



August 11, 2021

Re: Letter of Support for Sustainable Tourism Management Program at SOU

Please accept this strong Letter of Support for Dr. Pavlina McGrady's proposal to create a Sustainable Tourism Management program at Southern Oregon University.

This program is very timely as the tourism industry is at a crossroad - it is a time of opportunity for the sector to rethink ways of progress, management, and long-term planning and sustainability. Travel Oregon, the destination management organization in Oregon, has developed three phases of response to the pandemic - mitigate impact, rebuild industry, and transform tourism. Therefore, the state, and the tourism industry broadly, needs leaders with deep understanding of sustainability and long-term vision for planning of travel and tourism; destination management organizations and tourism businesses will need to grow capacity and expand knowledge on how to rebuild and most importantly, how to transform the sector for a long-term success and sustainability.

As outlined in Dr. McGrady's proposal, learners in the new program will become experts in integrating sustainable planning, practices and policies in the tourism industry of Southern Oregon and beyond, which is in line with the rebuilding and transforming stages of the Travel Oregon Rebuild Framework. Travel Southern Oregon supports this new program and we hope to collaborate with SOU students in the near future, helping shape the new sustainability leaders of tomorrow.

Supportively,

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