

Adventure Programming and Travel for the 21st Century



Edited by
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VIDEO SUPPLEMENT INSTRUCTOR GUIDE

ADVENTURE PROGRAMMING AND TRAVEL FOR THE 21ST CENTURY

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Click the Trail Marker title or the individual video to view the corresponding video(s).

The entire *Adventure Programming and Travel for the 21st Century* playlist can be viewed [HERE](#).

Trail Marker 1

Glancing Back and Trekking Forward in Adventure

Interview with Mike Grimmer, former World Expeditions Guide

Length: 8 minutes

Suggested Use:

This video can be used for general discussion introducing adventure programming and tourism. Mike has extensive outdoors, and especially mountaineering experience which spans the globe including Antarctica. This interview is a good discussion starter about why a person chooses to go into an adventure career.

Bio:

I grew up in Minnesota USA and started alpine climbing and mountaineering in the early '70's. I finished University and spent the next 10 years traveling the world climbing and skiing - skiing so I could climb in winter - and working odd jobs to support myself. In that period I climbed in the European Alps, Canadian Rockies, New Zealand Alps, Grand Tetons in the USA, and some small mountains in Nepal.

I stopped traveling in Australia and started working for World Expeditions an Australian-based adventure travel company leading white water rafting trips, overnight cross-country ski tours, bushwalking trips and trekking trips to Nepal for the best part of the next 20 years.

For six years in that period I worked in Nepal for three months a year leading groups trekking in the Khumbu area of Nepal near Mount Everest and doing maintenance projects for local schools and medical facilities. I next started teaching on a two year outdoor recreation course for Holmesglen Technical and Further Education College in Melbourne and did that for the next 10 years.

I then worked for the Australian Antarctic Division for three summers in Antarctica training expedition participants in survival, training search and rescue teams and providing support for scientists working in the deep field. I am now semi-retired doing some teaching, some guiding but mostly having my own outdoor adventures with my wife Keryn, Ladakh is our favorite destination at the moment.

Discussion Questions:

1. What kind of skills and qualities are needed to pursue a career like Mike's?
2. For Mike, was it all about the adventure?
3. What do you feel keeps people engaged in adventure for a lifetime?

Trail Marker 2

Places and Spaces for Adventure

Interview with Kevin Koprek, Ouray Ice Park Manager

Length: 12 minutes

Suggested Use:

Chapter 4-This interview highlights some of the management issues surrounding Ouray Ice Park. The content addresses issues such as why the Ice Park has formed as a non-profit organization, their clientele, and risk management. The interview is designed to be used in tandem with the video “Ice” and as a discussion starter about managing an artificial, yet risky place for adventure activities.

Bio:

Kevin is a very well rounded outdoor educator. He has significant experience instructing and guiding folks in a variety of outdoor endeavors. He is an Instructor with the venerable Rigging for Rescue outfit, Training Officer for Ouray Mountain Rescue, and Senior Expedition Leader with Mountain Trip. He is also a super patient and kind-hearted gentleman. Equally at home showing beginners and kids the basics, or pushing experienced climbers to their limits; Kevin is an outstanding guide. Kevin is also the Ouray Ice Park Manager. Keep an eye out for him in the Ice Park, making sure ice conditions are fantastic for all us climbers!

ICE-The Story of Ouray Ice Park

ICE is courtesy Barry Stevenson, Outside Adventure Media, www.OutsideAdventureMedia.com

Length: 16 minutes

Suggested Use:

Chapter 4. This video is a good overview about how Ouray Ice Park has developed and the value of the park to its visitors and community. This is an excellent piece to start discussions about artificial or man-made

adventure experiences, how adventure experiences can add value to a community, and what people seek in adventure experiences.

This video is also an excellent complement to the video interview with Kevin Koprek, the Ouray Ice Park Manager.

Discussion Questions:

1. What does it take to create an “artificial” adventure experience?
2. What do you feel contributes to the popularity of Ouray Ice Park?
3. What impacts (positive and negative) does Ouray Ice Park have on the town of Ouray?

Trail Marker 3

Diverse Outdoor Connections for the 21st Century

Interview with Steve Colman- Global Learning

Length: 20 minutes

Suggested Use:

Chapter 7 or Chapter 10. Steve has a number of insights into the commercial side of adventure programming and travel. Not only guiding insights, but what it is like to work with corporate adventure programming. This interview is well placed after Chapters 7 or 10 or the subsequent case studies.

Bio:

In 1977 Steve founded the adventure travel company Wilderness Expeditions. This business focused on small group expeditions into remote and wild places. The range of activities included backcountry skiing, white water rafting & kayaking, trekking, walking and mountaineering. Locations included Australia, Nepal, India, Japan, South America and North America. At its peak the business employed 10 full time staff and up to 25 specialist adventure travel guides operating in many parts of the world. More than 10,000 people participated on programs managed by the company.

In its 12 years of operation Wilderness Expeditions established an unrivalled reputation as a boutique adventure travel company. Strongly recognised for its environmental ethic, accomplished and experienced guides and great backup and support systems.

Many of these trips pioneered journeys into new locations and were continually aimed at taking clients 'off the beaten track'. Steve researched and led many of the expeditions before selling the business and establishing the leadership consultancy Global Learning.

Global Learning quickly developed a reputation for innovative design in the delivery of team and leadership programs. By drawing on expedition experiences and a

well-researched understanding of learning and development Global Learning developed into a specialist consulting and facilitation business focused on building high performance in individuals, teams and organizations. A major focus in the business is to develop resilience in leaders and communities so as to help build adaptive behaviors and capabilities in the face of climate change.

Although no longer guiding commercially Steve still actively engages in outdoor adventures with colleagues. Recent trips have taken him ski mountaineering to Mount Logan in Canada, a sailing and climbing trip to Antarctica, sea kayaking through the outer islands of the Great Barrier Reef and a 600km canoeing trip in the Canadian Arctic.

Steve lives at Tuross Head on the NSW south coast, an ideal location for sea kayaking, surfing, mountain biking and not too far from great backcountry skiing in the Snowy Mountains.

Discussion Questions:

1. What value does adventure programming bring to developing leadership and team development?
2. How do you see your career transitioning as you become more "seasoned" in the adventure profession?
3. What types of team building experiences have you experienced and what was the outcome of that experience? What worked and what didn't and why?

Interview with Zac Zacharias, Commercial Guide

Length: 30 minutes

Suggested Use:

Trail Marker 3-This video can be used for enhancing discussion on commercial adventure guiding. Zac Zacharias is a global traveler and experienced mountaineer. During this interview he touches on key points relevant to those interested in commercial/international

guiding and trip leading. Zac offers a lifetime of thoughtful experiences and relates them back to how one might consider a profession in adventure guiding.

Bio:

Zac Zaharias, CSM – Mountaineer, Guide and Consultant

Zac first climbed in the Southern Alps of New Zealand in 1976. Since then he has made eleven visits, summiting over 50 peaks including two ascents of Mt Cook.

Zac's first foray to the Himalayas was in 1981 as Deputy Leader of the Army Alpine Association Ganesh 4 Expedition (7102 m). Since then Zac has become one of Australia's leading high altitude climbers, participating in 17 major high altitude expeditions. He has reached the summit of six of the world's fourteen peaks above 8000 metres, a feat only achieved by two other Australians.

Notable ascents include the 2nd Australian ascent of Mt McKinley (6192m) in Alaska in 1982, the 2nd ascent of the south-east face of Nilgiri North (7061m) in 1983; the 1st Australian ascents of Broad Peak (8046m) in 1986 and Dhaulagiri I (8167m) in 1997; the 1st ascent of the north face of Kedarnath (6940m) in 1991 on a joint Indo-Australian Military Expedition and an ascent of Spantik Peak (7028m) in Pakistan in 2011 on an Australian-Pakistan Military Expedition. Zac has been leader or deputy leader on 13 of his expeditions, providing him with significant experience as a climbing leader and insight into group dynamics in a high-risk environment.

Zac has climbed on Mt Everest three times. In 1988 he was the Team Leader of the Australian Bicentennial Everest Expedition that made an ascent of the South Col or Hillary route without the use of sherpas. This was a world first via this route and at that time only the second Australian ascent of Mt Everest. Zac returned in 2001 to the north (Tibet) side as the Leader of the Australian Everest Expedition that saw three members reach the summit and Zac climb to within 150 metres of the top. Zac's most recent expedition in 2010 saw him finally reach the summit on his third attempt.

Mountaineering is not Zac's only outdoor pursuit; he is an active trekker, rock climber, canyoner and cross-country ski instructor. He recently competed for Australia at the World Masters Cross Country Ski Championships in Austria. Zac has also worked as a track guide on the Kokoda Track in Papua New Guinea for Chessell Adventures, guiding and providing battlefield interpretation to clients 3-4 times per year since 2007. He now guides under his own banner through his own business, Peak Learning.

Zac actively supports the involvement of many other adventurers through his role of President of the Canberra Climber's Association and a media commentator on mountaineering. Zac is also a member of the American Alpine Club, New Zealand Alpine Club and as a Life Member of the Army Alpine Association. He also writes regular mountaineering articles for *Wild* magazine.

Zac served 31 years of service in the Australian Army before transferring to the Reserves in 2005 where he is currently the Commanding Officer of an Engineer Regiment. He is the owner and Director of Peak Learning Pty Ltd, a performance and learning consultancy business to Government and business providing services in key areas of leadership and professional development, training needs analysis, risk management, outdoor accident analysis and curriculum design. Zac regularly undertakes public speaking to corporate groups on teamwork and leadership themes.

Discussion Questions:

1. What "skill set" should a commercial adventure guide have? Consider both "soft" skills and "hard skills."
2. What are some of the challenges facing a commercial adventure guide in adventure programming and travel? What will the likely challenges be 20 years from now?
3. How do you set appropriate expectations for clients in a commercially guided adventure experience? What techniques can a guide use?

The National Ability Center Series, Park City Utah

Length: Varied, between 3–10 minutes.

- [NAC Overview](#) (6 minutes)
- [Warriors Story](#) (5 minutes)
- [Military Programs](#) (3 minutes)
- [Lisa Speckman Story](#) (6 minutes)

Suggested Use:

Each of these videos highlights how adventure and recreational activities can enhance quality of life and enable universal active participation. These are short examples of different types of programming and highlight meaningful personal life stories. These examples may be particularly relevant to discussions related to Chapter 8 and Chapter 9.

Background on the NAC:

Mission

The National Ability Center empowers individuals of all abilities by building self-esteem, confidence and lifetime skills through sport, recreation and educational programs.

Who We Are

Founded in 1985, the National Ability Center is a non-profit, tax-exempt organization that has united around a collective vision to inspire individual achievement and create a global impact for people of all abilities. A fundamental aspiration of the National Ability Center is to provide high-quality, inclusive programs to individuals and families of all abilities and backgrounds, including those in need. Thanks to the generous support of individual donors, grants from private corporations and foundations, and the community, we have successfully provided scholarships to 100% of those who made a request and continue to keep program fees affordable (program fees account for less than 30% of the total cost of programming).

What We Do

The National Ability Center offers a wide variety of programs both seasonally and year-round. Activities include alpine and Nordic skiing, snowboarding, snowshoeing, horseback riding, hippotherapy, indoor

rock climbing, swimming, archery, sled hockey, cycling, water-skiing, wakeboarding, kayaking, canoeing, paddle boarding, and challenge course activities.

In each of the last three years, individuals and their families participated in more than 19,000 lessons and outings. Because safety is the first priority, instruction is provided by professional, certified instructors and complemented by trained interns and volunteer assistants. More than 850 volunteers contribute over 20,000 hours annually. Many of the instructors and volunteers are also individuals with disabilities and serve as role models for our participants.

Who Can Participate

Individuals of all ages and abilities can take part in the National Ability Center's programs, including those with orthopedic, spinal cord, neuromuscular, visual and hearing impairments, and cognitive and developmental disabilities. Specially-designed equipment is available for many of the activities. Adaptive saddles, adaptive cycles, and customized ski and snowboard equipment, such as bi-skis, mono-skis and outriggers, enable participants to enjoy each activity successfully. In an attempt to eliminate isolation of individuals with disabilities, friends and family members are encouraged to participate alongside athletes and participants.

Inclusive Programming

At the National Ability Center we often find that a participant's experience is enhanced by the inclusion of friends and family; reinforcing relationships and building a support system that can continue beyond the initial program experience. Though the potential for and method of inclusion varies from program to program, the goal remains the same. Contact our office for information on how you, your family and friends can come enjoy recreation activities together.

How It All Began

Learn more about National Ability Center's History.

For more information, visit: <http://www.discovernac.org/>

Discussion Questions:

1. In what ways can adventure and outdoor programming enhance quality of life?
2. What do you feel is the primary mission of programs such as the NAC?
3. What other programs in the United States and abroad exist that are similar to the NAC?

OARS Grand Canyon Experience

Length: 2 minutes

Suggested Use: As a supplement for discussions surrounding Case Study 7.3

Background on OARS:

According to George Wendt, O.A.R.S. Founder and President, “My first trip in the Grand Canyon introduced me to a world that I didn’t know existed.”

That adventure trip for George, as one of the first 1200 people to raft the Colorado River through the Grand Canyon, fostered a dream of his to share such wild places, as well as preserve and protect them, for future generations. The dream later came to fruition, taking him from his life as a middle school math teacher and onto the world’s waterways—sharing those experiences, directly and indirectly, with nearly a half-million people to date.

After his first Grand Canyon experience, George spent summers taking friends to various rivers in California and the Desert Southwest. Those friends invited other friends. It wasn’t long before strangers began contacting him with requests to join his expeditions. Those trips featured equal parts accessibility, fun rapids, stunning scenery, side canyons to explore and companions with an inquisitive nature. It became clear it was to be his calling to deliver people to the wilderness and to share with them the excitement experienced there.

George’s dream of ‘officially’ taking people down river first came to fruition in 1969. With his friend Ed Gooch, George established Gooch-Wendt Expeditions, running professional trips on the Colorado River. Shortly thereafter, the company was selected as the first

exclusively oar-powered rafting operator in Grand Canyon National Park, and was appropriately renamed O.A.R.S. (Outdoor Adventure River Specialists).

In 1972, George and his wife Pam took over full operation of O.A.R.S. and chose to establish the company and their family in the small northern California community of Angels Camp in Calaveras County just miles away from the free-flowing Stanislaus River. Through the early 1980s this stunning Sierra Nevada river became the lifeblood of the newly-formed organization. At the time, O.A.R.S. consistently had passengers for two-day trips, seven days a week on what was then a family-friendly Class III river. However, as the business grew, the spectacular Stanislaus River canyon was lost to a dam. Rather than close the doors in Angels Camp and relocate, the loss of this great run was an impetus to look elsewhere and expand trip offerings.

From early on, O.A.R.S. offered trips on other rivers in various regions throughout the U.S. West, including the Tuolumne, Merced, American and the Klamath rivers in California, the Rogue River in southern Oregon, the Salmon River in Idaho and the Colorado, Green and Yampa rivers in Utah and Colorado. Today, we offer more than 75 unique itineraries, including first-class rafting, sea kayaking and multi-sport trips, throughout Alaska, Arizona, California, Colorado, Idaho, Oregon, Utah, and Wyoming, as well as throughout western Canada, Fiji and Latin America.

In 2006, George’s passion for running rivers, and his unquenchable drive to share the rivers of the world with other adventurers earned him a Lifetime Achievement Award from the Adventure Travel Trade Association for his pioneering efforts in the realms of whitewater rafting, ecotourism, and adventure travel.

Remaining true to George’s original dream, our company is professionally committed to the cultural and environmental well-being of the places we visit and operate. We follow expertly designed on-the-ground practices and seek to create inspirational experiences for guests and students. Our company supports a variety of institutions that further these ideals, including: the Leave No Trace Center for Outdoor Ethics, American Whitewater, Friends of the River, Environmental Defense Fund, Waterkeeper Alliance, the Grand Canyon Trust, Hells Canyon Preservation Council, Idaho Rivers United,

Alaska Wilderness League, the International Galapagos Tour Operators Association, the Outdoor Foundation, the International Ecotourism Society and Sustainable Travel International.

In the four decades since O.A.R.S.' inception, our company has contributed, along with our guests, more than \$3 million toward the protection and preservation of the places and communities we visit. Our California headquarters and other operations warehouses run on solar power, and we utilize alternative energy sources such as bio-diesel along with fuel-efficient vehicles and support vessels whenever possible to reduce our carbon footprint.

We are routinely recognized and rewarded throughout the industry for our integrity and ingenuity. *National Geographic Adventure* magazine recognized our company as "The Best River & Sea Outfitter on Earth" multiple times based on education, sustainability, quality of service, spirit of adventure and references. More than 60% of passengers return for additional trips or are referred by past guests each year. *National Geographic*, *Outside*, *Men's Journal*, *Sunset* and assorted other magazines routinely recognize O.A.R.S. as serving up some of the "Best Trips on the Planet," as well as providing the best and friendliest guides and superior customer service.

Although O.A.R.S. has grown to become the most successful and respected rafting and sea kayaking outfitter in North America, our ongoing mission has remained the same: to help people of all ages enjoy the best outdoor experience of their lives.

For more information, visit: http://www.oars.com/about_us/our_company.html

Discussion Questions:

1. Think about the last time you had an outdoor or adventure experience. What do you remember most from that experience and why?
2. What types of intentional programming is done on high adventure trips to increase the quality of the experience for participants?
3. As human beings, is adventure important in our lives and why?

Trail Marker 4 Planning, Programming, and Managing Adventures

Interview with Andrew Davies, Outdoor Recreation Program Coordinator

Length: 10 minutes

Suggested Use:

This is an informal interview about programming for adventure by an experienced outdoorsman from Australia. It is a great discussion starter on developing a career in adventure programming, the intentional benefits of adventure programs, and how adventure can be used to help people having difficulties in life.

Bio:

Andrew is Program Coordinator for the Certificate IV in Outdoor Recreation at Wodonga Technical and Further Education Collage (WIOT) in Wodonga, Victoria, Australia. He's been in this position for 5 years. As well as coordinating the Program Andrew is also an Instructor in rock climbing, abseiling, flat-water canoeing and other outdoor activities. Andrew believes that we are all healthier, happier people when we get outdoors and better understand, respect and make a connection with our natural environment. In a modern society that is rapidly moving toward modified and controlled environments, Andrew gains enormous satisfaction helping people appreciate and connect with the wild and natural. He believes people function better and our planet benefits when we do, therefore it is a cause and a field of employment he is passionate about sharing. Prior to joining WIOT, Andrew worked as an outdoor leader on a wilderness program for troubled youth. Andrew's enthusiasm and commitment to the outdoors is infectious.

Discussion Questions:

1. Do people function better when they have outdoor experiences? Why? Why not?
2. What experiences do you feel have helped Andrew along the way in developing his professional "tool kit?"

3. What skills would you like or feel you need to develop after hearing from people in the adventure field?

Trail Marker 5

Current Issues and Dilemmas in

Adventure Programming and Travel

Interview with Jayd Wieland

Length: 19 minutes

Suggested Use:

This video is placed in Trail Marker 5 because Jayd discusses issues surrounding technology, so this interview is ideally placed following Chapter 17.

Bio:

Originally from rural Queensland, Jayd has spent a lot of time in the Australian bush, having outdoor 'adventures' from a very young age. Early memories include: climbing windmills to enjoy the view, getting lost on horseback mustering cattle, and driving himself and sister down the paddock (at age 10) to go camping for the first time after seeing a picture of a tent in a children's book. During teenage years, mountain biking was a means to escape to the outdoors. Jayd experienced a month long outdoor education program first hand as a high school student in 1992 and has had a strong interest in the field ever since. Jayd completed a BA (Outdoor Education) at LaTrobe University, Bendigo in 1997 and followed up with a Grad. Dip. Ed. (using Outdoor Education as a method) in 1998. During this time Jayd worked as a rockclimbing (and general outdoor) instructor including work for various schools and companies. After being exposed to a range of outdoor and adventure activities Jayd developed a real passion for whitewater paddling and rock climbing. Jayd has worked in many areas of outdoor education, starting out as an outdoor education teacher and instructor at Ballon Outdoor Education Centre in Queensland for three years. Afterwards Jayd worked as a freelance instructor and teacher for various schools, universities, and organizations working with primary, secondary, and tertiary students, as well as tourist groups. Some work included developing outdoor education programs, and writing company policies and procedures for outdoor activities.

Jayd has led trips to India and Borneo for World Challenge and arranged other private trips to locations such as Nepal. He has other diverse life experience including extensive work as a self-employed professional horse breaker / trainer in the 'western' horse industry. Jayd currently lectures at Charles Sturt University on outdoor education and risk in outdoor recreation. He also instructs for Wodonga Technical and Further Education College running courses on moving water rescue, search and rescue, and vertical rescue. From time to time he still guides whitewater rafts and works freelance for high school trips.

He still enjoys the challenges offered by rock climbing, whitewater paddling, mountain biking, and starting & training athletic performance horses. Jayd has a strong belief in the value of Outdoor Education to contribute towards positive growth and change in relation to: our self-concept and abilities; our view of, and relationship with others; and our connectedness with the natural world. Jayd also has three beautiful little girls (Lilli 11, Indi 9 & Luca 2) who he takes on adventures with his partner Jane whenever possible. Jayd is currently engaged in Masters research on near death incidents on white-water trips.

Discussion Questions:

1. How should the adventure profession utilize technology?
2. Does technology have a place in the wilderness, why or why not?
3. With an increase in technology uses and advancements, how can adventure programmers utilize the benefits and yet retain a sense of adventure in the outdoors?

State of Risk Video

(used with permission by Tracey Knutson)

Length: 2 hours +

The total running time of the "State of Risk" is approximately two hours and seventeen minutes; the "Extras" sections run approximately thirty-one minutes. The main presentation and the extras section (See Topics/Chapters,

below) are broken into a number of chapters on the DVD so that viewers can watch the whole presentation in one training or break it into smaller segments.

The take-home format of this product also allows you to watch the contents at your leisure and as many times as you might need or choose. The DVD will have approximately a three year shelf life (seasonal businesses should be able to use it in training for a full three seasons, or perhaps a bit longer...) and then it is likely that the "State of Risk" producers will want to update the product.

The DVD also includes 1) a PDF outline that details specific case studies referenced in the DVD and provides a bibliography of risk management materials; 2) a document that describes Supreme Court decisions from each of the 50 states on use of release and waiver contracts and categorizes these decisions from strict to lenient, and 3) a document that lists current outdoor recreation legislation in each of the 50 states.

Suggested Use:

This video covers a range of topics (see chapters below) on risk management in outdoor and adventure recreation. Portions or all of the video may be used to enhance student's understanding or critical areas addressing risk management.

Topics/Chapters: Main Presentation: 1 Introduction with Industry Statistics; 2 Risk Management; 3 Negligence; 4 Contributory Negligence; 5 Gross Negligence; 6 Types of Claims Being Made Against Outdoor Operators: 6a Co-Participant Liability, 6b Premises Liability, 6c Negligent Medical Care/Rescue/Incident Response, 6d Negligent Supervision & Instruction, 6e Negligent Hiring, 6f Failure to Warn (Including What's in a Good Safety Briefing) 6g Equipment Issues; 7 Defenses to Negligence Style Claims: 7a Release and Waiver Documents (Including What Needs To Be In These Documents) and How To Properly Administer Them, 7b Inherent Risk, 7c Assumption of Risk; 8 Various Issues Including: Industry Standards, Post Accident Conduct, Evidentiary Issues/Case Structure, Marketing, Insurance Issues; 9 Conclusion; 10 DVD Extra Sections Including: 10a Employment Related Issues, 10b Criminal Issues, 10c Hunting Issues, and 10d Question and Answer Session.

Tracey Knutson Bio:

Tracey L. Knutson graduated from Montana State University with a B.S. in Sociology in 1983, and from the University of Minnesota Law School (J.D. granted by University of Montana) in 1989. Tracey served in the United States Peace Corps between her undergraduate and graduate training. During and following law school Tracey worked in the Missoula, Montana County Attorney's office, in private law offices, and as a law clerk in the Alaska Court System before joining DeLisio, Moran, Geraghty & Zobel in 1992, where she became a partner. In 1998 Tracey joined Rod Sisson as a partner in Sisson & Knutson where she continued her extensive trial practice. In 2003 Tracey began the firm of Knutson and Associates and she has oriented the firm's focus practice on recreation and adventure sports defense. Tracey has had a rich background of insurance defense litigation, defending oil field companies, native housing authorities, insurers, outdoor recreation and adventure or sports entities and a variety of other clients. She has tried numerous tort litigation style cases and regularly participates in appellate level practice. Tracey has an extensive history of charitable, community and volunteer oriented activities; she held an elected position within the Municipality of Anchorage on the Girdwood Board of Supervisors from 2003–2006.

Tracey's personal interests have long been outdoor-oriented. Throughout her youth and adult years she has been an avid resort, helicopter and back country skier, a sea kayak guide, an avid fisher-woman, hiker and camper. Tracey's interest in recreation oriented legal work began a number of years ago. She and one of her former partners successfully defended, through trial, the State of Alaska in a civil suit brought by a young man injured in a diving accident at one of the State's recreation areas. Since that time, working with the legal issues surrounding defense of public lands and recreational liabilities has become the part of her practice which she finds to be the most interesting, challenging and worthwhile. Not to mention, fun! Tracey currently represents recreation and adventure sport oriented brokers and insurance companies, trade associations, educational groups and commercial operators. Among her commercial clients are: rafting businesses, kayak tour operators, heli-ski companies, lodges, hunting and fishing operators, flight seeing groups, hiking and horse trekking businesses, ski

industry operators, snow machine and ATV tour groups, commercial mountain biking companies, tandem paragliding businesses, indoor rock gyms, etc. Tracey's clients are largely people who are hardworking, conscientious and very excited about getting other folks into the outdoors. Because she believes strongly in educating herself in her client's areas of work and because she believes strongly in personal responsibility (hence, her focus on defense work) she currently holds a number of certifications in the outdoor recreation area and continues to do some guide work herself.

Memberships: Alaska Bar Association, State Bar of Montana, American Bar Association, Colorado Bar Association - Entertainment and Sports Industry Forum, Sport and Recreation Law Association, International Amusement and Leisure Defense Association, Sports Lawyers Association.

In April 2007, Tracey was appointed by the Secretary of Transportation, Mary Peters, to sit as a Representative on the Commercial Space Transportation Advisory Committee (COMSTAC); the COMSTAC advises the Department of Transportation, Federal Aviation Administration's Office of Space Transportation and Congress on regulatory and safety issues in the U.S. commercial space transportation industry; Tracey sat on the Risk Management Working Group of COMSTAC for 2+ years, concluding her term in 2010.

Trail Marker 6

Sustainable Adventure Management

Shark Adventure

Coral Reef Alliance – Shark Hope Video

Length: 3 minutes

Suggested Use:

At any time in the Trail Marker 6 section. This video highlights the value of sharks for ocean, societal, cultural, and economic health in Fiji and the South Pacific. This is a great complement to the Aqua Trek Shark Dive video, which explains how an activity such as diving with sharks may help enhance appreciation for living sharks.

Background:

Originally founded in 1994 to galvanize the dive community around conservation, Coral Reef Alliance (CORAL) has grown from a small, grassroots alliance into a world-renowned organization with a history of successfully working with local communities in coral reef regions around the world to protect their coral reefs. We believe that for conservation to be durable, our interventions must be aligned with the social, cultural, and economic needs of each community, and that local leaders must be empowered to lead the effort. Now, we're honing our strategies and tools to ensure that they benefit new places and new people.

For more information on how to support Coral Reef Alliance, please visit: <http://coral.org/>

Discussion Questions:

1. Can adventure activities support conservation and if so how? Provide examples of how this has occurred.
2. What are threats to a healthy ocean and why should we care?

3. What role do adventure guides and leaders play in ensuring sustainable adventure experiences?
4. What types of partnerships exist in Fiji to help promote conservation efforts of the oceans? What are the benefits and challenges of partnerships?

Aqua Trek – Shark Monday

Length: 3 minutes

Suggested Use:

This video is excellent as a companion video to the Shark Hope piece. It demonstrates how a shark dive is conducted and the experience of shark diving in Fiji. This is also excellent materials to build a debate around.

Background:

AquaTrek is Fiji's premier Dive Operator serving divers since 1985 with a friendly professional staff, a 5-star standard of quality and a pristine safety record. Aqua-Trek's Beqa facility offers world-class dive adventures in Beqa Lagoon, renowned for its stunning soft coral displays. Divers are pleased to discover that Aqua-Trek's guides are experts at locating the most elusive and unique marine life. But that's not all Aqua-Trek Beqa is famous for, thanks to Aqua-Trek's highly skilled dive staff, the Beqa area is home to the world's most diverse shark feed in the world, Aqua-Trek's Ultimate Shark Encounter. Eight different species of shark including massive bull and tiger sharks can be found on this one dive!

Aqua-Trek is committed to preserving sharks in Fijian waters and to presenting a model for conservation and sustainable tourism that can be applied around the world. Aqua-Trek's Fiji Shark Conservation and Sustainable Tourism Program has evolved over the last 18 years, and it encompasses several interlinked aspects that have been instrumental in the conservation of sharks both on a local and global level. We have recently won the following awards for our Shark Conservation and Sustainable Tourism Program:

Aqua-Trek Beqa pioneered the shark feeding dive in Beqa Lagoon in order to be able to study these magnificent

creatures up close. Sharks often evoke fear, but our 11 years in feeding them without a single incident shows that this fear is not justified. The feeding program has made the sharks accustomed to human presence which in turn has offered divers unparalleled opportunities to observe, photograph and videotape sharks in their natural environment. The fish we feed to the sharks comes from Fiji Fish, a factory specializing in highest quality of seafood. An added benefit to the feeding program is that it keeps the factory fish scraps away from the refuse site and brings them back to the food chain. Our Ultimate Shark Encounter is only a part of the superb diving in the area; feeding also brings in a large number of other fish in the area. The regular feedings have created one of the healthiest fish stocks in the lagoon.

Now visitors come to Fiji to dive with sharks and learn about them in their natural environment. Dispelling myths that sharks are mindless and dangerous is an important part of our effort. Our mission is to educate people that sharks, the ocean's apex predators, are a vital part of the ecosystem.

It is estimated that the world's shark population will diminish by 90% in the next decades if nothing is done to stop shark fishing. This would cause a catastrophic demise in reef ecosystems. In 2006 Aqua-Trek began a campaign to ban shark finning in Fiji. By on-going research we are poised to have the data to convince Fijian authorities that outlawing shark fishing benefits everyone. Education, research and preservation of sharks are imperative for the balance of nature and to change attitudes about sharks. It is our goal to make sharks worth more alive than dead while we still have the chance.

For more information on how to support, please visit:
http://www.aquatrek.com/ecotourism/shark_conservation_program.cfm

Discussion Questions:

1. Is shark diving/feeding a sustainable activity? If so why, if not why not?
2. What are the pros and cons of shark diving/feeding? Consider this question from the perspectives of the client, adventure operator and the shark.

3. Does a shark encounter increase people's appreciation for sharks and their place in the ocean and if so how?

Sustainable Tourism in Action-Case Study Planeterra

Length: Varied, all are approximately 2 minutes.

- [Tourism Sustainable Development](#)
- [Planeterra's Inca Trail Biodegradable Soaps](#)
- [Planeterra Animation](#)
- [Planeterra Womens Weaving Project](#)

Suggested Use:

These are great discussion starters surrounding sustainability in adventure travel. Planeterra is a good example of where a profit and non-profit joined together to meet mutual goals in helping the adventure destinations they visit.

Background:

Planeterra supports sustainable social and environmental solutions in destinations travellers love to visit. With travellers, G Adventures and Planeterra create opportunities through social enterprise in the places we love.

Planeterra is a non-profit organization that helps empower local people to develop their communities, conserve their environment, and provide supportive solutions to local problems. We support a steady cycle of giving and investment, via our global network of travel industry partners, in the social and environmental needs of people and places in the destinations we serve worldwide.

Planeterra's Story

Founded in 2003, by global travel company G Adventures' founder, Bruce Poon Tip, Planeterra has a history of raising funds for the communities where G Adventures and its industry partners operate. Bruce believed that it was each person's duty to show the ultimate respect and appreciation of these people and places by giving back. Planeterra's close partnership with G Adventures has given our team an insider's understanding of the challenges facing these places; this unique perspective in turn guides us to design effective, long-term solutions that provide autonomy and lasting opportunity for local people while conserving local environments.



How We Work

At Planeterra, we reach out to travelers, organizations and global citizens like you to make a donation and invest in specific, sustainable solutions to support the *places you love*.

We take a serious, holistic look at how we can help these iconic destinations emerge from being exploited, to using the tools it takes to support happy communities living with proper healthcare, education, and protected environments. This means finding better jobs, sending their children to better schools, drinking cleaner water and caring for their environment.

Thanks to your support, we are able to work side-by-side with community members to identify the social and environmental obstacles they are facing. Together we create customized, long-term solutions to get to the root of the problem and restore the community's ability to make informed decisions for the benefit of their people and for the long-term health of their environment.

Why Long Term?

While many NGOs and governmental aid agencies choose to focus on one critical issue over the course of 1–3 years, it can actually take several years to make a sustainable impact. As many people know, these problems are not isolated, but instead interconnected. This is why we have created four complementary funds.

When you make a donation through Planeterra, you can choose which of our four funds you would like to support:

Serve Planet: Environmental Solutions

Support People: Social Solutions

Grow Biz: Small Business Development

Help Now: Emergency Preparedness and Response

What Sets Us Apart

We leverage one of the largest industries in the world – the travel and tourism industry. Did you know that tourists spend \$200 billion in developing countries every year? Or that 1 in 12 jobs globally is in the travel and

tourism industry? No other industry spreads wealth and jobs across developing countries in the same way.

At Planeterra, we've been inspired. These places and the connections that we've made during our travels - whether it's been with the people, the landscape, the wildlife, or just the energy of a certain spot - is what drives us to utilize the powerful reach of tourism to create a positive, sustainable impact on the places we all love.

Discussion Questions:

1. Why would a commercial or for profit company be interested in helping communities they visit?
2. How do you think the activities of Planeterra help destinations become more sustainable? If so, in what ways?
3. Should all businesses also serve the communities where they work to achieve sustainable management and development? What are the benefits and challenges to the business and the community?

Rivers Fiji and the Upper Navua Conservation Area (Talk Business Newscast)

Length: 16 minutes

Suggested Use:

This video discusses the importance of community involvement in conservation efforts in Fiji and the role Rivers Fiji is playing in facilitating educational programs about the Upper Navua River, and the Upper Navua Conservation Area, Fiji's only RAMSAR site or Wetland of International Importance. This video can be used as a tool to discuss what commercial adventure entities like Rivers Fiji can do to help conserve the natural capital they depend upon for a quality tourism experience.

Rivers Fiji Background:

During our first visit to Fiji as tourists in 1993 we were amazed by the beautiful beaches, azure seas, and spectacular coral reefs. However, after a few days of sun, sand

and surf we became restless and began searching for the hidden Fiji. Excited about the possibilities of what lay beyond the white sand beaches and into the depths of Fiji's tropical rain forest, we planned another trip for the following year. On our subsequent returns in 1995 & 1996, we came well prepared with inflatable kayaks, maps and plans for exploration. It was during those journeys that we ended up exploring two very different but equally beautiful rivers: the Wainikoroiluva and the Upper Navua. In 1997, we received our approvals from the government to begin operating commercial river trips, and in the spring of 1998, we began training guides and promoting a new dimension to Fiji's tourism offerings.

While we might be relatively new to Fiji, Rivers Fiji is not new to whitewater rafting. The formation of the company has its roots firmly established in both the outfitting and whitewater water equipment manufacturing industries. This unique blend of commercial river running outfitting and inflatable boat/equipment manufacturing spans a period greater than 30 years and brings to Fiji a multidimensional partnership whose focus is on the development of the entire whitewater industry not just river trips.

During our first year we trained our first crew of Fijian Guides for the 'Luva River. We worked our guides through an extensive guide-training program lasting over 3 months. To keep everyone up with the latest, training and review of skills and techniques is continuous. In addition to the obvious guide training responsibilities, we have also completed with our guides an internationally recognized swift-water rescue training program and first aid and CPR. Guide training for the Upper Navua guides was completed, with 4 new graduates all doing an excellent job.

Wherever possible, Rivers Fiji works with locally owned/operated businesses to assist with our programs (e.g., truck and boat shuttles, food purchases). We work hard to ensure that our business does not detract from services already in existence by duplicating services. Rather we encourage the development of support businesses by contracting these services wherever possible.

In addition to the obvious benefits associated with employment opportunities with Rivers Fiji, we also pay a user fee to the native land owners to provide benefits

directly to village life and in an effort to encourage their support of sustainable tourism products by protecting their pristine landscapes and waterways.

Rivers Fiji has worked closely with the University of the South Pacific to conduct an impact analysis of our tourism program on the local communities. We used this information in the development of policies and best practices in the areas we operate trips. We also hope that this information is used as a model for future developments inspired by local villagers in the region.

Rivers Fiji is honored to have helped bring Eco-Challenge 2002 to Fiji and to have assisted in creating the most challenging EC venue in history. During the race, Rivers Fiji was responsible for the transport of the hundreds of inflatable kayaks that the individual race participants used on the Upper Navua River, logistical coordination for the river component of the event, supplying raft trips for the media covering the event and safety support for the mountain bike crossing of the Navua River. The Eco-Challenge name and logo are registered trademarks of J. Mark Burnett.

Rivers Fiji has won 5 of Fiji's "Excellence in Tourism Awards" for Environmental Tourism and for Best Adventure. As of 2007, our very own Upper Navua Conservation Area was given the international designation and protection of a Ramsar site. In 2010, Rivers Fiji was awarded the Prime Minister's Exporter of Year Award for Tourism Services

For more information, visit: www.riversfiji.com

Discussion Questions:

1. Why is it important to involve local community members in conservation awareness programs? What are the benefits and are there any challenges?
2. What other examples can you find where an adventure business is actively involved in conservation efforts?
3. What strategies can be utilized by commercial adventure entities to enhance local conservation efforts of natural resources?