

BMIH5006

Sustainable Hospitality and Tourism Management

Week 8

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.

Activity :



You have 20 Minutes to complete

Scan the QR or click on this link :

1. Module Code
2. Module Name
3. Institute
4. Campus

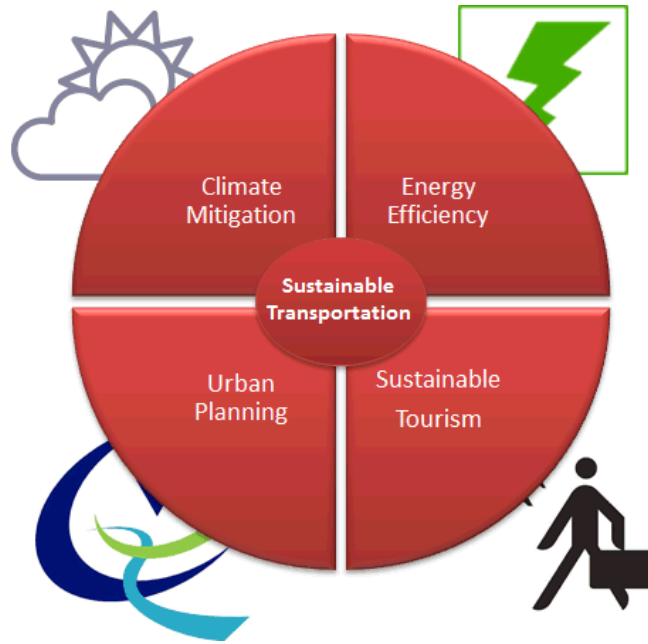
Firstly





Sustainable Transportation





Sustainable Transportation emphasizes broader access to goods and services, rather than just making mobility more efficient. This would essentially provide better and more urban services closer to the user, by 'decentralizing' services to be spread out and made available in larger number of places..

Sustainable transportation would therefore manifest in the form of more pedestrianization (with walkways and cycling routes), public transit systems than are operated on clean and renewable energy sources, bicycle station and car share options. safe and fluid vehicle movement. networks of green corridors that connect people and open space, etc.

A sustainable transportation system takes its inspiration from that of broader sustainable development itself, calling for:



Ecological: reduced emissions, pollution and waste, minimized consumption of non-renewable energy sources and uses technologies that reuses and recycles its components.

Economic: affordable systems that operate efficiently, offers a mix of transport mode choices, and supports the local economy.

Social: basic access needs of individuals/communities to be met safely and support good lifestyles, and with equity within and between generations.

- In the UN 2030 Agenda for Sustainable Development, **sustainable transport** is mainstreamed across several SDGs and targets, especially those related to:
- food security, health, energy, economic growth, infrastructure, and cities and human settlements.

<https://sustainabledevelopment.un.org/topics/sustainabletransport>

Flying. • “Around 2.4% of global CO2 emissions come from aviation. Together with other gases and the water vapour trails produced by aircraft, the industry is responsible for around 5% of global warming.

- At first glance, that might not seem like very big contribution. Except, only a very small percentage of the world flies frequently”.
- [Should we give up flying for the sake of the climate? - BBC Future](#)

Urban Transportation





Group discussion: Urban Transportation

- What are the most common forms of transport in urban areas?
- How environmentally-friendly are they?
- What about congestion charges and ULEZ (ultra low emission zones)?
- Consider how do **tourists** travel in these areas? What are their options/choices....?

Tourism transport options...?

- Taxis, Uber etc
- Buses, train, trams
- Electric vehicles?
- Horse-drawn buggies
- Rickshaws
- Bikes
- Walking

Electric scooters

- Compared to the greenhouse gas emissions of a regular motorcycle, which average 107g/km CO₂, a shared electric two-wheeler is the better choice. They're also lighter and consume less energy than electric cars, and they have 30x the battery capacity.
- With dockless shared e-bikes, you run into similar problems as with shared bicycles – people will misuse them. This causes the lifecycle of an e-bike to be dramatically reduced versus a personal one, thus needing to be replaced more often and having a larger ecological impact.

Join the scourge of the inner-city footpath



E-SCOOTERS

Avg CO₂ per km: 80g *

Avg passengers: 1.1

'Green' grade: B-

* Source: (CO₂ calculated per lifecycle)
<https://www.sciencedirect.com/science/article/pii/S1361920915001315>

Electric Cars

- Compared to gas-guzzling internal-combustion-engined cars, electric vehicles are leading the charge to environmentally-friendly mobility. But how much of this public perception is reality, and how much is 'greenwashing'?
- While EVs are being marketed as the zero-emissions, sustainable alternative, the reality isn't as black and white. The process of mining **lithium** to produce EV batteries is quickly becoming an irreversible environmental catastrophe, which begs the question: is the grass always greener on the other side?



ELECTRIC CARS

Avg CO₂ per km: 38g*

Avg passengers: 1.2

'Green' grade: C

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milieu/co2-uitstoot-voertuigen.html>

Let the train take the strain?

- Trains, trams, metro, subway, underground, tube – there are a lot of differences among these vehicles like capacity, speed, energy efficiency, engine type, and so on that can influence their environmental impact, so the numbers below are only meant to reflect the broader category of railway transit.
- Zooming out to the larger mobility landscape, **traveling by rail-based public transport removes cars from the road, lowers emissions and is cheaper than personal vehicles. Not to mention that the majority of trains in Europe already run on renewable energy.**



TRAIN

Avg CO₂ per km: 28g *

Avg passengers: 60

'Green' grade: A

* Source: <https://www.delijn.be/en/overdelijn/organisatie/zorgzaam-ondernemen/milieu/co2-uitstoot-voertuigen.html>

So which one is the winner?!

- The most environmentally friendly mode of transportation is clearly **walking**, with other forms of public transport in second and third place.
- But realistically, the answer is not so simple. Every human on earth has an individual and multimodal travel chain.
- It's (almost) impossible to find a person who only uses a single mode of transport in a week, let alone a month, a year, or a lifetime.



So what do you think will be the future of international tourism travel?! Is it still too early to tell?

Sustainability: Carbon Footprint & Overview



Trends - tourism outlook 2023

(www.eiu.com)

- Global tourism arrivals will increase by 30% in 2023, following growth of 60% in 2022, but will remain below pre-pandemic levels. The economic downturn, sanctions on Russia, and China's zero-covid strategy will delay recovery (but Heathrow busier now than pre Covid).
- EIU's guide to tourism in 2023 provides a comprehensive view of the challenges, opportunities and trends to watch over this year.

Some conclusions....?

- The **sustainability of our natural environment** has become an important and urgent matter not only to governments but to many companies as well.
- As sustainability is about meeting the needs of the present without compromising the ability of future generations to meet their own needs, **long-term and holistic approach** is required for business to become more sustainable.
- The natural environment should not be perceived as something to be extracted and used as much as possible in order to maximise profit. Instead, it should be viewed as a major stakeholder.
- It involves the creation of a fair and just world in which humans, animals and the natural environment are all treated with respect.

Sign into:

[Home - ABTA \(abtaknowledgezone.com\)](http://abtaknowledgezone.com)

- You will need to create an account (use student email account)
- Log in
- Scroll down and click start training
- Bottom of page – Sustainability
- Follow the guidance
- If finished, please review [Take real climate action with Ecologi® | Ecologi](#) – Can carbon be offset? And your thoughts and send them through 😊

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