"Sustainability is an area that spans a vast number of industries. The sustainable tourism and hospitality certificate is a great way for students to distinguish themselves from their peers. During my time in the MS-ST program, the flexibility of the program set the foundation for understanding aspects of sustainability while allowing me to focus on topics that were of specific interest to me. As a direct result, I now have a published article and continue to pursue my socio-cultural research interests while working in international education."

Charis Tucker, Assistant Director
Spencer Center for Civic and Global Engagement
Mary Baldwin University
Staunton, VA

“Graduate Certificate
Sustainable Tourism and Hospitality”

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ECU School of Hospitality Leadership

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The U.S. Travel Association estimates 15.6 million jobs are created by more than $1 trillion in traveler spending. This impact is driven by the food services, lodging, transportation, recreation, retail and associated tourism industries. An emerging and influencing force that’s affecting all these segments is sustainability with its concentration on socio-cultural, environmental, and economic sustainability, i.e. what is referred to as triple bottom line sustainability.

This sustainable force is creating a strong direction for the tourism and hospitality industry to follow. If you are interested in becoming a key driver in this rapidly growing segment, the School of Hospitality Leadership has the program to prepare you to be an influencer; a leader in helping the tourism and hospitality industry realize the benefits of a sustainable approach to its business.

There’s a good chance that if you’re interested in continuing your education in tourism and hospitality, then the Graduate Certificate in Sustainable Tourism and Hospitality is for you. The certificate is available online and is offered utilizing case studies, industry analytics, projects and more. It is aligned with the curriculum of the School’s Master of Science degree in Sustainable Tourism and Hospitality.

The program helps frame the industry through a sustainable lens that relates tourism and hospitality knowledge to your current or future leadership role.

ECU’s Certificate in Sustainable Tourism and Hospitality provides a professional designation that signifies an employee has cutting edge expertise in his or her field and is committed to the sustainable growth of tourism and hospitality.

Career opportunities in tourism and hospitality exist in both private and public sectors -- working with tourism development authorities, resorts, food service venues, lodging and state and federal and local land management agencies. The list of organizations may also include tourist attractions, theme parks and conference centers.