

BMTP5023

Sustainable Global Tourism

Week 4

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

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

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.

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

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 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.

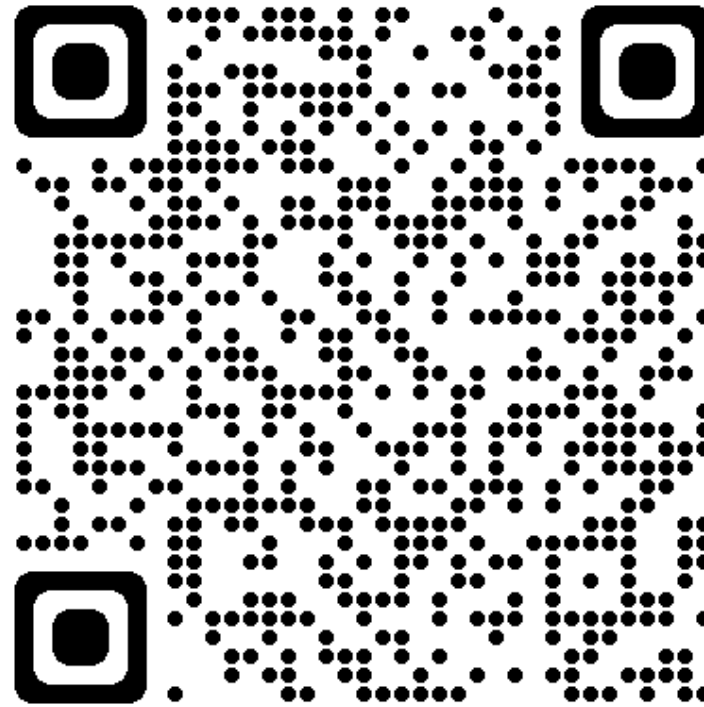
What is the circular economy?



The circular economy is defined as 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).

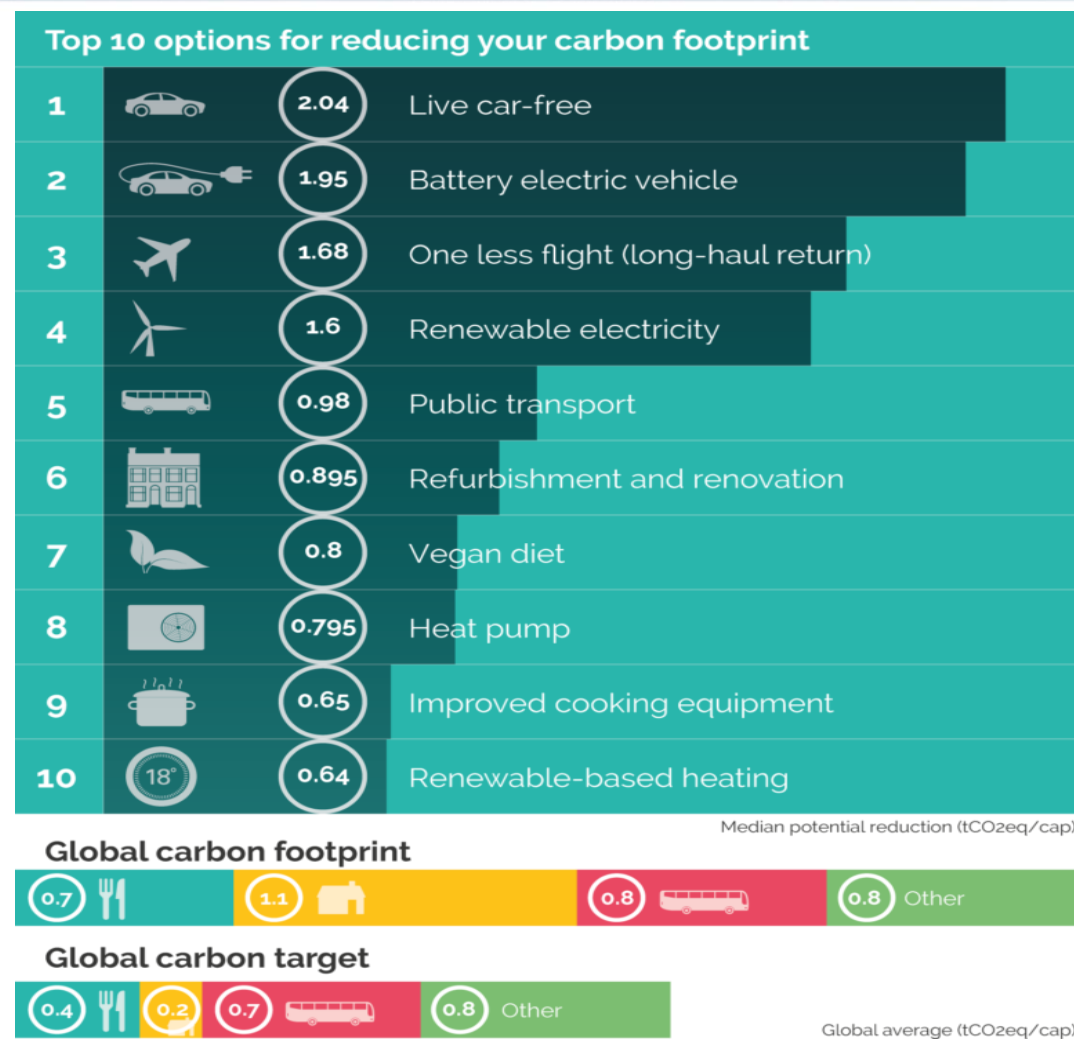
Using the chat, list some examples of how the hospitality industry has embraced the circular economy...

Energydashboard.co.uk May 2023



Links to read:

- [https://www.nationalgrid.com/stories/energy-explained/can-wind-turbine-blades-be-recycled#:~:text=There%20are%20more%20than%208%2C000,around%2020-25%20years\).&text=They%20can%20mostly%20be%20recycled,that%20have%20already%20been%20recycled.](https://www.nationalgrid.com/stories/energy-explained/can-wind-turbine-blades-be-recycled#:~:text=There%20are%20more%20than%208%2C000,around%2020-25%20years).&text=They%20can%20mostly%20be%20recycled,that%20have%20already%20been%20recycled.)
- [The Pros and Cons Of Solar Energy \(2023 Guide\) – Forbes Home](#)



[Global CREDS study uncovers best ways to change consumption to cut carbon footprint - CREDS](#)

**By 2050, hotels will need to reduce emissions by 90%
to be in line with the Paris Climate Agreement**

(Lissner, 2017)

The immense impact on a global scale and the great extent to which hospitality businesses are exposed to changes in the environment puts the industry in a position where a shift towards more sustainable practices becomes an ecological, economical and ethical necessity.

(Wich, 2020)

Transforming Tourism for Climate Action

- The signatories of the Glasgow Declaration on Climate Action in Tourism are committing to act now and accelerate climate action to cut global tourism emissions by at least a half over the next decade and reach Net Zero emissions as soon as possible before 2050.
- **There is a growing consensus among tourism stakeholders as to how the future resilience of tourism will depend on the sector's ability to embrace a low carbon pathway and cut emissions by 50% by 2030**

A New Normal

Sustainability



Drivers for Change



Successful responsible companies (social icons)



Consumer growing awareness and activism



Globalisation and free flow of information



Financial crises and the results of unethical behaviour

The path to CSR for Tourism and Events?

Green marketing is well past the stage of simply accentuating what you are already doing that can be considered green, just as a green audience is well past the stage of just accepting your word as an eco-friendly endorsement. One thing that the sustainable dollar sector now demands is – **transparency**.

CSR has to be endemic within an organization to gain a loyal following. You need to have **reduce, reusing and recycling policies** in place, **ethical treatment of workers**, low carbon footprint, local supply and organic ingredients. If you only have one of these elements and choose to market it, that's fine, but be honest about all the rest. Don't try and dress up anything that is not genuine, or you suffer from '**Greenwashing**' and credibility will take a massive dent.

The marketing also has to be **genuine, truthful and particularly non-consumerist** consumerism. Eco-friendly buyers do not want to be sold to. They want to be informed – even involved if they can. If you don't bring the information they desire to them, they will use the internet and social media to find out what they want to know.

Top 10 Most Sustainable Travel Destinations:

- Costa Rica
- Bhutan
- Scotland
- Rwanda
- Slovenia
- Finland
- New Zealand
- Barbados
- Madagascar
- New Zealand
- Barbados
- Madagascar
- San Diego, California

Individual activity

- What is the most sustainable form of travel?
- What is the most sustainable destination?
- What is the new trend when it comes to sustainable Tourism?
- If money were no object, where would you go to have a sustainable travel experience?
- How can you use this knowledge in the future?

But should we
believe everything
we see or read?



Greenwashing

Greenwashing



The dark side of sustainability and sustainable travel, greenwashing is the practice of using powerful PR, marketing and advertising to make an unsubstantiated or misleading claim about the sustainability benefits of a product or service. Companies do this so that they appear to be more socially or environmentally sustainable than they really are – and so attract more buyers and make more profit.

Greenwashing has been going on for years, but the phrase was first coined by environmentalist Jay Westerveld in 1986 when we didn't have such easy access to public information via social media and the internet and it was far easier for companies to hide what they were doing. It's led to confusion and diminished our support of companies that are actually doing something sustainably good.

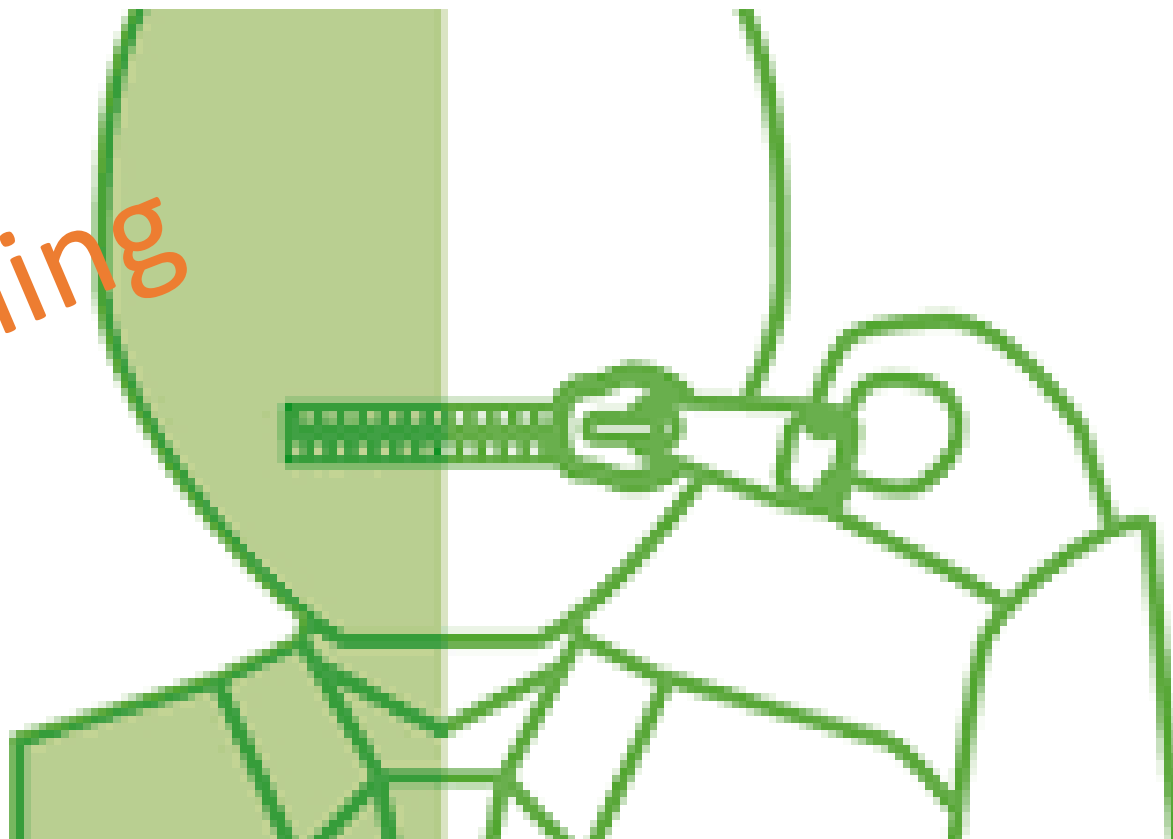
Today **greenwashing** is on the increase because more of us have started to demand that the products and services we use are genuinely sustainable. A Nielsen poll in late 2015 showed that 66% of global consumers are willing to pay more for environmentally sustainable products – among millennials, that number jumps to 72%.

(Jones, 2017)

The Dangers of Greenwashing...



Greenhushing





Group activity

- 5 Groups, 5 presentations – all linked to the industry in some way
- Are the company greenwashing? What are they doing wrong?
- Read the link given to you
- Conduct further research and expand
- Critically analyse your sources
- What are you going to do with this information in the future in your respective industries? Boycott for example?



References

Gentinetta, J. (2020) *11 Examples Of CSR Practices In The Hospitality Industry*. [online] Hospitalityinsights.ehl.edu. Available at: <https://hospitalityinsights.ehl.edu/csr-practices-hospitality-industry> [Accessed 24 January 2021].

Governance & Accountability Institute (2019) *Millennials Really Do Want To Work For Environmentally-Sustainable Companies, According To A New Survey Of Large Company Employees*. [online] Ga-institute.com. Available at: <https://www.ga-institute.com/newsletter/press-release/article/millennials-really-do-want-to-work-for-environmentally-sustainable-companies-according-to-a-new-su.html> [Accessed 24 January 2021].

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Recap





SEE YOU NEXT WEEK

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Where Higher Education Began in Wales



Prifysgol Cymru
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I look forward to seeing you next week.

If you have any questions in the meantime,
please send an email from your student account

k.roberts@uwtsd.ac.uk

