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For Immediate Release

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COTR Tourism Management program hosting 2nd annual World Tourism Day event

Theme of this year's event is 'Tourism and Green Investments'

College of the Rockies Tourism Management department is hosting a World Tourism Day event at the Cranbrook main campus on September 28. Community members, students, and employees of the College are invited to take part in the keynote event on the 28th.

"I've been looking forward to another great World Tourism Day event where we can learn and share how we can all collaborate to make our region a better place for people to live and visit," said Becky Pelkonen, Tourism Management faculty. "This year the United Nations World Tourism Organization has chosen Tourism and Green Investments as the theme. We will be exploring this theme with speakers throughout the region and are hosting a networking event for students, the public, and our tourism industry partners. Individuals from across the region can attend in-person or online.

The celebration of tourism will kick off on September 27 with streaming of the United Nations World Tourism Organization's (UNWTO) events from Saudi Arabia and/or other sustainable tourism productions. Students are invited to view the UNWTO events on a big screen in the College Learning Commons. Attendees are invited to come and go from 9:00 a.m. until 4:00 p.m. and to check out the curated book display relating to the theme.

On September 28, a panel of speakers and a networking event on 'Tourism and Green Investments' will be held in the College's Lecture Theatre (KC250) from 3:00 – 5:30 pm. Speakers will be:

- Chris McCurry, Kootenay Rockies Tourism
- Cranbrook Tourism & the City of Cranbrook
- Tristen Chernove, Elevate Airports Inc.
- Craig Campbell and Marty Williams, ʔaᑭam Community Enterprises Cranbrook
- College of the Rockies Tourism Management students Tara Norberg and Ally Saulteaux

This event will also include a welcome from a Sustainable Tourism student and an overview of the College's Tourism Management programs from Stephanie Wells, Dean of Business, Arts and Science. Wells will also provide her perspective on 'Green Investments in the Tourism Industry'. Complimentary refreshments and networking opportunities will follow.

"The UNWTO has identified investments as one of the priorities for tourism's recovery and future growth and development," Wells said. "For World Tourism Day 2023, the UNWTO highlights the need for more and better-targeted investments for people, planet, and prosperity. Now is the time for new

and innovative solutions, not just traditional investments that promote and underpin economic growth and productivity.”

Community members, students, and employees of the College are all invited to take part in the September 28th World Tourism Day event. For those who are unable to attend in person, a livestream will be available.

To register for this free event, go to cotr.ca/events and indicate whether you’ll be attending in person or via livestream.

About Tourism Management

The tourism management diploma is a two-year diploma available both in person and online. The program enables students to build a career in the wide range of opportunities available. A co-op or practicum experience with our tourism partners provides real-world experience and a competitive advantage upon graduation. The Kootenay region has several resort destinations and is popular with visitors in all seasons. Approximately 10% of the total employment in the region is within Tourism and Hospitality; start working toward a dynamic and global career in January or September.

About College of the Rockies

For more than 45 years, College of the Rockies has provided post-secondary education that meets the needs and aspirations of the people, industry, and businesses of our region. Each year, we welcome more than 10,000 full-time and part-time students into a full range of programs, including: skilled trades, university studies, adult upgrading, early childhood education, health and human services, business, office administration, tourism, hospitality, recreation, fire services, continuing education, and contract training. Through smaller class sizes, highly personalized instruction and dedicated support services, our students are primed to succeed in the job market, or in the next stage of their academic journey.

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Cutline: College of the Rockies Tourism Management students will be hosting World Tourism Day events on September 28 from 3:00 – 5:30 at the Cranbrook main campus.