



COURSE OUTLINE: HTM105 - ETHICS, SOC RESP & S

Prepared: Peter Graf and Deron Tett

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

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| Course Code: Title | HTM105: ETHICS, SOCIAL RESP & SUSTAIN TOURISM |
| Program Number: Name | 1076: HOSPITALITY MGNT |
| Department: | CULINARY/HOSPITALITY |
| Semesters/Terms: | 20F, 21W, 21S |
| Course Description: | This course provides a comprehensive look at the unique challenges in the hospitality and tourism industry with the opportunities and challenges from globalization, environmental, social, ethical and economic perspectives. Course material will review tourism growth patterns, business evolution, sustainable, and responsible tourism development practices. |
| Total Credits: | 3 |
| Hours/Week: | 3 |
| Total Hours: | 45 |
| Prerequisites: | There are no pre-requisites for this course. |
| Corequisites: | There are no co-requisites for this course. |
| Vocational Learning Outcomes (VLO's) addressed in this course: | 1076 - HOSPITALITY MGNT |
| Please refer to program web page for a complete listing of program outcomes where applicable. | VLO 5 Support business development through the implementation of corporate sustainability, corporate social responsibility, and ethics principles. |
| Essential Employability Skills (EES) addressed in this course: | EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences. |

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

International Business The Challenges of Globalization by Wild, John Wild, Kenneth, Publisher: Pearson Edition: 9th

Course Outcomes and Learning Objectives:

| Course Outcome 1 | Learning Objectives for Course Outcome 1 |
|---|---|
| 1. Define sustainability and the effects on tourism markets to determine best practices. | 1.1 Explore sustainable tourism to determine how sustainability impacts all aspects of the tourism process. 1.2 Analyze and discuss several Canadian and international examples of sustainable tourism developments. 1.3 Investigate the benefits and limitations of a tourism business pursuing sustainable objectives. 1.4 Determine the impact of best practices on tourist purchase behavior. 1.5 Summarize the planning process to create a competitive and sustainable tourism destination. |
| Course Outcome 2 | Learning Objectives for Course Outcome 2 |
| 2. Explain globalization and its effects on tourism markets and production. | 2.1 Detail the forces that drive globalization. 2.2 Outline the debate around globalization's impact on jobs and wages. 2.3 Evaluate the progress made towards global sustainable forms of tourism. 2.4 Evaluate long-term global forces impacting the future of tourism. |
| Course Outcome 3 | Learning Objectives for Course Outcome 3 |
| 3. Debate ethical, political and social responsibilities that influence decision-making in the global tourism market. | 3.1 Discuss the philosophies of ethics, social responsibility, human rights and fair trade practices in the context of the tourism industry. 3.2 Describe how firms and culture interact in the global workplace. 3.3 Investigate Canadian and International tourism policy and the impact on domestic and international tourism trade. 3.4 Explore and investigate ethical and responsible tourism development best practices. |
| Course Outcome 4 | Learning Objectives for Course Outcome 4 |
| 4. Determine the financial and environmental challenges in the global tourism market. | 4.1 Analyze tourism's economic impact comparing international and domestic expenditures. 4.2 Explain the importance of demand and how to measure and forecast demand in the tourism industry. 4.3 Debate financial strategies in terms of global competitiveness and sustaining successful tourism destinations. 4.4 Explain the environmental impact of tourism development and the move to adopting more sustainable practices. |

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Evaluation Process and Grading System:

| Evaluation Type | Evaluation Weight |
|------------------------|--------------------------|
| Exam 1 | 20% |
| Exam 2 | 20% |
| Exam 3 | 20% |
| Projects/Assignments | 26% |
| Quizzes | 14% |

Date:

June 17, 2020

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

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