

Course Details:

Course Title: Sustainability in Tourism & Hospitality

Credit Hours: 3

Course Code: THM 321

Pre-requisite: NA

Program: BS T&HM

Sections: NA

Course Description:

Hospitality & Tourism industry is a global industry of great economic importance, but uncontrolled development of the industry and its business operations can lead to major negative consequences. This course introduces the different dimensions of sustainability within the hospitality & tourism industry. It is an interdisciplinary introduction to the key issues of sustainability and the principles and practices that affect them, with a major focus on hospitality management practices, its impacts, and its opportunities. This course comprehensively introduces sustainable hospitality practices adopted by different sectors of the industry and evaluates their effectiveness in achieving economic, socio-cultural and environmental sustainability

Course Learning Outcomes:

Upon successful completion of the course, students should be able to:

1. **Demonstrate** knowledge of sustainability challenges, dimensions, theories and practices in hospitality and tourism
2. **Apply** sustainability frameworks and concepts to understand sustainability challenges in hospitality and tourism businesses
3. **Deliver** effective presentations utilizing appropriate interpersonal skills and audio/visual aids
4. **Develop** a well structured and organized written report
5. **Examine** socio-cultural, environmental and economic impacts of hospitality and tourism businesses at the individual, community and greater societal levels
6. **Evaluate** the positive and negative impacts of sustainability in the tourism and hospitality industry by applying ethical guidelines and frameworks

Program Goals & Learning Objectives:

Goals & learning objectives of the BSTHM Program are:

Goal 1: Students will acquire knowledge to apply in real-world contexts

LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality

LO 1.2: Students will be able to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

Goal 2: Students will work in team settings

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behavior

Goal 3: Students will learn to communicate effectively

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Students will be able to create professional reports

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	●									Case Studies
CLO 2		✓								Case Studies/Quiz
CLO 3					●					Case studies
CLO 4						●				Case Studies
CLO 5	●									Quiz /Examinations
CLO 6								●		Case Studies /Examinations

Note: ✓ indicates mapped and assessed CLO, ● indicates mapped but not assessed CLO and X indicates unmapped

Required Course Material:

Textbook:

- Chen, J. S, Sloan, P. and Legrand, W. (2009). “Sustainability in the Hospitality Industry: Principles of Sustainable Operations”. Oxford, UK: Elsevier.

- Parsa, H.G. et al. (2015). “Advances in Hospitality & Tourism: Sustainability, Social Responsibility and Innovations in Tourism and Hospitality”. Florida, USA: CRC Press, Taylor & Francis Group, Oakville, Canada: Apple Academic Press (AAP)

Additional Readings:

- Journal of Hospitality and Tourism
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management
- Journal of Sustainable Tourism

A course pack will also be provided on Learning Management System (LMS) for the assignments

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

End Semester Exam	35%
Mid Semester Exam	20%
Quizzes	15%
HBR Case Studies	20% (A total of 4 case studies will be given – 2 before mid semester and 2 after)
Class Project	10%

Course Content:

The Weekly breakdown is given below:

Week	Lecture No. and Topic	Reading	Session Outcomes (Students should be able to...)
1	LECTURE 1: Overview of Sustainability in Hospitality	-Elkington, J. (1994). <i>“Towards the Sustainable Corporation: Win-win-win Business Strategies for Sustainable Development”</i> . California Management Review, 36(2), 90-100	CLO 1
2	LECTURE 2: The relevance of business sustainability in the hotel industry; five dimensions of sustainability performance and their relevance to the hotel industry	Brockett, A. & Rezaee, Z. (2012). <i>“Corporate Sustainability: Integrating Performance and Reporting”</i> . New Jersey, USA: Wiley, p.336-247	CLO 1,2
3	LECTURE 3: The theory and practice of sustainable value creation to increase tourism	-Dyllick, T. & Muff, K. (2013). <i>“Clarifying the Meaning of Sustainable Business: Introducing a Typology from Business-as-Usual to True Business Sustainability”</i> . Organization & Management QUIZ #1 -HBR Case Study 1: A & W Canada: Serving great taste with minimal waste	CLO 1,2,3
4	LECTURE 4: The role of supply chains and the opportunity they represent for developing sustainable initiatives	Xu, X. & Gursoy, D. (2015). <i>“A Conceptual Framework of Sustainable Hospitality Supply Chain Management”</i> . Journal of Hospitality Marketing and Management. Vol. 24. Issue 3, pp. 229-259	CLO 3,4
5	LECTURE 5: Stakeholder engagement theory, Triple Bottom Line (TBL) performance theory, environmental stewardship for sustainable tourism	Freeman, R.E. (1998). <i>“A Stakeholder Theory of the Modern Corporation”</i> . In L.B. Pincus (ed). Perspectives in Business Ethics, Singapore: McGraw-Hill, pp. 171-181	CLO 1,3
6	LECTURE 6: Understanding and challenging hotel sustainability strategies and practices to benefit society at large	Hashmi, Z.G., & Muff, K. (2015). <i>“Evolving towards truly sustainable hotels through a “well-being” lens: The S-WELL sustainability grid”</i> . - Quiz # 2 - HBR Case Study 2 : Amara Hotel and Resort Building Competitive Advantage	CLO 3,4
7	LECTURE 7: Labels for hotels’ level of sustainability performance and management	M. Gardetti & A. Torres, Sustainability in Hospitality: How Innovative Hotels are Transforming the Industry, (1st ed., pp. pp. 117-135(19). Sheffield: Greenleaf Publishing.	CLO 4,5

8	LECTURE 8: The role of hotels in educating consumers about sustainability	Goldstein, N., Cialdini, R., Griskevicius, V. (2008). "A Room with a View: Using Social Norms to Motivate Environmental Conservation in Hotels". Journal of Consumer Research 35(3), pp.472-482.	CLO 5
9	MID SEMESTER EXAMS		
10	LECTURE 9: Case study to showcase how a small resort protects its environment, community and commitment to a sustainable future despite its limitations and challenges of scale and cost for a small enterprise	Font, X., Garay, L. & Jones, S. (2014). "Sustainability Motivations and Practices in Small Tourism Enterprises". Journal of Cleaner Production, pp. 72-88. - HBR Case Study 3: Taj Hotels Building Sustainable livelihood	CLO 4,5
11	LECTURE 10: Environmental management systems and their role in quality management in hospitality	Gardetti, M.A. (2005). "Sustainable Development, Sustainability and Corporate Sustainability". In M.A. Gardetti (ed.), Texts in Corporate - Sustainability: Integrating Social, Environmental and Economic Considerations with Short and Long Term. Buones Aires: LA-BELL Quiz # 3	CLO 1,3
12	Guest Speaker Session		
13	LECTURE 12: Implementation patterns of quality sustainability practices in tourist destinations	Mihalic, T. (2000). "Environmental Management of a Tourist Destination: A Factor of Tourism Competitiveness". Tourism Management 21(1), pp. 65-78. HBR Case study 4 : One Room at a time – Energy management System	CLO 4
14	LECTURE 13: Human rights obligations of international hotel chains	Arnold, D.G. (2010). "Transnational Corporations and the Duty to Respect Basic Human Rights". Business Ethics Quarterly, 20(3).	CLO 5
15	LECTURE 14: Business and sustainable tourism, reclamation of abandoned areas to create hotels	Buckley, R. (2012a). "Sustainable Tourism: Research and Reality" Annals of Tourism Research, 39(2), pp.528-546	CLO 5
16	LECTURE 15: The issue of human trafficking and its implications to the hospitality industry, a selection of case studies highlighting best practice from the hotel sector	Graaf, V.D.E. (2018). "Human Trafficking in the Hotel Industry in the Netherlands: the Fine Line Between Service, Responsibility and Liability". Research in Hospitality Management, 8(1), pp.11-16.	CLO 4,5
17	BUFFER WEEK		
18	<u>END SEMESTER EXAM WEEK</u>		

Details of Assessments:

Quizzes:

This course will utilize 3 announced quizzes to measure the learning outcomes of each participant. Participants are therefore advised not to miss a class and remain prepared to perform well during the course. *Kindly note that there will be no make-up for missed quizzes.*

Case Studies:

There will be a total of 4 cases in the course 2 before midterm and 2 post midterm general guide which will be followed assess the quality and depth of the case study analysis:

1. Understanding of the Case (15%)

- **Key Issues Identification:** Does the student clearly identify the main problem or decision that the case revolves around?
- **Context and Background:** Is there a solid understanding of the business, industry, and relevant historical context surrounding the case?

2. Analysis and Application of Concepts (30%)

- **Critical Thinking:** How well does the student break down the issues, identify underlying problems, and evaluate alternative solutions?
- **Data Interpretation:** Are financial data or other quantitative information from the case used effectively to back up arguments and decision-making?
- **Risk and Assumptions:** Are the assumptions clearly stated and risks identified in the proposed solution?

3. Quality of Recommendations (25%)

- **Feasibility:** Are the recommendations realistic and actionable, given the case context?
- **Alignment with Goals:** Do the recommendations align with the objectives of the company or stakeholders in the case?
- **Implementation Plan:** Are there practical steps or a clear implementation strategy outlined for executing the recommendations?

4. Clarity and Organization (15%)

- **Structure:** Is the analysis well-organized, with clear sections (e.g., introduction, analysis, recommendations)?
- **Clarity:** Is the writing clear, concise, and free of unnecessary jargon? Are key points easy to follow?
- **Flow:** Does the paper flow logically from one section to the next?

5. Conclusion (15%)

- **Summary of Findings:** Does the conclusion summarize the key insights from the case study analysis?
- **Reflection:** Does the student offer any reflection on broader implications or lessons learned, either for the company or for business practices in general?

Bonus: Creativity and Originality (Optional)

- **Innovative Ideas:** Does the student demonstrate original thinking or propose innovative strategies for addressing the problems?
- **Application of Unique Insights:** Does the student bring any outside knowledge or new perspectives that enrich the analysis?

Grading Rubric Example for case studies:

Points will be awarded out of 10 for each case study

- **9-10 (Excellent):** Thorough analysis, excellent use of theory and data, clear, actionable recommendations, well-organized writing.
- **7-8 (Good):** Solid analysis, good use of theory and data, clear recommendations, minor issues with clarity or organization.
- **5-6 (Satisfactory):** Adequate analysis with some gaps, limited application of theory, weak or vague recommendations.
- **4 (Needs Improvement):** Incomplete or unclear analysis, lack of evidence or relevant theory, no clear recommendations.
- **Below 4 (Failure):** Inadequate or incorrect analysis, lacks focus or depth, no actionable recommendations.

Project:

A sustainability analysis project report and presentation.

Students will have to pick a reputable hospitality or tourism organization and deliver a comprehensive sustainability analysis report and presentation. The project should include:

- Executive Summary
- Methodology
- Sustainability criteria
- Findings and analysis
- Challenges and Limitations
- Recommendations
- Conclusion and References