

University Consortium Certificate in Sustainable Tourism



Preparing for a future in sustainable tourism
- Learn, Network, Grow



UCC Student Handbook

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I. Program Overview

The **University Consortium Certificate (UCC) in Sustainable Tourism** (“UCC Program”) works collaboratively with university members (“UCC Consortium Members”) to administer a certificate of study for those who desire a holistic understanding of ecotourism and sustainable tourism. The UCC Program is applicable to a range of academic disciplines including, but not limited to, parks and recreation, hospitality management, geography, business, natural resource management, environmental law, geography, public administration, and landscape architecture.

The Certificate is designed to enable the participating student (“UCC Student”) to undergo a focused concentration within their major and acquire a unique opportunity in experiential, service, and theoretical learning. The UCC Program is flexible and provides a creative alternative course of study focusing on ecotourism and sustainable tourism.

The UCC Program’s unique learning opportunities will provide UCC Students with holistic experiences, international perspectives, and service learning encounters in ecotourism and sustainable tourism. In addition, the Certificate provides valuable credentials in the eyes of the broader tourism industry and especially the ecotourism and sustainable tourism sector.

UCC Program Mission

The UCC Program’s mission is to foster a holistic understanding of ecotourism and sustainable tourism management through the education of students in a range of disciplines. By doing so, the UCC Program aims to assist students in preparing for a future in sustainable tourism.

UCC Program Study Plan

The UCC Program incorporates the following into a comprehensive study plan for the UCC Student: (a) at least one field study course provided through a university consortium member; (b) on-campus course work; (c) engagement in at least one internationally focused seminar, lecture, workshop or webinar through TIES; and (d) an internship focused on some aspects of ecotourism and sustainable tourism development consisting of a minimum of 400 hours.

UCC Program Structure

The UCC Program is administered by The International Ecotourism Society (TIES) and UCC Consortium Members. The current list of UCC Consortium Members is available at: www.ecotourism.org/ucc.

UCC Student Eligibility

The UCC Program is for students who have completed their Freshman and Sophomore year and hold the equivalent Junior or Senior standing.

II. UCC Program Benefits

Benefits for UCC Students

- Industry-wide and academically recognized endorsement.
- Access to potential employers and research projects.
- Practical hands-on experiences, projects, and skill development.
- Experiential education focus appropriate to a range of professions.
- Enhanced awareness of issues relevant to sustainable tourism.
- Expanded opportunities in relevant field study programs and coursework.
- Opportunities to network and learn from professionals.
- Direct field contacts assisted through the UCC Consortium Members and TIES.
- Engagement in international perspectives on sustainable tourism issues.
- Exceptional experiential learning opportunities.
- Resume builders for their professional development “toolkit”.

In addition, UCC Students will receive the following:

- Complimentary 2-year Professional-level membership to TIES at the end of their UCC Program studies.
- Certificate of Completion (suitable for framing).
- Opportunity to participate in TIES’ Ecotourism and Sustainable Tourism Conference (ESTC) with a special UCC Student registration rate.
- Opportunity to participate in an internationally focused seminar, lecture, workshop or webinar by TIES.
- Access to internship placement opportunities through the UCC Program.

III. Requirements for UCC Students

The Application Process

Applications are cleared by the university representative or Academic Consortium Advisor (ACA). Each prospective UCC Student is to be interviewed by the ACA prior to the application submission.

The following are required steps to the application process for each UCC Student:

1. Meet with University ACA to acknowledge interest.
2. Review the UCC Program information.
3. Complete and submit the online application (refer to VII. How to Get Started).
**Application is reviewed by TIES and ACA; student is notified of acceptance within two weeks of application.*

Student Program Fee

- US\$ 250 for students enrolled in one of UCC Consortium Member universities.
- US\$ 500 for students outside the Consortium.

Program Components

1. Nine credits of coursework
 - Tourism development class with emphasis on sustainable development, ecotourism and sustainable tourism.
 - Two additional courses from the following areas that address sustainability issues from a range of social, cultural, economic or environmental perspectives.
 - Social-cultural subjects related to sustainable development and/or tourism.
 - Economic subjects related to sustainable development and/or tourism.
 - Environmental/Natural resource management (including visitor management, interpretation, parks and protected area management) subjects related to sustainable development and/or tourism.
2. Field Study Course (3 credits minimum)
**To qualify as a required Field Study Course for the UCC Program, the course must be offered through a UCC Consortium Member.*
3. Internship (minimum 400 hours)
4. Participation in a forum, workshop or webinar by TIES.
5. Proof of completion of UCC requirements (updated UCC Study Plan approved and signed by ACA).

IV. Internship Requirements

The internship component of the UCC Program is designed to provide all eligible students with the opportunity to apply learned knowledge to a practical field experience in a professional setting. The direct, hands-on experience will help UCC Students gain a greater appreciation for the highly competitive, professionally demanding career in ecotourism and sustainable tourism. Each internship placement with a company or organization working in a relevant field (“Internship Agency”) must be approved by the ACA.

Internship Criteria

The Internship must include:

- 400 hours (minimum) of hands-on work with an approved Internship Agency.
- Tasks that help the UCC Student gain knowledge of the scope of the work of the Internship Agency through direct learning.
- Participation in a project that assists the Internship Agency in furthering their work in ecotourism and sustainable tourism.

Internship Objectives

The internship component of the UCC Programs seeks to offer various opportunities to the UCC Student including the following:

- To integrate classroom knowledge into a professional field environment.
- To learn about the roles, duties and responsibilities of a specific position within the fields of ecotourism and sustainable tourism.
- To explore professional growth opportunities and possible career paths.
- To identify personal strengths and weaknesses.

Internship Protocol

- UCC Students must maintain good academic and professional standing in the program and completed all UCC coursework in order to pursue the internship component to ensure proficient knowledge before beginning field work.
- Internship must include a total minimum of 400 hours and be full-time (minimum of 10 weeks per semester) and not less than the period of time specified by the Agency.
- Internship should be compatible with the UCC Student's chosen career specialization.

Student Liability and Health

It is the responsibility of each UCC Student to purchase his/her own personal liability and health insurance.

V. Field Study Course Requirements

Field Study Course Protocol

Field Study Courses must meet the following conditions in order to be approved as a required component of the UCC Program:

1. Offered through a UCC Consortium Member.
2. Goals and objectives consistent with those of the UCC Program.
3. Address critical issues in ecotourism and sustainable tourism.
4. Course itinerary demonstrates a commitment to providing economic benefits to local communities and providing authentic local experiences for the UCC Student.
5. Effectively introduces the UCC Student to the environmental issues affecting the country and region.
6. Effectively introduces the UCC Student to the socio-political context of the country and region.

Consortium-Wide Field Study Course Options

Each UCC Student must receive approval of the ACA of his/her home university in order to participate, as part of his/her UCC requirements, in a Field Study Course offered by another UCC Consortium Member.

VI. How to Get Started

To confirm participation in the UCC Program, each UCC Student is requested to complete the following simple steps:

- 1) Meet with University Academic Consortium Advisor (ACA) and initiate UCC Study Plan/Proof of Completion.
- 2) Begin coursework and maintain good academic standing.
- 3) Complete UCC Program within two years of enrollment.
- 4) Use your new knowledge and skills to positively enhance the world of Sustainable Tourism and Ecotourism!

VII. UCC Study Plan/Proof of Completion

It is the responsibility of each UCC Student and their ACA to create detailed UCC Study Plan based on the Certificate Requirements. Upon completion of all the required program components, the UCC Student must fill out the following Proof of Completion form, to be approved and signed by the ACA. This form must be submitted to TIES by the ACA in order for the UCC Student to receive the Certificate.

Student Name: _____	
UCC Enrollment Date _____	UCC Completion Date _____
University/Major _____ / _____	ACA _____

Required Program Components:	Date of Completion	Course # /Title	Course Description	Student Initials	ACA Initials
Coursework: Focused Sustainable Tourism Course (3 credits)					
Coursework: Additional Course 1 (3 credits)					
Coursework: Additional Course 2 (3 credits)					
Field Study/Study Abroad Course (min. 3 credits)					
Internship and Final Project (min. 400 hours)					
Forum, Workshop and/or Webinar by TIES					

