



Sustainability Perspectives

Sustainable Tourism on a Finite Planet: *pre- and post-COVID 19*

Megan Epler Wood, managing director of the *Sustainable Tourism Asset Management Program* (STAMP) in the Center for Sustainable Global Enterprise at Cornell University, will explain that sustainable tourism has a short history in the field of sustainability, launched as a field only in the early 1990s. Most hospitality and travel and tourism schools do not have robust sustainability programs, and the large majority of professionals in the field are self-trained. The industry has supply chains which are difficult to track and are all dependent on public and private systems for management, frequently overlapping. In the past 20 years, the industry has become highly digitized, accelerating the ease of travel, but not solving any of the sustainability challenges. Aspirational goals have been high but achievement of real measurable outcomes are low. This lecture will review some of the key lessons from the speaker's book, *Sustainable Tourism on a Finite Planet*, and how they can be applied in terms of global scenarios before COVID 19, at present and in the future.



Monday, October 26, 2020 - 12:30 – 1:30PM
Virtual event: **Zoom 890 5850 5093** Passcode: **440460**

All *Sustainability Perspectives* series events are free and open to the public.
The series explores the concept of 'sustainability' from a variety of viewpoints.

Wells is committed to providing access to all events; anyone needing assistance should contact Marian Brown, Center for Sustainability and the Environment, at 315-364-3304 or by email at mbrown@wells.edu, as soon as possible.



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