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Cal Poly Recreation Program Joins International Ecotourism Society

SAN LUIS OBISPO - The Recreation, Parks, and Tourism Administration program at Cal Poly has joined The International Ecotourism Society, allowing Cal Poly to offer the prestigious University Consortium Field Certificate. Cal Poly is only the fifth university nationwide to offer its students this certification.

The International Ecotourism Society aims to harness the connection between communities, conservation and sustainable tourism, and to promote sustainability practices worldwide through ecotourism. The University Consortium Field Certificate program is designed to foster the education of tourism professionals. According to Jerusha Greenwood of Cal Poly's Recreation, Parks, & Tourism Administration faculty the certificate program fits both with Cal Poly's commitment to sustainability and the recent emphasis on sustainable tourism being promoted worldwide.

"We believe this certificate program gives our students a unique advantage in positioning themselves for careers in the tourism field, and we -- as a program -- hope to further contribute to the relationships among universities, communities and tourism that The International Ecotourism Society is working to create, maintain and improve," Greenwood said.

Other universities participating in the University Consortium Field Certificate are North Carolina State University, The Pennsylvania State University, The University of Florida, and West Virginia University. For more information on The International Ecotourism Society and the University Consortium Field Certificate, go to <http://www.ecotourism.org/>.

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