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New Online Course Helps Tourism Industry Tackle Sustainability

VANCOUVER, BC – NOVEMBER 24, 2010: The University of British Columbia (UBC) Continuing Studies is offering a new online course to help tourism professionals address the common challenge of operating more sustainably. Introduction to Sustainable Tourism starts January 14, 2011 and is designed to provide participants with a framework for understanding current issues and practical solutions to manage tourism sustainably.

“The 21st century has marked new challenges and opportunities for the tourism industry,” says Charlie James, president of Tourism Smart Marketing and online tutor for Introduction to Sustainable Tourism. “Faster access to information, inexpensive transportation and changing social trends are propelling tourism forward as one of the world’s fastest growing industries. However, as we expand and react to these opportunities we need to ensure that our businesses and industry are built to last. This means understanding that our success is dependent on the social, economic and environmental stability of the regions in which we operate and that we directly impact their vitality.”

Designed for entry-level personnel through to seasoned professionals, Introduction to Sustainable Tourism provides individuals with an understanding of the principles, issues and methodologies for managing tourism sustainably from economic, social, and environmental perspectives. According to James, “Whether you are operating in an urban centre or a wilderness location, this course provides tourism professionals with the opportunity to learn about sustainability with their peers and industry experts. New perspectives and more effective sustainability tools are needed by businesses big and small, urban and rural, to become more resilient, ethical and profitable. Education is the first step to achieving these goals.”

According to William Koty, director of the UBC Continuing Studies Centre for Sustainability, this timely course demonstrates the means and best practices for a tourism business to operate with lower environmental impacts, increased social and cultural benefits, and positive economic opportunities. “As Canada’s tourism operators range from cities and coastal shores to northern communities, this course provides even remote operators an opportunity to access university-level professional development essential for understanding sustainability and grappling with national and global concerns such as climate change,” says Koty.

Online lectures, videos, case studies and discussions provide an interactive learning platform in this eight-week course. Additional information is available at cstiudes.ubc.ca/sustainability.
About UBC Continuing Studies Centre for Sustainability:
The UBC Continuing Studies Centre for Sustainability reaches beyond the UBC campus to offer innovative courses and programs that have a positive impact on society and its institutions. The Centre offers the Certificate in Decision Making for Climate Change, the Award of Achievement in Sustainability Management, a Summer Institute in Sustainability and a variety of sustainability lectures and debates. For more information, view cstudies.ubc.ca/sustainability.

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