

# University Consortium Certificate in Sustainable Tourism



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



## UCC University 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 or minor and acquire a unique opportunity in experiential, service, and theoretical learning. The UCC Program is flexible and provides a creative, enhanced course of study focusing on ecotourism and sustainable tourism.

The UCC Program’s unique learning opportunities aim to 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 multiple 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 or partner organization; 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](http://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 in a university or college institution.

## 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 study abroad programs and coursework.
- Opportunities to network and learn from professionals.
- Direct field contacts assisted through the UCC 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:

- 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 or volunteer rate.
- Opportunity to participate in an internationally focused seminar, lecture, workshop or webinar by TIES or partner organization.
- Access to internship placement opportunities through the UCC Program.

### Benefits for UCC Members

- Opportunity to set your program apart and offer unique experiential learning options, domestically and internationally.
- Increased program offerings without increasing faculty teaching loads.
- Excellent recruitment opportunities for the University and department.
- Excellent promotional opportunities via joint press release with TIES, and other UCC Program-related promotional materials.
- Increased contacts with wide range of professionals.
- Opportunities for creative faculty involvement, without the planning burden.
- Opportunities to network with leading academic institutions, non-profit organizations, and tourism industry professionals.

**Note:** For students to fully realize the benefits of this program, it is important to communicate with TIES. This includes developing a resume, summary of internship project, and newsletter updates for publication on the TIES UCC website.

### 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. UCC Member Checklist).  
*\*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 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).
6. Produce an internship summary and resume suitable for publication on TIES UCC website.

## 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

Should a UCC Consortium Member wish to make available any of its UCC-approved Field Study Courses to UCC Students from other universities, the UCC Consortium Member must submit the Field Study Course Form (See Section VIII) and provide required information about the Field Study Courses, to be made available to all UCC Students through their ACAs.

For example, students can register for the field study course offered by the University of Utah to Fiji each summer, as an outside, non-matriculating student. There is an administrative fee (approximately \$50) for students not enrolled full time, and fees associated with the actual field experience to Fiji.

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. UCC Consortium Member Requirements

### Roles and Responsibilities

The following is a matrix of responsibilities for UCC Consortium Members and TIES.

	UCC Consortium Member	TIES
<i>Program Activities</i>	Actively participate in Consortium, with one dedicated university representative (ACA).	Actively engage UCC Consortium Members and UCC Students in program activities.
<i>UCC Member Meetings</i>	Participate in quarterly Consortium conference calls and (if possible) annual UCC meeting to be held during the ESTC.	Organize and facilitate Consortium conference calls (at least two times a year) and annual UCC meeting at the ESTC where possible/feasible.
<i>Program Implementation</i>	Work with other departments to open courses applicable to the certificate.	Coordinate and conduct workshops, forums or webinars to be offered as part of UCC requirements.
<i>Consortium Membership</i>	Maintain TIES membership by paying a one-time application fee of US\$1000 and by enrolling two students in the UCC Program per year. Should the UCC Consortium Member fail to enroll two students per year, an annual fee of US\$150 is required to maintain membership.	Provide College and University (Premium Plus level) membership benefits. See: <a href="http://www.ecotourism.org/membership">www.ecotourism.org/membership</a>
<i>UCC Student Application</i>	Approve UCC Students' plan of study components.	Manage Student Program Fees. Organize and coordinate UCC Student application process.
<i>Internship</i>	Approve UCC Students' internship proposals and administer internship.	Provide information on TIES members willing to offer internship opportunities.
<i>UCC Student Performance</i>	Monitor each UCC Student's academic and professional standing in the program.	Provide guidance and support as needed to ACA.
<i>Communications</i>	Submit university/course descriptions for UCC web page.	Update UCC web page (university information, student reports, etc.) and provide space in TIES newsletters, social networking sites, etc. to post updates.
<i>Marketing and Promotion</i>	Disseminate marketing materials throughout the university.	Develop and maintain UCC marketing materials.

## Administrative and Voting Procedures

TIES, the Consortium Chair, and each participating University have one vote on matters of the Consortium. The Chair would also serve as an Academic Consortium Advisor (ACA) for the entire Consortium, should a student from outside the UCC Consortium Members wish to apply to the UCC Program. The Chair position is to rotate among UCC Consortium Members every three years.



## VII. UCC Member Checklist

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

### UCC Member Checklist

Completed	To confirm participation in the UCC Program, each UCC Consortium Member is requested to complete the following steps:
	Read and sign the UCC MOU (send an electronic copy to <a href="mailto:ucc@ecotourism.org">ucc@ecotourism.org</a> ).
	Submit the UCC one-time application fee for processing (invoice will be provided).
	Appoint an Academic Consortium Advisor (ACA) and submit the ACA's contact information to TIES.
	Register as a TIES College & University member at <a href="http://www.ecotourism.org/membership">www.ecotourism.org/membership</a> . Discount code will e provided.
	Complete the Sample Course Options Form (See Section VIII).
	Complete the Field Study Course Form, if applicable (See Section VIII).
	Send University logo (web and print) and a 50 words description to TIES (send to <a href="mailto:ucc@ecotourism.org">ucc@ecotourism.org</a> ).
	Work with TIES UCC Coordinator on marketing material and placement ideas for your University.

## VIII. Forms and Templates

### Sample Course Options Form

Identify course offerings applicable to the UCC program from your University. This will help identify the range of options offered to students in the Consortium.

#### UCC Consortium Member

University:

ACA:

#### Sample Course 1

Course  
Title/Number:

Dates  
Offered:

Course  
Description:

#### Sample Course 2

Course  
Title/Number:

Dates  
Offered:

Course  
Description:

#### Sample Course 3

Course  
Title/Number:

Dates  
Offered:

Course  
Description:

## 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.

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

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 Course (min. 3 credits)					
Internship and Final Project (min. 400 hours)					
Forum, Workshop, and/or Webinar by TIES					

# Field Study Course Form

Please fill out this form if your university/program would like to make available any of your UCC-approved Field Study Courses to UCC Students from other universities. 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.

## University & Program Information

UCC Consortium  
Member  
University:

UCC Consortium  
Member ACA:

Program Name:

Program Location:

Benefits of  
Program Location:

Program's Target  
Student Audience:

## Field Study Course Information

Course Title:

Dates:                      From:                      To:

Faculty Director(s):

Department (s):

Course Description  
(200 words max.)

Course Credit:

Pre-requisites:

Minimum/Maximum  
Enrollment:

Total Expected  
Program Costs:

Living Conditions  
and  
Accommodation  
Options:

Total expected  
program costs:

Instructional  
Format:

Cultural and  
Environmental  
Activities:

## Syllabus Guidelines

In addition to the above, please attach a copy of the Field Study Course syllabus to provide detailed information for UCC Students and ACAs. The syllabus should include the following:

- Course title, course number, number of course credits, course prerequisites.
- Course objectives/expected learning outcomes.
- Topical outline and calendar of presentations (if applicable).
- Basis of final grade, Breakdown of grade - what constitutes an A grade, B grade, Examination and quiz schedule (if applicable), required project/paper or papers (if applicable).
- Reading materials (if applicable).
- Attendance policy.
- Additional information/special requirements.

## UCC Progress

The following template is suggested for providing updates on the UCC program at your university.

UCC ACA: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

No. of Students Currently Enrolled and Expected Completion Date:

Name of Student(s)

Expected Completion Date