



The Campus

Southern Oregon University combines many of the best features of both private and public colleges: small-enrollment classes, teachers who know and work directly with their students; and a faculty and staff fully committed to education, both in and beyond the classroom. In the School of Business we prepare graduates who can write clearly, think critically, work effectively in groups and who are aware of the societal issues facing business here and abroad.

The Setting

Nestled at the base of the Siskiyou Mountains in the Rogue Valley of Southern Oregon, SOU is surrounded by forests, mountains, lakes, and rivers providing a spectacular setting for outdoor sports such as hiking, rafting, and skiing. In addition, the University and community are focal points of cultural activity gaining national recognition for the Oregon Shakespeare Festival and the Britt Music Festival.

Program Coordinator

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Certificate in Sustainable Tourism
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CST

Certificate in Sustainable Tourism

2019-20 CATALOG



Certificate in Sustainable Tourism

Prepare for a leadership role in tourism organizations looking to commit to sustainable practices for successful business and destination management.

The **Certificate in Sustainable Tourism** is an undergraduate interdisciplinary program designed to provide learners with an understanding of corporate sustainability and sustainable practices in tourism development. More specifically, learners will study tourism community impacts, sustainable destination planning, and managing a sustainable tourism business while addressing global issues such as poverty, climate change, globalization/localization, and environmental degradation.

Certificate Requirements

To be awarded the Sustainable Tourism Certificate, students must complete the course requirements listed below and the SOU requirements for a BA or BS degree or the transfer equivalent. Students must complete 20 of the final credits of the certificate at SOU. All courses taken for the certificate must be completed with a grade of C- or better. Students must maintain a minimum GPA of 2.5 or higher in all certificate courses. This certificate program is open to undergraduates, graduates, and post-baccalaureate students.

"Sustainable tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

— UNITED NATIONS WORLD TOURISM ORGANIZATION

Prerequisites (8 credits – 2 courses)

BA 208 Introduction to Tourism and Hospitality	4
ES 200 Introduction to Environmental Science	4

Required Core Courses (22-23 credits - 6 courses)

BA 411 - Sustainable Tourism	4
BA 483 - Sustainability Leadership	4
BA 490 - Case Studies in Corporate Sustainability	4
ES 408 - Eco Adventure (1 to 16 credits)	4
ES 439 - Land Use Planning	4
OAL 362 - Sustainability in Outdoor Programming	3

Elective Courses (7-8 credits – 2 courses)

Select one from the following:

BA 310 Lodging Operations	4
BA 311 Food and Beverage Management	4
BA 410 Events Management	4

and/or

Select one from the following:

ES 420 Environmental Sociology	4
ES 421 Ecological Economics and Sustainable Development	4
ES 423 Sustainability and Natural Resources	
ES 437 Conservation in the US	4

and/or

Select one from the following:

BA 407 - Seminar 1-12 credits (must be approved by certificate coordinator)	
BA 409 - Internship (for BA/BS Majors) 1-12 credits (must be approved by certificate coordinator)	
OAL 452 - Minimal Impact Adventuring	3
SOAN 311 - Community Studies	4
(has SOAN 204 as prerequisite)	
SOAN 452 - Global Environmental Movements	4
(has SOAN 204 as prerequisite)	

* Other courses as approved by certificate coordinator (must be in related area and approved in advance by certificate coordinator).