



17 July 2018

Pavlina McGrady, PhD
Tourism & Hospitality, School of Business
136 Central Hall, 1250 Siskiyou Blvd, Ashland, OR 97520

Dear Pavlina,

Thank you for including the environmental science & policy program in the design of the proposed sustainable tourism certificate. We enthusiastically support the proposed certificate and look forward to supporting students through our existing coursework. I am confident that this certificate will strengthen the existing relationship between business and environmental science & policy. This relationship is important not only to SOU, but also to our region.

Oregon is home to a range of businesses working at the interface between business and environmental science. Alternative energy companies, environmental consulting firms, municipal governments, and innovative tech companies regularly employ our students. Increasingly, the sustainable tourism industry is reaching out to us for qualified graduates. We are excited to play a role in the growth of this sector in our region and state. We acknowledge that we offer a range of courses that may be valuable to students pursuing a certificate in sustainable tourism and welcome students in these courses.

Thank you for your innovation and for your support of the growing sustainable tourism industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Vincent M. Smith', is written over a horizontal line.

Vincent M. Smith, PhD
Associate Professor and Chair, Environmental Science & Policy

Department of Environmental Science & Policy
1250 Siskiyou Boulevard
Ashland, Oregon 97520-5045

T: 541.552.6802
F: 541.552.6439