

BMIH5006

Sustainable Hospitality and Tourism Management





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

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International Hotel Management

BMIH5006

Sustainable Hospitality
and Tourism Management

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC—No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

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Aims For Today

For us to get to know each other

For **all of us** to have an understanding of Module content & have an introduction to sustainability in the context of hospitality and tourism

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Topics we'll cover today:

- Introduction
- Module content
- Assignments
- Moodle
- Communication
- Q&A

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Pleased to meet you. Let's say hello!...and do the register.



Module overview

Aims and Learning Outcomes

Aims:

- To develop student knowledge and understanding of sustainability, principles of sustainability.
- To learn about the impacts of tourism on the environment.



Learning Outcomes:

Upon the successful completion of this module, the student should be able to:

- Demonstrate a critical understanding of the term “sustainability” and apply it within the context of hospitality and tourism
- Analyse concepts of “sustainable good practice” within the tourism and hospitality industry (rural, coastal and urban areas) and within the transport sector

Some themes/topics

- Defining sustainability
- Tourism Growth and Effects
- The Circular Economy
- Corporate Social Responsibility
- Destination Management
- Transport
- Ecotourism
- All things **Green**..... and much more!

Module Handbook

- Please go into Moodle and find the handbook.
- Let's go through the assessments together.
- Industry week 22nd May – compulsory.

Assessment

- Assignment 1 – 50%
2000 word Written **Essay**
 - To be submitted by **11.55 pm, 26th May**
- Assignment 2 – 50%
2000 word Written **Report**
 - To be submitted by **11.55pm, 15th June**

Academic Integrity

- This means being honest in the work that you do as part of your studies.
- Let's watch a video as a reminder...



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Class Activity

What comes to mind when you think of sustainability?

What is your definition of sustainability?
Do you think it is important? If so, why?

Definitions of Sustainability

- In 1987, the [United Nations Brundtland Commission](#) defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

<https://www.un.org/en/academic-impact/sustainability>

High Profile...

- Greta Thunberg
- Sir David Attenborough





- 'You have stolen my dreams and my childhood with your empty words,' climate activist Greta Thunberg has told world leaders at the 2019 UN climate action summit in New York (YouTube 2019) 8.5m views (checked 18/4/2023 at 4.30pm)

- Where does the UK rank in the world for sustainability?

sdgindex.org

- Try and list the Top 5 most sustainable countries:
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.



Chapters

Rankings

Interactive Map

Country Profiles

Data Explorer

Downloads & Materials

Rank	Country	Score	Performance by SDG
1	 Finland	86.51	
2	 Denmark	85.63	
3	 Sweden	85.19	
4	 Norway	82.35	
5	 Austria	82.32	
6	 Germany	82.18	
7	 France	81.24	
8	 Switzerland	80.79	
9	 Ireland	80.66	
10	 Estonia	80.62	
11	 United Kingdom	80.55	
12	 Poland	80.54	

<https://dashboards.sdgindex.org/rankings>, accessed 18/4/2023 at 4pm



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Definitions of Sustainable Tourism

- ...“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”
- ...sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”

([UNEP](#) & [UNWTO](#), 2005: 11-12. *Making Tourism More Sustainable – A Guide for Policy Makers*).

Class Activity

What resources do tourism and hospitality rely on?

Resources

Category	Type	Examples
Natural resources	Flora, landscape, fauna, climate, water	Forests, beaches, wildlife, seasons, sea
Cultural resources	Religious, heritage, other	Churches, temples, historic buildings, ethnic celebrations
Event resources	Festivals, tournaments, business, other	Music, art, sport, trade shows, conferences, carnivals
Activity resources	Recreational, services, facilities	Golf courses, swimming pools, museums, theatres, zoos, theme parks
Services (tourism infrastructure)	Transport, accommodation, reception, catering, services	Airports, hotels, tourist information network, maps, guides, bars, restaurants, marinas, foreign exchange services



Individual Activity

What are the impacts of hospitality and tourism? Pop your ideas in the chat.

Key Environmental Impacts

- Pollution
 - Noise, land, air, water
- Heavy and over-use of natural resources
- Environmental degradation
- Wildlife disturbance
- Education/awareness raising
- Funding
- Volunteer tourism programmes



Key Social and Cultural Impacts

- Authenticity (lack of)
- Cultural pride
- Demonstration effect
- Education
- Crime



Socio-Cultural Impacts

- Tourist types (Smith, 1989)
 - Explorer
 - Elite
 - Off-beat
 - Unusual
 - Incipient mass
 - Mass
 - Charter



Main Activity

What does it mean to be sustainable in the hospitality industry?

- Use this resource to inform your work
<https://sustainablehospitalityalliance.org/about-us/what-we-do>
 - Why was the alliance established?
 - What are the 4 key issues the hospitality alliance is dealing with? Explain them
 - Who is involved?
 - What does your group think about this organisation – its effectiveness, its reach etc?
 - Write a half page of notes and share them with me as an image on the chat

Directed Learning

- In readiness for next week, do your own research around Doxey's Irridex (1975).
 - What does it explore?
 - What are the 4 stages Doxey identified?

References

- [UNEP](#) & [UNWTO](#), 2005: 11-12. *Making Tourism More Sustainable – A Guide for Policy Makers*.
- UNWTO (2011) *Tourism Highlights*. UNWTO, Madrid.
- UNWTO (2012b) *Tourism 2020 Vision*. Available at: <http://www.unwto.org/facts/eng/vision.htm> (accessed on 17 July 2011).
- Smith, V.L. (1989) *Hosts and Guests: The Anthropology of Tourism*, 3rd edn. University of Pennsylvania Press, Philadelphia.
- SustainableHospitalityAlliance.org
[Sustainable Hospitality Alliance – Advancing responsibility](#)
- Please also see links in the slides

I look forward to seeing you
next week.

If you have any questions in
the meantime, please send
an email or a message via
Teams.

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