

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Corporate Social Responsibility in Tourism and Hospitality		
<b>Module Code</b>	44-7977-00S		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 100%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	Long: 2 semesters	Short: 1 semester	<b>Other delivery pattern:</b>
YES	NO	YES	None

### 1 MODULE AIMS

These are the aims of the module are to:

1. examine approaches taken by tourism and hospitality organisations in response to a range of ethical in relation to their overall corporate objectives;
2. evaluate the concept of Corporate Social Responsibility as a management strategy and ethos;
3. examine the diverse and often conflicting commercial, ethical, social and political influences that determine the strategies pursued by tourism and hospitality organisations; and
4. consider the processes involved in developing and implementing Corporate Social Responsibility in tourism and hospitality organisations.

### 2 MODULE LEARNING OUTCOMES

**BY THE END OF THE MODULE YOU WILL BE ABLE TO:**

1. apply a range of approaches used by tourism and hospitality organisations in response to different types of ethical challenges;
2. identify how ethical issues can represent both a threat and an opportunity to organisations;
3. evaluate approaches to Corporate Social Responsibility and the motivations of organisations;
4. use industry -wide case studies to critically assess the practical application and validity of different approaches to Corporate Social Responsibility;

5. evaluate approaches to Corporate Social Responsibility in terms of the objectives and the outcomes; and
6. identify and appraise how Corporate Social Responsibility can be adapted to the specific issues faced by different types of tourism and hospitality organisations.

### **3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

The module is taught using lectures, interactive exercises, workshops and seminars to examine key issues in Corporate Social Responsibility in Tourism and Hospitality. Students learn through live exercises based on real world projects as well as through case studies from the different sectors of tourism and hospitality. Online news media and travel media resources are also utilised. Hypothetical exercises are used to illustrate the dilemmas involved in Corporate Social Responsibility. In addition students are directed towards appropriate texts and journal papers. Use is also made of role play exercises.

The assessment involves two pieces of coursework. The first assignment is an essay-style critical review of a debate related to a specific ethical issue in tourism and hospitality. The second assignment is a report in which the student studies a particular tourism or hospitality organisation and then produces a Corporate Social responsibility strategy for that organisation. In both exercises the students select their own organisation subject to the approval of the tutor.

### **4 INDICATIVE MODULE CONTENTS / TOPICS**

- Definition of Corporate Social Responsibility
- The nature and scope of ethical challenges faced by tourism and hospitality organisations
- A typology of corporate responses to ethical challenges
- Case studies of corporate social responsibility in the airline, tour operation and destination sectors
- Climate change and tourism and hospitality organisations
- Human resources and ethics
- Ethical marketing
- Supplier relations and fair trade in tourism and hospitality
- Corporate responsibilities towards society
- Industry self-regulation and government regulation
- Corporate Social Responsibility and the media
- Corporate Social Responsibility and competitive advantage

### **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
  - Module Handbook
  - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**