



**Center for Economic  
Excellence in Tourism**

College of Hospitality, Retail  
and Sport Management

UNIVERSITY OF SOUTH CAROLINA

## Press release

### World Sustainable Hospitality Alliance Partners with University of South Carolina

London, 01 October 2024 – The World Sustainable Hospitality Alliance (the Alliance) proudly announces its latest partnership with the University of South Carolina, reinforcing the vital role of education in driving a Net Positive future for the hospitality industry.

This collaboration will see the university's College of Hospitality, Retail and Sport Management co-create impactful research projects focused on sustainable hospitality practices, crisis management, resilience, climate change, and water risk. This initiative aligns seamlessly with the Alliance's five-year Pathway to Net Positive strategy, emphasizing the importance of research, training, and development as cornerstones for progress.

Renowned for its leadership in tourism and economic development, the University of South Carolina houses the Richardson Family SmartState Tourism Center for Economic Excellence, which is dedicated to generating data-driven insights that bolster tourism economies. This expertise will enhance the partnership's objectives and drive meaningful change in sustainable practices.

As the newest partner of the Alliance, the University of South Carolina joins over 100 global members and partners. Together, they unite hospitality companies and strategic partners to tackle pressing environmental and social challenges.

Lori Pennington-Gray, Ph.D., director of the SmartState Tourism Center, expressed enthusiasm for the collaboration, stating, "We are excited to work with the Alliance on innovative research that promotes sustainable development and practices in our industry."

Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance, added, "This partnership signifies a commitment to equipping the next generation of hospitality leaders. Research and training are central to our strategy, ensuring that industry professionals are well-prepared to address sustainability challenges."

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#### Notes for Editors

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#### About the World Sustainable Hospitality Alliance

The World Sustainable Hospitality Alliance brings together the hospitality industry 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 back more than it takes. Their members represent over 50,000 hotels – totalling 7 million rooms – and include world-leading companies including Choice Hotels International, Marriott International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Hyatt Hotels Corporation, BWH Hotel Group and Radisson Hotel Group, as well as regional brands. 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](http://www.sustainablehospitalityalliance.org)

### **About the University of South Carolina's SmartStateTourism Center**

The [Richardson Family SmartState Center of Economic Excellence in Tourism and Economic Development \(SmartState Tourism\)](#) is dedicated to generating data-driven insights that inform and support the growth of tourism economies. SmartState Tourism works with industry professionals, scholars, organizations and stakeholders across three primary areas of focus.