

Green Greenwich:

Showcasing our University of Greenwich Community

Meet Daniela Danzerova: A Student Sustainability Champion in Tourism and Management.



ABOUT

Daniela is a third year BA Tourism and Management student, she has developed a wealth of experience within the industry, having completed an internship with Greenwich Business School, taken part in the Erasmus+ program and is now a JobShop Student Sustainability Projects Assistant with the University of Greenwich Sustainability Team

COURSE

The tourism industry integrates a variety of sustainability or environmentally related topics such as ecotourism, responsible tourism and sustainable management of tourism resources. Daniela has been actively engaged in tourism activities and management practices since 2018, understanding the importance of sustainable development in both developed and developing countries. Daniela aims to achieve a cognitive shift in our students and staff, through adopting more sustainable practices into projects and digital marketing strategies focused on the circular economy, waste management and biodiversity.

SDGs

Like Daniela, we recognise sustainability as increasingly relevant to our everyday lives. Even the slightest contribution can lead to a reduction in our carbon footprint.



“ **A personal connection to sustainability can motivate students to explore it, not just as a theoretical concept, but as a way to make meaningful contributions to environmental well-being.**