (CAC)

www.avalanche.ca

This is an introductory avalanche awareness course. Topics include: formation and nature of avalanches, factors affecting snow stability, introduction to mountain snowpack, winter backcountry travel, assessing avalanche danger, safety measures and self rescue.

4. Avalanche Skills Training Level 2

Canadian Avalanche Centre (CAC)

www.avalanche.ca

This course is a follow-up to the Avalanche Skills Training Level 1 and includes a range of advanced topics.

5. Basic Cruising

Canadian Yachting Association

www.sailing.ca

Basic Cruising is one of a range of courses offered through the Canadian Yachting Association. It covers the skills required to cruise safely in familiar waters as both skipper and crew of a sloop rigged keelboat of 6 to 10 meters in moderate wind and sea conditions by day.

6. Basic Interpreter

MPHIA (Mountain Parks Heritage Interpreters Association)

www.mphia.org

The Basic Interpreter course is a 4-hour overview of the heritage of the mountain national parks system and the guide's role in protecting and presenting that heritage. At the present time, there is no evaluation component for this course.

7. Basic Powerboat

Canadian Yachting Association

www.sailing.ca

Basic Powerboat is also offered through the Canadian Yachting Association. The standard evaluates the candidate's safe operation of a craft over 5.5 meters, and powered by an engine over 55 KW (75 horsepower). To complete this standard both Ashore and Afloat Skills are required.

8. BC Class 4 Drivers License

www.icbc.com

This course enables the student to challenge the ICBC written exams and take the driving exam to acquire the Class 4 drivers license. This license enables the student to become the driver for groups in vehicles ranging from a 15-passenger van to a 22-passenger bus.

9. Coastal Navigation

Navigation is a fundamental skill for any outdoor pursuit. Participants become familiar with using nautical charts, topographical maps, different navigational techniques, various compasses, and other tools like GPS. The course includes an introduction to tide and current theory, wind and wave dynamics, weather interpretation and collision regulations. During expedition and practical training components, this knowledge is put into the broader contexts of sail plans, route planning, client safety, and campsite selection.

10. Coastal Navigator Sailing Certification

International Sail and Power Academy (ISPA)

www.ispa.com

Successful graduates of this course are certified competent to navigate a cruising vessel safely in coastal/tidal waters within 25 miles of a safe harbour (by day), using charts, a hand bearing compass, GPS, and navigational aids. This course is a prerequisite for Coastal Skipper.

11. Competent Crew Certification

International Sail and Power Academy (ISPA)

www.ispa.com

Successful graduates of this course are certified as being competent to crew aboard a sailing vessel in tidal waters, and in an emergency to substitute as skipper. The certificate holder is certified as competent to sail a vessel under 30 ft, where no navigational hazards exist, within 5 miles of safe harbour (during daylight hours, in light to moderate wind conditions).



12. Day Skipper - Basic Powerboat

Canadian Yachting Association

www.sailing.ca

This certification course prepares participants to operate safely in local waters as skipper of craft over 6 metres and powered by an engine over 55 kW (75 hp). Topics include: types of boats, parts terminology, engines, safety, seamanship, weather, navigation, regulations, trailers and manoeuvring skills.

13. Day Skipper Sailing Certification

International Sail and Power Academy

www.ispa.com

When registered, the holder is certified to act as the skipper of a live-aboard sailing vessel, to be responsible for the safety of his/her vessel and crew, while sailing in familiar waters within 10 miles of safe harbour (during daylight in moderate wind and sea conditions using basic navigational skills). Day Skipper plus Coastal Navigation are generally recognized as the minimum requirements to charter a larger vessel for day sailing.

14. Guiding & Teaching for Mountain Biking

These programs provide students with the introductory knowledge and skills to work in mountain resorts, on municipal and provincial trails, for non-profit clubs and sport organizations, and in consulting or private business. Components include risk management, event management, communications and sustainable trail and park design and building.

15. Horse Trail Guiding

This course covers low-impact travel, horse care and farrier skills, horse handling and safety, equipment management, and client care for guides leading trail-riding trips.

16. Introduction to Alpine Skiing, Telemarking or Snowboarding

This is an introductory course offered to develop a sound foundation of winter skills and experience and to prepare students for further mountain travel courses. Topics include appropriate equipment, the fundamentals of skiing or boarding techniques, skier's responsibility code, learner progressions and the use of ski area lifts. Both groomed ski areas and off-piste skiing are experienced.

17. Introduction to Bicycle Touring

Designed to introduce students to the activities of on and off-road bicycle travel. Course topics cover bicycle selection, maintenance, repair, equipment and accessories, route planning, logistics and leadership.

18. Introduction to Dog Sledding & Dog Handling

This course introduces the students to the use of a dog team for back-country travel and the skills needed to work at a racing or tourism dog kennel. Topics covered include selection of dogs, equipment care, housing and feeding of the dogs, trip planning, safety and driving techniques.

19. Introduction to Helicopter Safety

Students learn the basic skills and knowledge to perform a rescue in the field using a helicopter to access the subject. Students learn safety features and procedures, operating standards, loading capacities, knowledge of landing area specifications and range capabilities for different helicopters, and group management practices around helicopters.

20. Introduction to Hiking

This is an introductory course designed to prepare participants to enjoy mid and backcountry low-level terrain in a safe and environmentally-sound manner. The course includes the development of a knowledge base in equipment, food preparation, route selection, safety and risk management and environmental practices. An extended trip provides a range of practical experiences in group management, navigation, no-trace camping and an introduction to the area's natural history.

21. Introduction to Ice Climbing

This course introduces the student to the techniques and skills used in waterfall ice climbing. Safety and hazard management is the focus as the students learn anchor building, ice evaluation, belay considerations, moderate angle and vertical climbing techniques.

22. Introduction to Mountaineering

This is a mountain-based skills development course. The course covers specialised equipment, mountain safety, weather, group travel and management, travel in glaciated terrain, peak ascents, mountain geology and ecology.



23. Introduction to Rock Climbing

This is an outdoor rock-based climbing skills development course. Areas that are emphasised include specialised equipment, knot tying, rope systems, protection placement, anchors, belay and climbing technique. Both top roping and lead climbing are covered as well as climbing site management.

24. Introduction to Sail Cruising

International Sail and Power Academy (ISPA)

www.ispa.com

This course introduces students to sail cruising in selected BC coastal waters. The course is taught to basic cruising standards through the International Sail and Power Academy (ISPA). It is designed to teach the basics of planning and implementing coastal cruises and to develop competent coastal sailing, navigational and risk management skills.

25. Introduction to Sea Kayaking

This is an introductory course designed to expose students to the fundamentals of sea kayak guiding and to improve paddling technique. Emphasis is placed on navigation, rescue techniques, surf zone skills, open coast skills, radio operation, and natural history. Risk management and safety essentials are also covered.

26. Introduction to Sport Fishing

Sport fishing is a significant sector within the tourism industry. This course focuses on guiding, boat rental, equipment sales and other tourism services related to fishing. This introduction prepares participants with the skills expected of an entry-level salt water fishing guide, including equipment familiarity, fish identification and handling, and current fishing techniques.

27. Introduction to Whitewater Canoeing

This is a course designed as an introduction to the activity of canoeing and to develop the student's skill and knowledge to a flatwater instructor's level. Topics include the history of canoeing in Canada, canoe and paddle construction and design, equipment essentials (usage and maintenance), tandem and solo paddling techniques, water safety, rescues, trip preparation and instructional techniques.

28. Introduction to Whitewater Kayaking

This course is designed to develop skills at the novice whitewater kayaking level. Students are educated in safety issues as well as equipment design and use. Instruction is provided in flatwater techniques moving onto gentle white water and river running procedures. This course prepares students to safely progress to grade 1 and 2 rivers and covers the theoretical knowledge of whitewater kayaking skills.

39. Introduction to Whitewater Rafting

BC River Outfitters Association (BCROA)

www.bcroa.com

The objective of this course is to enable participants to safely operate paddle and oar powered rafts in class 2 and 3 rapids. Students acquire knowledge and skills to assist them in preparation for taking written and practical exams conducted in accordance to the examination process of the British Columbia River Outfitters Association (BCROA).

30. Introduction to Wilderness Survival

This course introduces the student to the concepts of emergency survival in wilderness settings. Topics such as navigation, fire building, shelter building, psychology and stress are discussed. An overnight survival exercise completes the course. Students understand route plans and pre-trip planning, how to build a fire with minimal supplies, food and water requirements, lost person behaviours, emergency shelter types, basic emergency kits, group search and rescue issues and procedures.

31. Introduction to Winter Backcountry Travel

This is a preparatory course for students interested in winter access to the backcountry on skis or snowboards. Topics include appropriate equipment, winter hazards, navigation, route finding skills and winter camping. It is highly recommended that students have prior skiing or snowboarding experience.

32. Lakewater Canoe Instructor Certification

Recreational Canoeing Association of BC (RCABC)

www.bccanoe.com

This course leads to the certification of lakewater canoe instructor by the British Columbia Recreational Canoeing Association. The course includes an in-depth review of all theory from the four paddler levels (basic tandem and solo, advanced tandem and solo), river grading and water hazards, construction, design and materials of canoes, paddles and PFDs, canoeing clothing, group leadership, safety, teaching methods and techniques. Candidates must be capable of teaching, demonstrating and correcting all strokes in the four paddler levels.

33. Lifesaving - Bronze Cross

Lifesaving Society — BC & Yukon Branch

www.lifesaving.bc.ca

This course teaches an understanding of the lifesaving principles embodied in the four components of water rescue education: judgement, knowledge, skill and fitness. Rescuers learn both tows and carries and release methods in preparation for challenging rescues of increased risk. Lifesavers learn to respond to increasingly complex situations involving conscious and unconscious victims with an obstructed airway, and develop stroke efficiency and endurance in a timed swim.



34. Marine Advanced First Aid and CPR

Red Cross

www.redcross.ca

This course provides comprehensive basic first aid and CPR techniques with scenarios taken from the marine/fishing industry. The course covers a variety of topics from basic first aid (cardiovascular emergencies, CPR Level A, and other topics including choking, airway and breathing emergencies), and progresses to in-depth topics including sudden medical conditions and injuries to the head and spine.

35. Nordic Level 1

Canadian Association of Nordic Ski Instructors

www.cansi.ca/en

This course prepares students for the Level 1 Nordic ski instructor certification from the Canadian Association of Nordic Ski Instructors. This course trains candidates to teach cross-country skiing to beginners and assists with technique improvement.

36. Occupational First Aid Level 3

www2.worksafebc.com

This 70-hour Occupational First Aid course leads to the OFA Level 3 certification as required by the Occupational Health and Safety regulations of WorkSafe BC. The course covers emergency medical techniques currently considered to be the responsibility of the Level 3 attendant by WorkSafe BC. The emphasis is on priority action approach and patient assessment.

37. Open Water Diving (Open Water Diver)

Professional Association of Dive Instructors (PADI)

www.padi.com

The open water diver course provides the knowledge and skill necessary to enjoy the underwater world. Course topics include the underwater environment, diving equipment, underwater communication, buddy systems and the physical adaptations to pressure. Dive planning, open water and underwater skill development, navigation, and safety procedures are taught and practiced.

38. Pleasure Craft Operator Card

Canadian Yachting Association

www.sailing.ca

By September 2009, every Canadian, of any age, will need a Pleasure Craft Operator's Card. Boaters are being encouraged to take the course now and obtain this certificate. Federal legislation at the time of printing states that any person operating a powered vessel of less than 4 metres in length must have a card and any person born after April 1, 1983 must also have a card to operate any powered vessel.

39. Project Wild Instructor Certification

Canadian Wildlife Federation

www.wildeducation.org

Project WILD is offered through six-to eight-hour training sessions by workshop leaders. These lively and engaging sessions include a program overview, participation in Project WILD activities, information about wildlife conservation, and plans for using Project WILD with a wide range of students. Participants become familiar with Project WILD materials, activities, and strategies. They gain the experience needed to use Project WILD with youth and to integrate program materials

and activities into their own teaching or to make them the basis for a whole course of study. Educators receive a Project WILD Activity Guide. This K-12 resource is not for sale and is only available to workshop participants.

40. Raft Guide

BC River Outfitters Association (BCROA)

www.bcra.com

This course prepares the student to challenge the BC Raft Guide Certification examination. Students learn how to read whitewater, to manoeuvre a raft in up to class 4 water, to complete a rescue in up to class 4 water and will be taught up to the standards required by the BC Raft Guide Certificate.

41. Restricted Radio Operator Certification (Marine)

Canadian Power & Sail Squadrons

www.cps-ecp.ca

Anyone operating a fixed or portable marine radio in a pleasure craft is required by law to have a Restricted Operator's Certificate (Maritime). Industry Canada has named the Canadian Power and Sail Squadrons (CPS) the authority to issue the certificate. This maritime radio course teaches emergency radio procedures, as well as everyday operating techniques. The course prepares students for the Restricted Radio Operator Certificate (Maritime) exam.

42. Restricted Operator Certificate (Maritime Commercial)

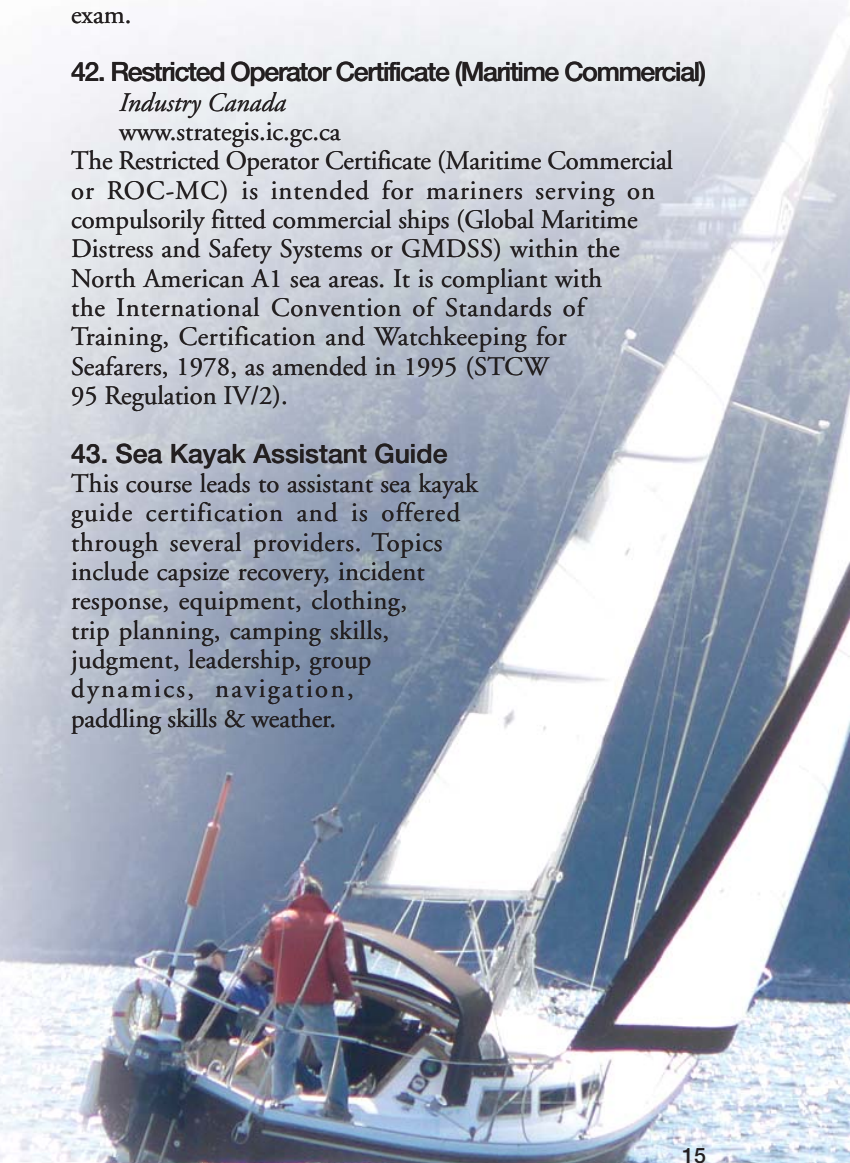
Industry Canada

www.strategis.ic.gc.ca

The Restricted Operator Certificate (Maritime Commercial or ROC-MC) is intended for mariners serving on compulsorily fitted commercial ships (Global Maritime Distress and Safety Systems or GMDSS) within the North American A1 sea areas. It is compliant with the International Convention of Standards of Training, Certification and Watchkeeping for Seafarers, 1978, as amended in 1995 (STCW 95 Regulation IV/2).

43. Sea Kayak Assistant Guide

This course leads to assistant sea kayak guide certification and is offered through several providers. Topics include capsizing recovery, incident response, equipment, clothing, trip planning, camping skills, judgment, leadership, group dynamics, navigation, paddling skills & weather.



44. Sea Kayak Day Guide Certification: Level 1

Sea kayak Guides Alliance of British Columbia
www.skgabc.com

This course leads to the sea kayak day guide certification with the Sea Kayak Guides Alliance of BC. Topics include: safety, seamanship, judgement, leadership, group management, kayak strokes including edging, turning, draws, and bracing, paddling in tidal currents, including ferry glides and eddy turns, navigational skills specific to coastal travel, including chart-reading, use of tide tables, interpreting marine weather forecasts, route-finding while underway, and compass use.

45. Small Engine Repair

Guides in the marine wildlife watching and sport fishing industries depend on the reliability of their boats. This course is taught in the classroom and small engine workshops, and gives students the basic skills to maintain and troubleshoot problems with outboard engines. Participants learn to maintain the fuel, electrical, cooling and drive systems, and how to do basic preventative maintenance.

46. Small Vessel Marine Emergency Duties

Transport Canada
www.tc.gc.ca

This course fills the requirement for Marine Emergency Duties on small, non-pleasure vessels operating within 20 miles of shore (MED A2). Topics include maritime hazards and emergencies, emergency response, firefighting, lifesaving equipment, abandonment, personal survival, signalling devices and rescue response. The goal of the course is to assist participants in responding to marine emergencies in the coastal area.

47. Snowboard Instructor Level 1

Canadian Association of Snowboard Instructors
www.casi-acms.com

This course leads to the snowboard instructor level 1 certification with the Canadian Association of Snowboard Instructors. Candidates are introduced to snowboard teaching. Topics include: safety, class management, lesson planning, principles of learning, skills, teaching methodology, equipment selection, children and snowboarding, marketing and guest services.

48. Snowmobile Touring

This course covers navigation, low impact travel, environmental ethics, route plans, group management, client care, and snowmobile safety, and also includes maintenance procedures and minor repairs for snowmobiles.

49. SuperHost - Fundamentals

Tourism British Columbia
www.tourismbc.com

SuperHost is a highly successful customer service program offered through Tourism British Columbia. It is an enjoyable one-day workshop full of activity and learning. Anyone whose job puts them face-to-face with the customer will benefit from SuperHost and the communication tips offered.

50. Swiftwater Rescue Technician Level 3

Rescue Canada
www.rescuecanada.ca

This is a certification course offered through Rescue Canada. It is intended for search and rescue personnel who operate in moving water environments classified as medium to high risk and involved directly in rescue operations.

51. Telemark Level 1

Canadian Association of Nordic Ski Instructors
www.cansi.ca/en

This course prepares students for the Level 1 Telemark ski instructor certification from the Canadian Association of Nordic Ski Instructors. This instructor certification course trains candidates for teaching beginner telemark skiers. The teaching progression takes a skier from a basic telemark turn through to a parallel telemark turn. Candidates should be strong intermediate telemark skiers, able to ski parallel telemark turns on groomed slopes.

8. Additional Specialty Field Options

The following list of courses is a sample of additional specialty field options that have been included in various certificate programs. These are generally shorter than the required 40 hours for 2 or more credit courses:

- *Food Safe Level 1*
- *Bear Awareness*
- *Canadian Firearms Safety Course*
- *Conservation and Outdoor Recreation Education (CORE)*

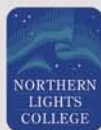


9. BC Adventure Tourism Industry: Organizations and Certifications Offered

#	Activity	Industry Organization & Certification	Website
1	Alpine Skiing	Canadian Ski Instructors' Alliance	www.snowpro.com/csia/e
2	All-Terrain Vehicle (ORV)	ATV/BC	www.atvbc.ca
3	Avalanche	Canadian Avalanche Centre	www.avalanche.ca
4	Backcountry Skiing	Association of Canadian Mountain Guides	www.acmg.ca
5	Canoeing	Recreational Canoeing Association of BC Paddle Canada	www.bccanoe.com www.paddlingcanada.com
6	Climbing (rock, indoor, alpine)	Association of Canadian Mountain Guides	www.acmg.ca
7	Cross-Country Skiing	Canadian Association of Nordic Ski Instructors	www.cansi.ca/en
8	SCUBA Diving	Professional Association of Diving Instructors	www.padi.com
9	Driving (Class 4 License)	Insurance Corporation of BC	www.icbc.com
10	First Aid	Marine – Red Cross Wilderness – Numerous Private Providers	www.redcross.ca
11	FoodSafe	BC Provincial Health Services Authority	www.foodsafe.ca
12	Hiking and Backpacking	Association of Canadian Mountain Guides	www.acmg.ca
13	Lifeguard (Water Rescue)	Life Saving Society – BC & Yukon Branch	www.lifesaving.bc.ca
14	Marine Emergency Duties / Safety	Transport Canada	www.tc.gc.ca/marinesafety/TP/TP4957/menu.htm
15	Nature Interpretation	Mountain Park Heritage Interpreters Assoc. Interpretation Canada	www.mphia.org www.interpcan.ca/new
16	Occupational First Aid	WorkSafeBC	www.worksafebc.com
17	Pleasure Craft Operator's Card	Transport Canada	www.tc.gc.ca/BoatingSafety/menu.htm
18	Restricted Radio Operators Certificate (marine)	Industry Canada Canadian Power & Sail Squadrons	www.tc.gc.ca www.cps-ecp.ca
19	Sailing and Power Boating	Canadian Yachting Association BC Sailing Association International Sail and Power Association	www.sailing.ca www.bcsailing.bc.ca www.ispa.com
20	Sea Kayaking	Association of Canadian Sea Kayak Guides Canadian Federation of Ocean Kayak Educators Paddle Canada Sea Kayak Guides Alliance of BC	www.acskg.ca www.cfoke.ca www.paddlingcanada.com www.skgabc.com
21	Snowboarding	Canadian Association of Snowboard Instructors	www.casi-acms.com
22	Ski Touring	Association of Canadian Mountain Guides Canadian Ski Guide Association	www.acmg.ca www.canskiguide.ab.ca
23	Snowmobiling	BC Snowmobile Federation	www.bcsf.org
24	SuperHost	Tourism BC	www.tourismbc.com
25	Swiftwater Rescue	Rescue Canada	www.rescuecanada.ca
26	Telemark Skiing	Canadian Association of Nordic Ski Instructors	www.cansi.ca/en
27	Whitewater Kayaking	Whitewater Kayaking Association of BC Paddle Canada	www.whitewater.org www.paddlingcanada.com
28	Whitewater Rafting	The BC River Outfitters Association	www.bcra.com

BC Provincial
**Adventure Tourism
Certificate Program**

Standardized Core Curriculum Handbook
Second Edition
2007



This industry-supported core curriculum is included in programs offered at the following institutions:

Canadian Tourism College
Capilano College
College of New Caledonia
College of the Rockies
North Island College
Northern Lights College
Sooke Adventure School
Thompson Rivers University

This Core Curriculum is Supported By:

Association of Canadian Mountain Guides
British Columbia River Outfitters Association
British Columbia Sailing Association
British Columbia Snowmobile Federation
Canadian Association of Snowboard Instructors
Canadian Avalanche Association
Canadian Federation of Ocean Kayak Educators
Canadian Mountain and Ski Guide Program
Canadian Power & Sail Squadrons
Canadian Ski Guide Association
Canadian Yachting Association
Federation of BC Mountain Clubs
HeliCat Canada
International Sail and Power Academy
Lifesaving Society – BC & Yukon Branch
Mountain Parks Heritage Interpreters Association
Professional Association of Diving Instructors
Rescue Canada
Sea Kayak Association of BC
Sea Kayak Guides Alliance of BC
Wilderness Tourism Association
WorkSafe BC