

BMGM5000

Embedding Sustainability within Organisations



International Gastronomy Management

BMGM 5000

Embedding Sustainability within Organisations

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To report an incident use the Formal Student Complaint Form

Non-Academic Misconduct

Covers:

- Actions which cause actual or potential distress or harm to others;
- Actions which cause actual or potential damage to property of others;
- Actions which may prevent or disrupt the normal functioning of the University;
- Actions which may cause reputational damage to the University as a result of the misconduct of the alleged perpetrator;
- Actions which impede or interfere with the pursuance of work/ study of University members, or impact on normal operations of the University;
- Breaches of the University's Student Code of Conduct.

Harassment

Bullying

Victimisation

Hate Crimes

Sexual
Misconduct

Antisocial
Behaviour

Damage to
Property

<https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/student-experience/UWTSD-Student-Code-of-conduct-2021.pdf>

UWTSD STUDENT CODE OF CONDUCT

This document sets out the standards of conduct that are expected of students at UWTSD.

UWTSD expects its students to conduct themselves in a manner that does not bring the reputation of the University into disrepute. Where a student's conduct does not meet the expectations outlined in the Student Code of Conduct, the University **Non-Academic Misconduct Policy** may be applied. Examples of conduct that may breach this code of conduct can be found in the Non-Academic Misconduct Policy.

The University seeks to provide a safe and inclusive environment for all students, and therefore it takes breaches of this code of conduct seriously. If you are experiencing behaviour that contradicts this code of conduct, (e.g. harassment, sexual misconduct, bullying through social media), please report the allegations to the University as outlined in the Non-Academic Misconduct Policy. The University will look to provide support to you as appropriate through its procedures (this may include offers of mental health support and/or referral to external support).

Professionalism

- It is expected that you act in an honest way and that you will abide by the law.
- You should familiarise yourself with and adhere to approved University policies and regulations.
- Attend and engage with your programme of study and proactively seek support when needed as outlined in the **Student Charter**.
- Where applicable, adhere to relevant professional standards relating to personal and professional conduct. See also the University **Fitness to Practise Policy**.
- Where applicable, adhere to relevant professional, statutory, regulatory body expectations and requirements to protect present and future patients, service users or clients at all time. See also the University **Fitness to Practise Policy**.

Caring for each other

- You should recognise everyone is an equal member of the community whether teacher, student, administrator, cleaner or security worker. Everyone should be extended the same respect and support.
- It is expected that you should not be judgemental about others – not blame or stigmatise groups or individuals, for example, if they should become unwell with Covid-19 or are not able to follow all protective behaviours due to reasons of disability or medical exemption.
- You are expected to help your fellow students whether on campus, online or in halls, without posing a risk to yourself, especially if they are in difficulties or don't understand procedures. For example, you can offer help by directing your fellow student to the appropriate support service (e.g. the **Hwb** or **Student Services**).

Representing the University

- You are an ambassador for the University at all times. The University expects that you will act responsibly and respectfully both within the local community and when away from the local environment (for example, whilst on study abroad, field trips or placements, or when representing the University in sporting events).
- You should show good sportsmanship whilst representing the University in sporting events.
- When visiting off-campus locations for events, you should treat the facilities at the location you are visiting, as well as any transport that has been arranged to get you to your location, appropriately and with due consideration for others.
- You should behave in a manner which upholds the good reputation of the University, including whilst off-campus for sporting or social events associated with the University.

Respect for the University Environment

- You should treat University buildings, property and facilities with respect and refrain from conduct which may damage the University environment.
- You should ensure that any UWTSD equipment or facilities are used appropriately and with due consideration for others (e.g. shared computers or equipment, **IT Acceptable Use Policy**).
- You should show respect for the campus environment (for example by disposing of litter appropriately).
- You should make yourself aware of the health and safety arrangements at the University (for example, the **University Smoking Policy**).
- It is expected that you have your student ID card with you while you are on campus and access University facilities.

Respect for Others

- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but not limited to email, social media, instant messaging and texting) so that they do not feel as though they are being harassed or bullied.
- You should conduct yourself in a manner that does not harm or does not have the potential to harm others. This includes refraining from:
 - Abusive or unreasonable conduct e.g. acts of bullying or harassment; including harassment related to the protected characteristics
 - Physical misconduct e.g. punching, kicking, slapping, biting, pushing or shoving;
 - Sexual misconduct (see **Non-Academic Misconduct Policy**);
 - Threats of injury or violence upon others;
 - Activities which may constitute a hate crime;
 - Activities related to the incitement of, or participation in, acts of terrorism;
 - Activities that wilfully and deliberately spread misinformation;
 - Activities which foster blame narratives (i.e. apportioning blame without factual basis).
- Respecting the right of others to hold opinions that are different to your own. The University encourages respectful discourse and discussion. Where there are disagreements or debate, it is expected that students use appropriate language at all times including respecting protected characteristics.

Respect for the community

- It is expected that you consult and follow current government guidance and University advice, guidance and regulations relating to Covid-19 including the need to quarantine, self-isolate, social distancing requirements or reporting for contact tracing.
- It is expected that you will follow all health and safety practices required or recommended by health professionals such as frequent hand-washing and hand sanitisation.
- It is expected that you adhere to University policies relating to the wearing of face masks.
- It is expected that you behave responsibly within the wider community in which the University operates and follow any local guidelines.



Recap

What is the circular economy?



...a 'regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing and recycling' (Geissdoerfer et al., 2017:764).

Name some examples of how the hospitality industry has embraced the circular economy...

Aims For Today

- Understanding consumer behaviour
- Understanding consumer trends
- The inter-relationship between gastronomy and tourism/destinations
- Understanding the impact of tourism and hospitality on host communities



What is a consumer?

Let's discuss...



“a person who buys goods or services for their own use”

<https://dictionary.cambridge.org/dictionary/english/consumer>

The Big Questions...

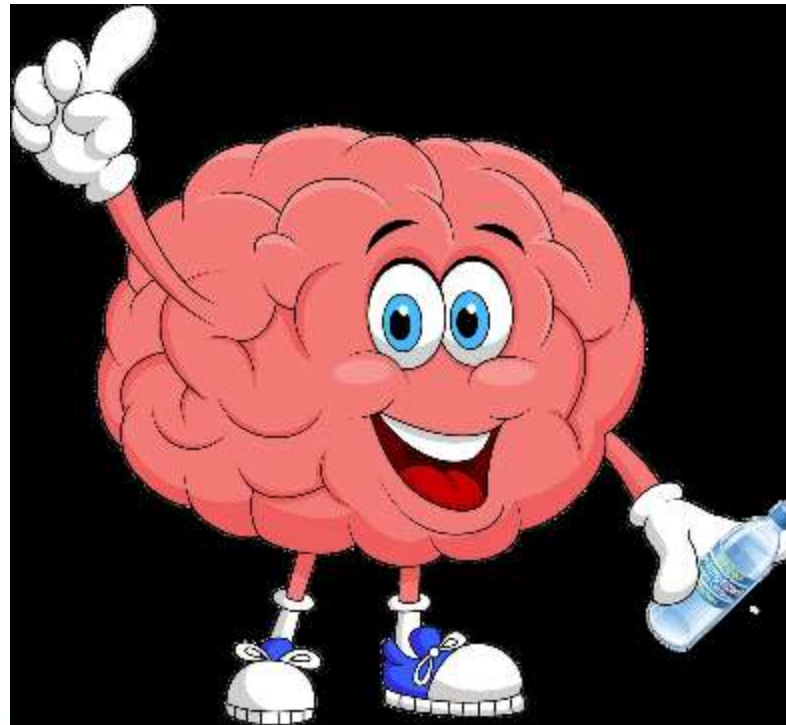
What influences people's purchasing habits?

Why do they choose one restaurant or hotel over another?



Understanding Consumers

- Psychology - the scientific study of the human mind and its functions, especially those affecting behaviour in a given context.



Consumer Behaviour Theory



Consumer Behaviour Theory

- Consumer behaviour research has been analysed for at least the last 300 years – economists have long wanted to know ‘what makes us buy what we buy?’
- So let’s look at a few theories that try to explain consumer behaviour...

Economic man

The consumer makes the ideal decision based on having all the knowledge they need about the various product options and alternatives, and his/her able to compare or rate each alternative.

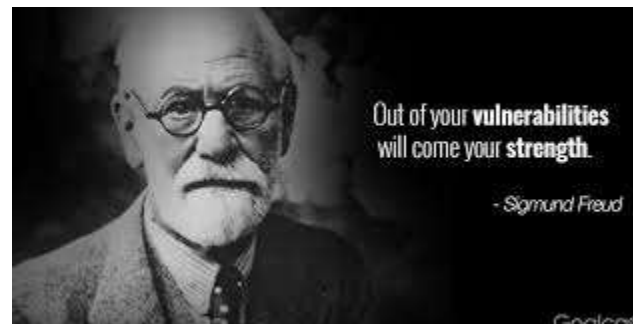
What do you think of this theory?



Psychodynamic approach

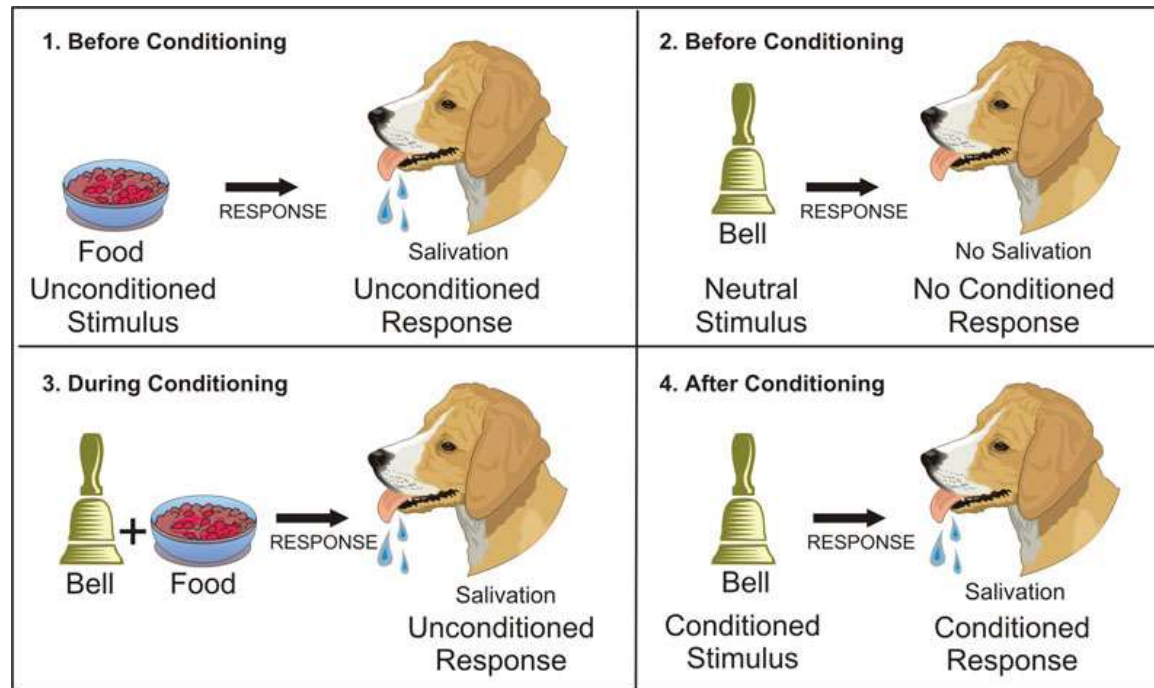
Sigmund Freud

The role of the unconscious mind and the idea that our decisions are driven by instinct, rather than by reasoning or the environment in which we live.



Behavioural approach

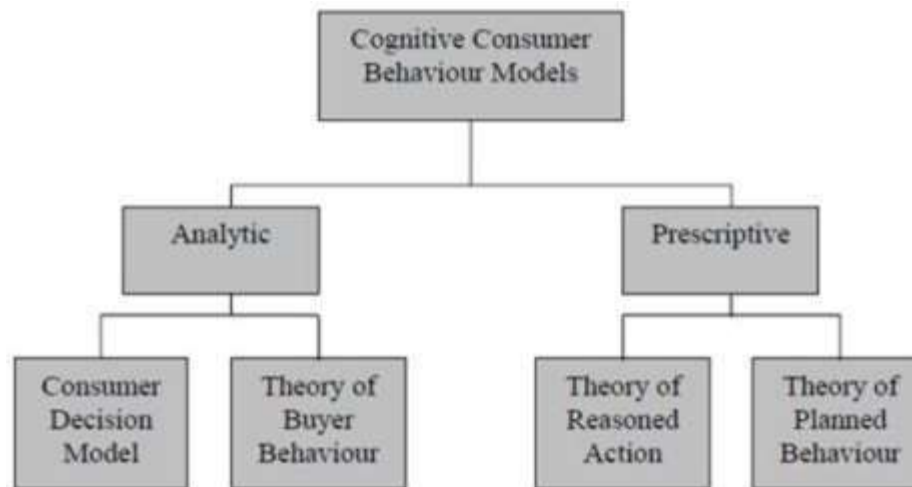
Buyers react to external events/respond to conditioning or stimulus (based on research by Ivan Pavlov 1849-1936).



Classical Conditioning

Cognitive Approach

- Consumers make decisions based on behaviour, environmental and social/intrapersonal experiences. The development of cognitive psychology in general is credited to Hebb in 1950s. This is better at explaining the complexity of decision making, but assumes the consumer is rational and logical and is active in decision making.



Bray J. 2008

Cognitive Approach

Consumer decision model...(also known as the Engel-Blackwell-Miniard Model) was originally developed in 1968.

- It is based on the consumer understanding their need, then undertaking research into 'solutions' and searching their own previous experiences.;

Theory of buyer behaviour... the model draws heavily on learning theory concepts (Loudon And Della Bitta 1993), and considers:

- Motive – described as either general or specific goals impelling action.
- Evoked Set – the consumers' assessment of the ability of the consumption choices that are under active consideration to satisfy his or her goals.
- Decision mediators – the buyer's mental rules for assessing purchase alternatives.
- Predispositions – a preference toward brands in the evoked set expressed as an attitude toward them.
- Inhibitors – environmental forces such as limited resources (e.g. time or financial) which restrain the consumption choice.
- Satisfaction – represents a feedback mechanism from post-purchase reflection used to inform subsequent decisions.

Cognitive Approach

Prescriptive models...linked to looking at beliefs and attitudes as influencers of consumerism

- Reasoned action - the theory acknowledges the power of other people in influencing behaviour (Solomon, Bamossy et al. 2006)
- Theory of Planned behaviour – says intention is governed by a mix of attitude, social expectations, and perceived behavioural variables. But, is there and under-reliance on emotion, spontaneity, habit or cravings as influences?



Humanist approach

- Theory of Trying...
 - Goal directed behaviour



What's the reality?

Let's discuss...



In reality – is it a mix of conscious and subconscious factors; with elements of all the above?

Customer Trends in Food and Beverages

- From your own experience, what are customers asking for/expecting?
 - Think about types of food, presentation, provenance etc.
 - Think about the settings/décor.
 - Are customers more aware/interested in knowing the background to the food and, or the chef etc?
 - Is the 'cost of living' crisis an issue?
- How has this changed over time?



Trends in Food and Beverages



Group Activity

Look for trends in consumer behaviour. Develop a profile of customer wants and needs for a restaurant of your choice.



Gastronomy, Hospitality & Tourism

- **Gastronomy:** “the art and practice of cooking and eating good food”
<https://www.oxfordlearnersdictionaries.com/definition/english/gastronomy?q=gastronomy>
- **Hospitality Industry:** “The hospitality industry is a large subsection within the service industry and is comprised of four main areas: Food & beverage, travel & tourism, lodging, and recreation”.
<https://hospitalityinsights.ehl.edu/hospitality-industry>
- **Tourism** “is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes”.



Gastronomy, Hospitality & Tourism

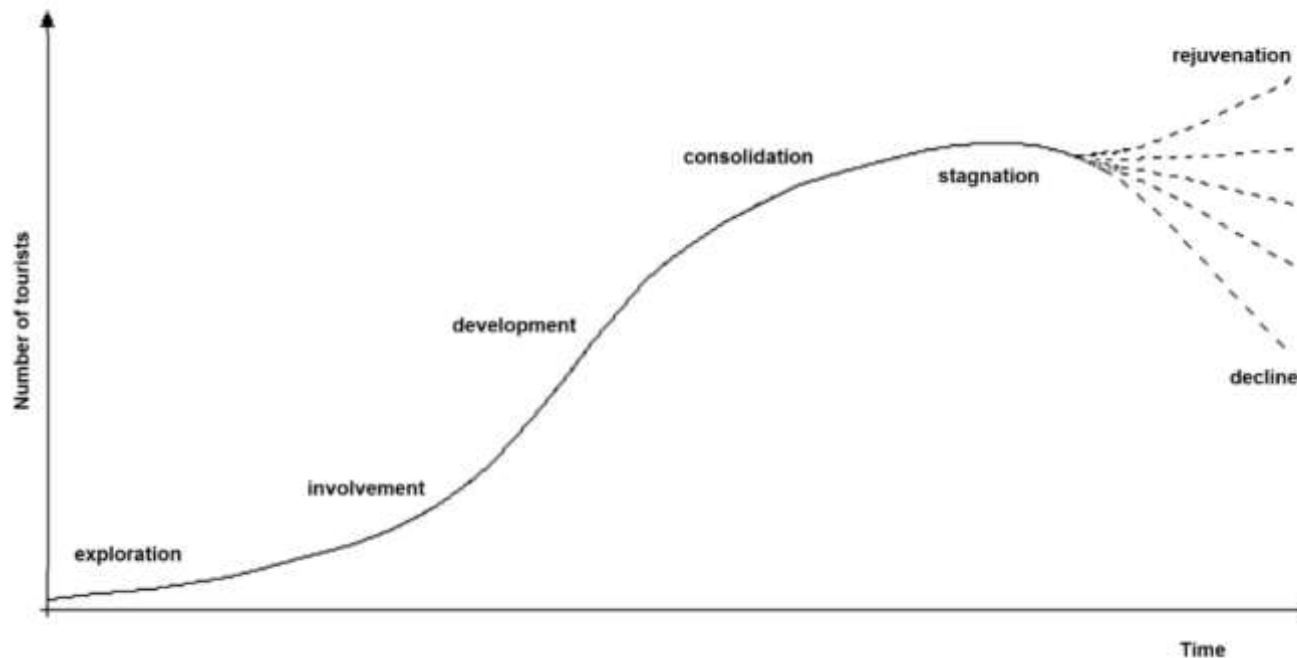
Inter-related.

- When we travel, we need to eat.
- Eating is an important part of the travelling experience – trying new things, experiencing food culture, treating ourselves.
- Good hospitality and great food makes good memories – at home or on holiday.



Tourism Area Lifecycles (TALC)

Butler's Model



This model helps us understand tourism management within destinations.

Want to find out more about it? Try <https://www.bbc.co.uk/bitesize/guides/z2nnqty/revision/1>

Defining a Destination...

- A physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within a day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. (UNWTO, 2007)
- The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. (UNWTO 2021)

UNWTO (2021) www.unwto.org/glossary-tourism-terms, accessed 14/11/2022

Tourism pressures...?

- Tourism authorities/business owners may say:
“**business is good**”
- Conservation/environmentalists would say:
“**too many people**; cars; litter” ...
- 1960s cheaper air travel, mass tourism **70m** tourist arrivals per year
- 21st century **1.4b** tourist arrivals + domestic tourism

Office
in
Cardiff

Destination Management

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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

The 3 principles of Destination Management

UNWTO works to provide guidance and share good practices on policies and governance models aimed to effectively support the tourism sector at the different levels: national, regional and local.

UNWTO has identified three areas of key performance in destination management at DMO level:

- Strategic Leadership,
- Effective Implementation
- Efficient Governance.

Assessment 2, Due 11.59pm, 16/12/2024

Report – 2000 words (+/- 10%): Evaluating Sustainability: Case Study Analysis

Select and research the restaurant of your choice. With reference to relevant theories, assess, analyse and critically evaluate how your chosen restaurant has embraced sustainability.

- Discuss the principles and pillars of sustainable gastronomy and critically evaluate how your chosen restaurant complies.
- Identify the relevant regulations and legislation businesses must follow within the sector.
- Examine the concept of the circular economy and its relevance to the operation of your chosen organisation.

Points for Consideration:

- **Evidence-Based Analysis:** Use practical and academic evidence from academic research and your industry placement to support your analysis. Ensure your sources are up-to-date and relevant.
- **Theoretical Frameworks:** Reference relevant sustainability models and theories within your report.
- **Recommendations:** Provide recommendations for the future development of the business, keeping sustainability at the core of your recommendations.

Assessment 2

You must present your report with a front page, this to include:

The title of the report – **Evaluating Sustainability: Case Study Analysis, Restaurant of choice (replace red text with your chosen business).**

- Your name
- The module title and number
- Your lecturer's name

You should write in report format and include the following.

- Title/ Cover page
- Executive Summary (not included in word count)
- Content table (not included in word count)
- Introduction
- Main body (with all the individual subheadings)
- Conclusion
- Recommendations
- Reference list

Please use:

- Arial, Calibri or Times New Romans Font, point size 12; 1.5 line spacing and justified text
- You must include in-text citations, along with a Reference List that conforms to UWTSD's Harvard Referencing Guide (copy available on Moodle)

References

- Bray, J. P., 2008. Consumer Behaviour Theory: Approaches and Models. Discussion Paper. Unpublished. (Unpublished)
[https://eprints.bournemouth.ac.uk/10107/1/Consumer Behaviour Theory - Approaches %26 Models.pdf](https://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_%26_Models.pdf)
- <https://www.research-live.com/article/features/understanding-the-outlook-of-global-consumers-in-2023/id/5110512>
- <https://www.e-unwto.org/doi/abs/10.18111/wtobarometereng.2023.21.1.1>