

HOS 210
Sustainable Hospitality & Tourism Management
3-3-0

COURSE DESCRIPTION:

This course provides an introduction to sustainable hospitality and tourism management practices and development. This course examines the principles of sustainable development, water conservation, waste management, marketing, and ecodesign. Students will use strategies to understand sustainability and the financial implications of hospitality and tourism businesses. In addition, this course will provide an overview of ethics, sustainable economics, and corporate social responsibility.

REQUISITES:

None

Previous or Concurrent Course Requirements

None

Learning Outcomes Upon successful completion of this course, the student will be able to:	Learning Activities	Evaluation Methods
1. Understand the role of sustainability in connection to hospitality and tourism development.	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations
2. Identify practices in energy efficiency, waste management, and water conservation.	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations
3. Discuss eco-design in relationship to sustainable restaurants and hotels.	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations
4. Analyze sustainable technology, marketing and financial management.	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations

Learning Outcomes:	Learning Activities	Evaluation Methods
5. Understand consumerism and its impact on sustainable tourism.	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations
6. Demonstrate sustainable corporate and social responsibility practices.	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations
7. Exhibit the understanding of cost analysis and budget projections for a sustainable business concept.	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations
8. Establish the creation of a sustainability plan for a tourism based business	Lecture AV/Multimedia Case Studies Discussions Projects	Written Exams Student Presentations

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

Sequence of Topics:

1. Introduction to sustainable hospitality and tourism management.
2. Energy efficiency, waste management, and water conservation.
3. Eco-design in hospitality concepts.
4. Sustainable restaurant and hotels.
5. Sustainable marketing and consumerism.
6. Sustainable corporate social responsibility.
7. Communicating environmentally sustainable initiatives.
8. Sustainable environmental technology and management.
9. Sustainable financial management planning and implementation.

Learning Materials:

Chen, J S, Legrand, W, and Sloan, P. *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. New York, NY: Routledge. (2009)

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL

Prepared by: Shawn Murray

Date: 12/8/2018

VPAA/Provost or designee Compliance Verification:

Date: 2/25/2019



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.