



FOR IMMEDIATE RELEASE

MEDIA RELEASE

Capilano University tourism management programs accredited by the United Nation World Tourism Organization

NORTH VANCOUVER B.C. November 15, 2021 – The School of Tourism Management at Capilano University is pleased to announce two of its programs –Tourism Management Co-operative Education Diploma and Bachelor of Tourism Management – have earned international certification by the [United Nations World Tourism Organization](#) (UNWTO). CapU is only the second university in Canada and the third in North America to receive this prestigious, internationally recognized qualification.

The UNWTO is the United Nations agency responsible for promoting responsible, sustainable and universally accessible tourism. The [UNWTO TedQual Certification](#) program, created in 1998, aims to improve the quality of tourism education, training and research education programs. Certification involves a series of evaluation criteria to measure the effectiveness of the pedagogical system. As well, the review evaluates the extent to which certified programs address the needs of the tourism sector, civil society and the students.

“We are extremely proud to be acknowledged by the United Nations World Tourism Organization in this way,” says Stephanie Wells, chair of the School of Tourism Management at Capilano University. “This designation puts CapU on a level with other leading universities around the world and affirms our global reputation for high caliber teaching and learning experiences.”

The certification process involved a rigorous and thorough review of the work of the school of Tourism Management during the 2020-2021 academic year.

“Achieving this designation has been a goal of our School for nearly 10 years. We laid the foundation through our program updates, program assessments, reviews, and industry advisory input—all of which combined into our submission for accreditation,” says Wells.

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About Capilano University

Capilano University is a teaching-focused university based in North Vancouver, with programming serving the Sunshine Coast and the Sea-to-Sky corridor. The University offers 94 programs, including bachelor's degrees, in areas as diverse as film, early childhood education and tourism management. Capilano University is named after Sa7plek (Chief Joe Capilano), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the territories of the Lílwat, xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (Squamish) and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

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