

Introduction to Sustainable Tourism

Professional Development for Tourism Professionals

Learn sustainable tourism the sustainable way — 100% online

Understanding the triple-bottom line of people, planet and profits and how they affect tourism operators is key to future industry success.

In this 100% online course, learn to analyze impacts, discover best practices and key players, and explore the roles of the consumer and industry through case studies, interactive online discussions and practical assignments.

- Learn current issues and trends
- Identify stakeholders and potential partners
- Assess existing sustainability tools and techniques
- Develop best practices and strategies based on your organizational needs

Taken alone or as part of the UBC Award of Achievement in Sustainability Management, this new interactive course offers both experienced and new tourism professionals the opportunity to explore the tourism industry from a sustainability perspective.

Start date: January 14, 2011

Format: Online, eight weeks, part-time

Course fee: \$495.00

Find out more and register now

cstudies.ubc.ca/sustainability
604-822-1420

