



## APPLIED SUSTAINABLE RANCHING PROGRAM

**APPLY NOW!**

**ASUR 2040**

### ASUR 2040 SOFT ADVENTURE & AGRI-TOURISM

Applied Sustainable Ranching  
at Thompson Rivers University, Williams Lake Campus

6 week course

#### Take your love of the outdoors and turn it into a business!

Get the foundational skills you need with Soft Adventure & Agri-Tourism to set you on course to a successful new tourism business. Learn new tools and gain innovative knowledge in key areas from industry leaders. Designed for existing or first time entrants into the sectors of Agri-Tourism, Adventure Tourism, and Ecotourism.



Prerequisite:	None/ ASUR 1020—Sustainable Business Enterprise*
Course Duration:	6 weeks
Instructor:	Peter Larose
Credits:	5.00
Cost:	\$1,097.60

Instructor, Peter Larose has been working in the tourism industry for years, Peter also runs his own tourism enterprise. Peter adds a tremendous amount of value to this course with his insights and expertise. The course is designed to give students an audit of tourism theory, provide many effective tools useful in the industry and additionally takes students through the practicalities of running their own agri and soft adventure tourism enterprises.

Apply here:  
[www.tru.ca/williamslake/registration](http://www.tru.ca/williamslake/registration)



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ASUR  
2040

Students tour and study several different tourism operations during the weekly seminars and field days. The final project for the ASUR 2040—Soft Adventure & Agri-Tourism Course is a tourism business plan.

Credits from the **ASUR 2040—Soft Adventure & Agri-Tourism** Course can be applied towards the full Sustainable Ranching Diploma Program. Thompson River's University has partnered with Olds College in Alberta to confirm the transfer of credits towards their Bachelor in Agri-Business degree program. Students with a grade point standing of 2.5 can transfer directly into 3rd year of this program at Olds.

## OUTLINE

### ASUR 2040—Soft Adventure & Agri-Tourism

Soft Adventure & Agri-Tourism gives students the foundational skills needed to apply to an agri-business enterprise.



Course consist of 6 modules:

- Introduction to Tourism
- Cultural Communications
- Experience Creation and Product Development
- Information Technology in Tourism
- Tourism Strategy under Varying Conditions
- Applied project—Development of ranch tour or day trip packages based on your business strategy. The applied project will include marketing plan, product costing and pricing



APPLIED  
SUSTAINABLE  
RANCHING

### FOR MORE PROGRAM INFORMATION CONTACT:



**Gillian Watt**

Program Coordinator at **250.319.2367** (c)

**Email:** holmwoodfarm@gmail.com



**Reta Langlands**

Marketing & Recruitment Coordinator at **250.392.8048**

**Email:** rlanglands@tru.ca



**Web:** You can find our profiles on this page:

**ranching.sites.tru.ca/host-ranches**



**Facebook**

**www.facebook.com/AppliedSustainableRanching**

*We look forward to working with you in the future!*