

Press release
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The University of Victoria's Gustavson School of Business and The Sustainable Hospitality Alliance announce a partnership to advance net positive hospitality

*Knowledge-sharing and training partnership to advance net positive hospitality for people
and place*

Through the Executive Programs unit at the Peter B. Gustavson School of Business at the University of Victoria hospitality professionals will soon be taking advantage of new training modules in entrepreneurship and sustainability that aim to help hotels become net positive for people and place, thanks to a partnership with [The Sustainable Hospitality Alliance](#) (the Alliance).

The Alliance is the leading global network for responsible hospitality and is proud to announce a partnership between itself and the Gustavson School of Business.

The Alliance brings together hospitality industry leaders and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. Together, they develop practical resources and programmes to create a prosperous and responsible hospitality sector that gives more back than it takes. The new programs created at Gustavson will play a major role in skilling up hospitality leaders on net positive hospitality.

As well as offering training and knowledge-sharing, the partnership will develop and launch a Trust Index for hotels globally, using as its model the established [Gustavson Brand Trust Index](#), a research survey that maps Canadian consumers' trust in brands across multiple sectors.

As a new partner of the Alliance, the Gustavson School of Business is in good company. The Alliance has over 30 members responsible for 7 million hotel rooms worldwide and including leading hotel companies such as Choice Hotels, Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands and other stakeholders in the hospitality value chain.

Saul Klein, dean of the Peter B. Gustavson School of Business, comments: *"We are very proud to join the Sustainable Hospitality Alliance. Their approach aligns well with our goal to enhance sustainable and responsible practices in all businesses and leverages our expertise in both sustainability and service management. We believe that tourism in general, and the hospitality sector in particular, can play very positive roles in supporting communities and fostering socially and environmentally sustainable practices."*

Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance, said:
“As a new partner of the Alliance, the Peter B. Gustavson School of Business is in a unique position to promote net positive hospitality to its community partners, deepening the school’s commitment to creating a sustainable hospitality sector. This is the first university to partner with the Alliance and I’m confident that our work together will help inspire other schools and universities from around the world, to join us in our mission of creating a truly net positive hospitality sector.”

For further information about the work of the Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

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Note for Editors

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together hospitality industry leaders and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives more back than it takes.

Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit:

www.sustainablehospitalityalliance.org.