

Master Program in Hotel Business Management

Academic Year: 2017-2018

Teaching guide

Area: Sustainability and Social Responsibility

Subject: Sustainability and Social Responsibility

Period: Anual

Lecturers:

Dr. Cristian Palazzi Nogués de Trujillo

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MODULE: STRATEGY, INNOVATION AND SUSTAINABILITY

AREA: SUSTAINABILITY AND SOCIAL RESPONSABILITY

SUBJECT: SUSTAINABILITY AND SOCIAL RESPONSIBILITY

CODE: MDEH16SRS

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: ANUAL

CREDITS: 5 ECTS

1. Subject objectives

To understand the reasons for our present unbalance in our relationships with nature. At the same time we will deal with main strategies improve it, especially in the business world.

To apply this knowledge to the tourism industry, emphasizing the most important measures to be adopted in the hotel sector in sustainability and social responsibility.

To be able to elaborate a sustainable and socially responsible project for a hotel.

2. Competencies developed

Basic

B07 - students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study

B08 - students are able to integrate knowledge and handle complexity and formulate judgments based on information that is incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments

General

G01 - be able to search and manage information from sources in order to make decisions that contribute to achieving the objectives of the organization

Specific

E01 - Lead the achievement of the objectives of hotel companies through management taking into account the environmental, socio-cultural, ethical and economic criteria to ensure the principles of sustainable and responsible tourism accommodation

E02 - Identify the different global actors active in shaping the market and hotel industry to learn how to compete or cooperate with them

3. Content

Session 1: 1. Sustainability as Responsibility and Opportunity 1.1 Is there an environmental crisis? 1.2 Why do we have a crisis? 1.3 Are there any solutions for our environmental crisis? - Sustainable Development through Tourism .

Session 2: 2. Saving Energy 2.1 What kind of energy is needed for future 2.2 The Climate Change and consequences 2.3 Strategies in energy - Energy efficiency in the hotel sector. The energy map of the sustainable hotel - Decalogue of the efficient hotel. How to improve energy efficiency and sustainability in 10 steps.

Session 3: 3.Reducing Impacts 3.1 What kind of impact are we talking about 3.2 Strategies in front of the impacts: Best practices and certifications 3.3 From the linear economy to the circular one . Related material: Case Studies of Excellence on CSR in the Hotel Business in Barcelona

Session 4: 4.Global Factors and Values 4.1 The Story of Stuff: Global factors 4.2 Creating Shared Value: The Strategy QSR 4.3 Final considerations. Related material: Global Code of Ethics in Tourism

4. Teaching methodology

Practical Exercises.

Case Studies.

Student Presentations (individual or group).

Readings.

Working individually or in groups.

5. Assessment activities

Regular examination call

- **Attendance**

Academic Work (Individual - 10%)
Evaluated competences: G01, B08

- **Group discussions, individual contributions, short presentations in PowerPoint**

Case analysis (Individual - 20%)
Evaluated competences: B07, E01, E02

- **Final exam (Individual - 70%)**

Evaluated competences: B07, E02

Assessment comments:

- Class attendance will be evaluated considering the average attendance.

Resit examination call

- **Final exam (Individual - 100%)**

Evaluated competences: B07, E02

Date to be specified by HTSI.

- Students who fail the regular call will have to repeat the individual work.
- The individual work will be delivered on the date fixed for the retake call.

6. Bibliography

Recommended readings

Tourism and Sustainability (2016). Routledge

HTSI: Observatori de Turisme Responsable (2015). Case Studies of Excellence on CSR in the hotel business in Barcelona. Barcelona.

Global Code of Ethics for Tourism (1999) OMT

7. Lecturer/s

Dr. Cristian Palazzi Nogués de Trujillo (Head lecturer) - cristian.palazzi@htsi.url.edu

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.