



UN World Tourism Organization Approves Patel College to Lead First Global Sustainable Tourism Observatory in North America

PCGS Joins the International Network of Sustainable Tourism Observatories

Tampa, FL- The Patel College of Global Sustainability is joining the UNWTO INSTO, making the college the first INSTO in North America. This partnership will connect PCGS experts with international experts in sustainable tourism and will strengthen the already existing collaboration with all of the colleges UNWTO affiliate members.

INSTO was established in 2004 as a way for UNWTO to further its commitment to sustainable tourism. This organization was founded on the idea of creating international indicators of sustainability applicable to the tourism sector. Since the establishment of INSTO, 15 observatories have been recognized for their commitment to regular monitoring of the management of tourism. These observatories are located in China, Greece, Mexico, Brazil, Indonesia, Croatia, and now the United States of America.

PCGS's Sustainable Tourism Observatory will measure traditional INSTO metrics and seek to create new ones that will assist in protecting coastal habitat and marine environments. These new metrics have been developed through collaboration with PCGS and the Walt Disney Company on their proven sustainable tourism strategies.

"None of this would be possible without the strong educational support from the USF Patel College of Global Sustainability, the University of Florida extension programs, USF World, the International Ocean Institute USA, and the USF college of Marine Science," said Dave Randle, PCGS Director of Sustainable Tourism.

"This designation will offer new opportunities for study, research, experiential learning, and internships for all PCGS concentrations." said Dean Richard Berman. "As a multi-disciplinary research hub for the University of South Florida, the Patel College of Global Sustainability focuses on developing new sustainable solutions for sustainable tourism, amongst other sectors, making our college an ideal addition to the INSTO."

PCGS is very appreciative of all the good work that our UNWTO affiliate members have done to assist in the creation of this new Global Sustainable Tourism Observatory.