

Marketing

International

Sustainable

Tourism



Background

- Marlin Travel and Rios Tropicales are the private partner service providers for Rainforest and Tropical Science.
- A sustainable tourism course that Algonquin College students have been participating in for seven years.

Findings

- Mobile technology was helpful in obtaining marketable digital assets.
- Able to stay connected with people back home and promote the locations they were visiting.
- A great resource to improve learning while travelling.

Conclusion

- Mobile technology is an excellent multi-purpose tool to document travels, promote each destination and obtain marketable digital media.

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APPLIED RESEARCH
& INNOVATION

Rios
Tropicales
Geotourism Leaders
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