



November 12th 2020.

To whom it may concern:

Royal Roads University School of Tourism and Hospitality has maintained a close relationship with the Clayoquot Biosphere Trust for over a decade, providing educational research expertise for major projects, and utilizing Clayoquot Biosphere staff for field experiences for our graduate and undergraduate students. Clayoquot Sound Biosphere Reserve has been an ideal laboratory for courses, ranging from Destination Development to Environmental Stewardship. I have been engaged with Clayoquot Sound for over five decades and completed my PhD. on the Clayoquot Sound region. Besides the joint facilitation with the CBT of several stakeholder meetings, RRU research projects included the *Cultural Tourism Development project in 2013*, the *Pacific Rim Education Tourism Market Research and Strategy Development project in 2014*, which lead to the establishment of the West Coast NEST, <https://clayoquotbiosphere.org/initiatives/west-coast-nest>. This initiative helped to develop Educational Tourism as a significant tourist draw in the region.

The UNESCO designation provides a globally significant landscape with extraordinary ecological and cultural attributes within a day's drive of our campus. The high profile of tourism in the Reserve, and in the community of Tofino and the three Indigenous communities in the Sound, provides an unparalleled example of cultural and ecological engagement. With up to one million visitors to Tofino and the Esowista Peninsula, the need for careful management of an unparalleled landscape becomes immediately obvious to our domestic and international students. The Clayoquot Biosphere Trust has provided exceptional leadership and is an essential component of our School, and also of other Schools at Royal Roads University.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian White".

Brian White, PhD.
Professor and Program Head, Bachelor of Global Tourism Management
School of Tourism and Hospitality Management
Royal Roads University
Tel: 250 391 2600 ext. 4769;
Cell: 250 216 2256
brian.white@royalroads.ca