



Business Administration

Course Number:

Course Title:

Credits: 3

Calendar Description: This course is designed to introduce students to the application of risk management, sustainability, and business principles and practices in the context of eco and adventure tourism businesses. Factors that make adventure and eco businesses different from typical businesses are explored. Environmental stewardship and sustainable tourism best practices will be applied in the analysis of eco & adventure tourism businesses and risk management planning.

Semester and Year:

Prerequisite(s): TOUR 105, TOUR 130, BUAD 123, TOUR 115, Second Year Standing

Corequisite(s): TOUR 209

Prerequisite to:

Final Exam: Yes

Hours per week: 3

Graduation Requirement:

Substitutable Courses: No

Transfer Credit:

Special Notes: Students with credit for BUAD 392 cannot take TOUR 2XX for further credit

Originally Developed: September 2020

EDCO Approval:

Chair's Approval:

Name	Phone number	Office	Email
Course Captain			

Upon completion of this course, students will be able to

- Identify different business structures for the eco/adventure tourism operator and the role of incorporation in limiting liability.
- Describe the principles, concepts and applications of sustainability as applied to eco and adventure tourism.
- Describe the risk management process including the use of waivers, disclaimers, indemnities, and releases.
- Describe the business start-up process and discuss business start-up requirements.
- Describe the strategic planning process and explain the uses of a business plan.
- Assess a business plan for an eco or adventure tourism venture that includes plans for marketing, human resources, operations, risk management, and financial

Adventure Tourism & Outdoor Activities Management, 1st Edition,

