

How can tourism education better serve you?

May We Treat You to a Day of Connection- Building for Tourism Education and Practice at TRU?

June 28!

Free
Event!



The Tourism Education Futures Initiative (TEFI) is an international network of professors who share a vision of driving social change through values-based tourism education. Over the past decade, TEFI has worked with world-leading institutions to facilitate gatherings where we explore how best to prepare students to be future leaders in this vibrant field. This year, TEFI is coming to Kamloops!



Learn about the new movement to create an environmentally sustainable, socially just, spiritually fulfilling, and financially profitable travel economy!

One of TEFI's key goals is to build bridges with industry, government, and NGO stakeholders in tourism, in order to share knowledge and to learn how tourism education can better meet the needs of practitioners. Will you join us for a day of academic-practitioner connection-building?



*Can entrepreneurship save the world?
Learn how you can partner to lend
your business sense to educational
projects that create social change!*

June 28 is connection-building day at TEFI 2016. We'll begin the day with a keynote address by celebrated industry strategist, visionary, and change agent Anna Pollack, the founder and CEO of Conscious Travel. Other events include a workshop on social entrepreneurship and a panel on wine and tourism in the BC Interior, plus plenty of networking time over lunch and happy hour!

Space is limited for this free event. E-mail Dr. Kellee Caton (kcaton@tru.ca), TEFI 2016 Chair, for more information and to reserve your spot!

TEFI's 2016 Connection Day is sponsored by a grant from the Social Sciences and Humanities Research Council of Canada.