

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

Teaching guide

Area: Human Resources and Organization Management

Subject: Business Ethics in Tourism and Hospitality

Period: Semester 8

Lecturers:

Dr. Ricard Santomà Vicens

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MODULE: INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

AREA: HUMAN RESOURCES AND ORGANIZATION MANAGEMENT

SUBJECT: BUSINESS ETHICS IN TOURISM AND HOSPITALITY

CODE: OB8ETI

LANGUAGE: ENGLISH

YEAR: 4

PERIOD: SEMESTER 8

CREDITS: 2 ECTS

1. Subject objectives

Business ethics are the moral principles that act as guidelines for the way a business conducts itself and its transactions. In many ways, the same guidelines that individuals use to conduct themselves in an acceptable way ? in personal and professional settings ? apply to businesses as well.

Business ethics is a form of applied ethics or professional ethics, that examines ethical principles and moral or ethical problems that can arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations.[1] These ethics originate from individuals, organizational statements or from the legal system. These norms, values, ethical, and unethical practices are the principles that guide a business. They help those businesses maintain a better connection with their stakeholders.

So this subject is an approach to the main matters related to business ethics that will have an impact in your future development as tourism and hospitality professionals.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G01 - A commitment to ethics: be able to act in consequence and with basic ethical and social principles and values

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

Specific

E13 - Lead and manage the various types of tourism organizations.

3. Content

Session 1: Feb. 13th - Gender Equality (Prof. Daniela Freund).

Session 2: Feb. 27th - Sustainable Development Goals (Dr. Oscar Mateos).

Session 3: March 12th - Regenerative Tourism (Prof. Lucía Hernández).

Session 4: March 26th - Authentic Leadership (Dr. Carlos Royo).

Session 5: April 23rd. Environmental Issues (Prof. Rebecca Johnson).

4. Teaching methodology

Debates. During the sessions with the invited lecturers, it is expected to have a debate to go deeper into the content.

Working individually or in groups. After each session, it is expected a reaction paper to be delivered by the next session.

Readings. Reading information about the content developed in each session will be required to write the reaction paper

Plenary Lectures. Each session will have an invited lecturer who will give a class about the content developed.

5. Assessment activities

Regular examination call

- **A1 - Gender Equality (Feb, 26/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, B5, G1, D12, E13

- **A2 - Sustainable Development Goals (Mar, 11/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, B5, G1, D12, E13

• **A3 - Regenerative Tourism (Mar, 25/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, B5, G1, D12, E13

• **A4 - Authentic Leadership (Apr, 22/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, B5, G1, D12, E13

• **A5 - Environmental Issues (May, 06/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, B5, G1, D12, E13

Final grade is calculated only if all activities have a grade higher or equal than 4. Otherwise, the final grade is the minimum grade of all activities.

70% of attendance is mandatory for passing the subject in the regular call.

Resit examination call

• **Assessments not passed will be re-delivered**

Academic Work (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, G1, D12, E13

Final grade is calculated only if all activities have a grade higher or equal than 4. Otherwise, the final grade is the minimum grade of all activities.

Grades of the passed activities at the regular call are kept.

6. Bibliography

7. Lecturer/s

Dr. Ricard Santomà Vicens (Head lecturer) - ricard.santoma@htsi.url.edu

Ricard Santomà is the Dean and General Director at the School of Tourism and Hospitality Management Sant Ignasi (Universitat Ramon Llull).

His main research areas are focused in service quality management, service performance and responsible tourism. He is author of several books and papers presented in international conferences. He has also been visiting lecturer in universities from UK, USA, Perú, Hong Kong, The Netherlands, etc.

Ricard Santomà holds a Ph.D. Universitat Ramon Llull, a Master's Degree in Information Society from Universitat Oberta de Catalunya, a Postgraduate in Human Resources Management from Universitat Pompeu Fabra and Bachelor's Degree in Business Administration from Universitat de Barcelona. He obtained the Advanced Management Program Degree at ESADE and the Business Opportunities and Financial Challenges Program at Wharton Business School.