

- **INTERACTING:** Adventure tourism has been interacting with the environment since its inception.
- **SENSITIVE AREAS:** Often adventure activities are partaken in highly sensitive natural settings.
- **INFLUENCE CONSERVATION:** This has provided a platform and catalyst to influence preservation and conservation of much of the world's environment.
- **RELATIONSHIPS:** Though Adventure is often associated with risk and high action related activities, it also is related to the interaction and relationship we have with nature.

- **INFLUENCING INNOVATION:** Adventure tourism has been influencing innovation since its inception.
- **CREATING:** Journeying to the far corners of the earth and beyond has led participants to create and enhance:
  - clothing and equipment,
  - transportation methods,
  - accommodation,
  - food and water preparation,
  - outdoor sport development,
  - media and communications technologies,
  - the unique activities themselves, and
  - many other new ideas and enhancements.



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*Sustainability and Innovation in Adventure Tourism:*  
***Canadian case studies***





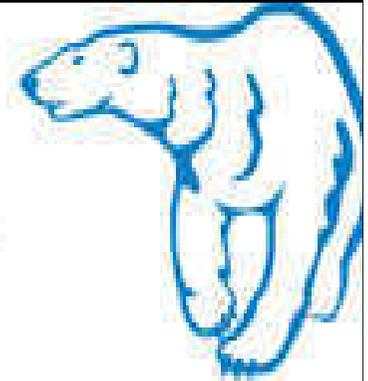
***Sustainability and  
Innovation in  
Adventure –  
Case Story 1:  
Adventure***



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# Adventure Canada- Innovation and Sustainability

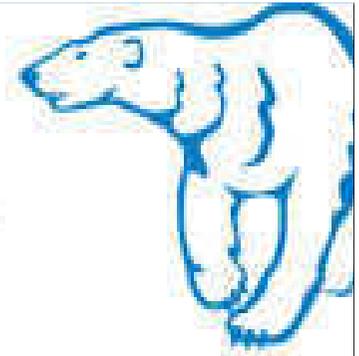
ADVENTURE  
CANADA



- **“It’s A Family Business**
- **We Don’t Try to Do Everything**
- **We Travel With People From the Area**
- **We Look At Every Departure As A Special Event**
- **Repeat and Referral is our Single Biggest Source of Business**
- **We Are English Majors Who Love Music”**

# Adventure Canada- Trips

ADVENTURE  
CANADA



- Sable Island
- Bears of Churchill: Tundra Buggy Adventure
- Newfoundland Circumnavigation
- Newfoundland & Wild Labrador
- Haida Gwaii: The Queen Charlotte Islands
- Arctic Safari
- Beluga, Bears & Blooms
- Arctic Explorer
- Northwest Passage East to West
- Northwest Passage West to East
- Greenland & Wild Labrador





# ***Sustainability and Innovation in Adventure – Case Story 2: G Adventures***



**Thompson Rivers University**

# G Adventures - Sustainability

## Tour operator practices



- **Ecotourism Operator Standards**

- Work closely with all our partners to ensure they operate in accordance with our Ecotourism Operator Standards

- **Employ local**

- Employ local guides, suppliers and operators in the destinations traveled.

- **Maintain small-group sizes**

- Maintain small-group sizes to limit negative social and environmental impacts.

- **Homestays and small-scale and local-owned hotels**

- Aim to support the local economy by staying in homestays, small-scale and local-owned hotels where possible

- **Local training**

- Training and employment opportunities are provided to local cooks and porters in Peru

- **Fair payment and working conditions**

- Ensure fair payment and working conditions of all G Adventures porters and sherpas.

- **Local transportation**

- When local transportation is not viable local operators are contracted to provide private transportation.

- **Incorporate ecotourism initiatives**

- UNESCO World Heritage Sites and community-based ecotourism initiatives are incorporated into our tours.



# G Adventures - Sustainability

## Tour Leaders, Porters and Local Guide practices



- **Ecotourism Operator Standards**
  - Work closely with all our partners to ensure they operate in accordance with our Ecotourism Operator Standards
- **Responsible representation**
  - Hire staff that represent G Adventures in a responsible manner
- **Local employment**
  - Employ local guides, suppliers and operators in the destinations we travel as they are able to provide our travellers with an insight into local customs, culture, history, flora and fauna.
- **Low-impact training practices**
  - Tour leaders receive training in low-impact travel practices.
- **Health certification**
  - Tour Leaders must possess First Aid and CPR certification upon being hired.
- **Incorporating other responsible tours**
  - Tour Leaders are encouraged to assist in researching socially and environmentally responsible operators and community-based tourism initiatives that can be incorporated into tours.

# G Adventures - Sustainability

## Home office sustainable practices



- **Supporting the Protection of Children from Exploitation**
  - partnering with Childsafe Cambodia
- **Annual Christmas in the Community**
  - Scadding Court Community Centre in Toronto: 300 youth from low-income families
- **Earth Month, Not Just a Day**
  - organizes community initiatives in celebration of Earth Month to promote the importance of caring for your local environments both at home and abroad
- **Head Office Initiatives**
  - has taken numerous steps to help G Adventure offices and staff, minimize their impact on the environment and be a responsible member of our local communities.
- **Supporting Green Energy**
  - Head Office, and Concept Stores are all 100% powered by green energy providers including.
- **FSC Certified**
  - All G Adventures brochures are 100% FSC (forest certification and labeling system)
- **Public Transportation Subsidy**
  - passes for use on Toronto's public transportation system are provided with a monthly subsidy.

# G Adventures - Innovation



- **Values**

- Love changing people's lives, Lead with service, Embrace the bizarre, Create happiness and community, Do the right thing

WE  
**LOVE**  
CHANGING  
PEOPLE'S  
LIVES

**LEAD**  
WITH  
SERVICE

**EMBRACE**  
THE  
BIZARRE

**DO**  
THE RIGHT  
THING

**CREATE**  
HAPPINESS &  
COMMUNITY

- **Authentic small group tours**

- Award-winning trips embrace authentic accommodation and local transportation to bring you face to face with the world's most fascinating cultures, customs and awe-inspiring wildlife.

- **Price and value**

- Grassroots approach provides a more affordable way to travel in delivering "the adventure of a lifetime at a fraction of the cost."

# G Adventures – Innovation

- **Focus on the customer experience**
  - Transportation, accommodation, small groups, commitment, depth of experience, flexibility and independence
- **Choice and Geography - Seven continents**
  - has taken numerous steps to help G Adventure offices, and staff, minimize their impact on the environment and be a responsible member of our local communities.
- **Innovative organizational culture and human capital best practice**
  - The creative and innovative firm with a focus on its customers and dynamic and proactive employee culture
- **Global and local social responsibility**
  - Planeterra Foundation is a non-profit organization dedicated to the development and support of small communities around the globe. Also the future of tourism talks.



**FUTURE**  
of **TOURISM**



**Sustainability and  
Innovation in  
Adventure – Case  
Story 3:**

**Mike Wiegele  
Heli Skiing**



**Thompson Rivers University**



# Mike Wiegele Heli Skiing

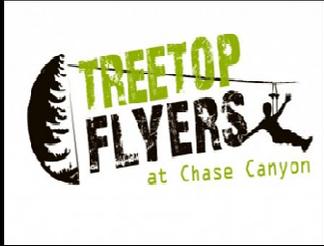
- Mike Wiegele immigrated from Austria to Canada in 1959
- Over time became - Lake Louise Ski School Director
- Saw opportunity in backcountry skiing
- Early developer of heli-skiing from 1970

# Mike Wiegele Heli Skiing

- Innovation leadership in adventure snowsports
  - Became **one of two world pioneers** in adventure snowsports – BC **heli-skiing**
  - Developed the concept of **luxury experience in adventure snowsports**
  - **Revolutionized sport of powder skiing** - Fat boy (Atomic) ski development

# Mike Wiegele Heli Skiing – Newest innovations:

- **Saddle Mountain Master Development**
  - Sustainability and merging back country and front country experience
  - Village integrated development, quality of life and community development
  - Including education and career development facilities
  - Focus on people who live and work with the resort and their families
  - Holistic visitor and village experience
  - Will be served by ski lifts, snow cats, helicopters
  - The village design to offer harmonious ski in/out lodging and private residences



***Sustainability and  
Innovation in  
Adventure –  
Case Story 4:  
Treetop  
Fliers***



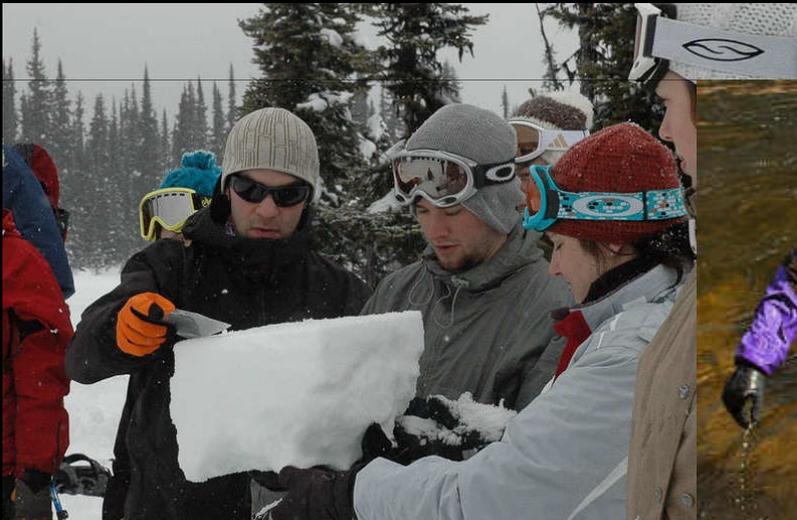
# Case Study Four: Tree Top Flyers

- **Innovation**
  - **Technology innovation - zip line engineering**
  - Experience innovation - personal relationships, wild natural setting, interpretation and natural history
- **Sustainability**
  - **Strict guidelines for development**
  - Community development and interaction
  - **Energy and conservation practices**





***Sustainability  
and Innovation in  
Adventure –  
Case Story 5:  
TRU Adventure  
Program***



**Thompson Rivers University**

# Development of leading Adventure program

A person in a green kayak is navigating white water rapids. The person is wearing a blue helmet and a red life jacket. The water is turbulent and white with foam. The background is a dark, rocky riverbed.

- In 1992 (at Cariboo College - now TRU):
  - **Development of Adventure program**
- In 1996:
  - TRU assisted the ACMG with delivering the Canadian Mountain Guide Training and Certification program,
  - This evolved into the unique **Canadian Mountain and Ski Guide Diploma** at TRU.
- Today:
  - Have over **200 courses** run by **175 practitioners** in the field of Adventure

# Development of leading Adventure program, cont'd

- **Added innovations:**
  - **International Community Development Field Trip**
    - *Since 2002, trips have been run each year to Chile with work in over 20 communities.*
    - *In 2013, operations have been expanded to Iceland.*
  - **Student expeditions**
    - *Every year students plan and organize adventure expeditions (Canada, USA, Int'l).*
    - *Tibet (2007), Nepal (2010, 2012) Ecuador (2013)*
  - **Expansion of program to Revelstoke, BC**
    - *New developments in Adventure programming*

## Quote from our [website](#):

- “We offer the finest and most extensive adventure studies training in the world. “
- “We create exceptional educational experiences to foster students' physical, mental and emotional development so as to be of service to the global commercial adventure industry.”
- “Compressed and modularized classroom instruction, a high percentage of time spent on field courses, and instructor to student ratios of 1:4 to 1:6 ensure a valuable and rewarding educational experience.”



# Development of leading Adventure program, cont'd

- **Recognition**

- Recognized by the International Federation of Mountain Guides Associations (IFMGA).
- IFMGA - Mountain Guides attain the highest level of mountain training and certification in the world
- Are recognized in the more than 20 member-countries.



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University

*Sustainability and Innovation in Adventure:*  
***Concluding remarks***



# Adventure Innovation: Promoted as the Xtreme!!

WIN AN  
*Extreme Jeep*  
**ADVENTURE**  
3 WEEKENDS 3 TRIPS 1 WINNER



FREE TRIPS TO: RUBICON TRAIL, CA / MOAB, UT / GUNNAY, CO



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list 2012

THE WORLD'S **TOUGHEST**  
ENDURANCE CHALLENGES



**EXTREME**  
**ADVENTURES**



**X** **TREME**



FEAR IS A TRIGGER



**EXTREME**  
**OPS**

# Partnership with UAM

**UNIVERSITY**  
of Applied Management

Sie sind hier: FHAM - English » News

## Canadian university partners with IfW



Friday May 11, 2012 – The Institute for Winter Sport continues to expand its network of expert partners in Adventure and Outdoor Sports. Harold Richins (Director, Alliance for Mountain Environments) from Thompson Rivers University (TRU) in Canada, visited the Institute in Garmisch-Partenkirchen in order to intensify the partnership with the Fachhochschule für angewandtes Management that has existed since 2006. With a research partnership between the two "mountain" institutes special projects dealing with the unique needs of mountain communities are possible.



**TOPIC:**  
***Sustainability and Innovation in Adventure Tourism –  
Perspectives from Canada***



***2<sup>nd</sup> Conference for  
Adventure Management -  
Sustainability and  
Innovation***

***THANK YOU!!***



**Harold Richins, Professor and Dean, Thompson Rivers  
University**



***Faculty of Adventure, Culinary Arts and Tourism***

***A. C. T. Faculty***



**Thompson Rivers University BC Canada**