



Course Specifications

Course Title:	Sustainable Hospitality
Course Code:	
Program:	Tourism and Hospitality Management
Department:	Tourism and Hospitality Management
College:	College of Business
Institution:	Umm Al-Qura University

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A. Course Identification

1. Credit hours:
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 4 th year/12 th semester
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended	30	100%
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description

Sustainability in the hospitality industry seeks to provide inventive solutions to contemporary environmental, social and economical challenges. This course will enable students to make a positive change in the operations associated in providing tourism and hospitality services. It demonstrates sustainability theories/models and explores the application of sustainability principles and guidelines in hospitality industry. It covers resource conservation and management related to energy, water and waste aspects. This course sheds light on the relevance of corporate social responsibility (CSR) to the hotel and restaurant industry and examine its three main dimensions. It highlights the drivers and the obstacles involved in the implementation of sustainable practices in the hospitality sector.

2. Course Main Objective

This course aims to create workforce that embraces the values of sustainability and responsible practices in managing hospitality businesses and provide them with the necessary knowledge, expertise and skills in this field.

At the end of this course students will be able to:

- Understand the concept of sustainable development and the various forms of environmental degradation.
- Recognize the principles of sustainability and their applications in hospitality industry.
- Identify the environmental and social impacts of tourism and hospitality businesses and their contributions to global environmental problems (i.e. climate change).
- Describe the Corporate Social Responsibility (CSR) and its three main pillars: environmental, social and economic dimensions
- Explain the different areas of sustainability and environmental management involving: energy efficiency, water conservation and waste management.
- Give reasons why the hospitality industry needs to become more sustainable and the barriers facing business in implementing sustainable practices.
- Provide a listing of the major international eco-labels and the key benefits in establishing an EMS.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Understand the concept of sustainability and its implications in the hospitality industry.	
1.2	Identify the impacts of hospitality businesses and the guidelines of sustainable operations	
1.3	Recognize the concept of environmental management and its main aspects: energy efficiency, water conservation and waste management	
1.4	Review how hotel companies are working with EMS and the major benefits associated with certification	
2	Skills :	
2.1	Demonstrate innovative and creative capabilities in providing initiatives and solutions to the environmental problems caused by hotel companies.	
2.2	Discern current situation between SMEs and large hotel corporations in implementing envvenomed performance	
2.3	Draw a set of recommendations for a successful implementation of an EMS	
3	Values:	
3.1	Demonstrate the values of sustainability and responsible practices in managing hospitality businesses.	
3.2	Adhere to the environmental regulations set by the government to control the impacts of the hospitality sector.	

C. Course Content

No	List of Topics	Contact Hours
1	Sustainable development in the hospitality industry	3

2	Principles of sustainable operations in the hospitality industry	3
3	Environmental impacts and auditing of hospitality businesses	3
4	Managing Environmental Performance	3
5	Energy efficiency	3
6	Waste management	3
7	Water conservation	3
8	Corporate social responsibility for sustainable business management	3
9	Hospitality industry environmental management systems (ISO 14001) and strategies	3
10	Obstacles and challenges of implementing environmental management and sustainability issues in hospitality	3
11	Communicating environmentally sustainable initiatives	3
Total		33

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Understand the concept of sustainability and its implications in the hospitality industry.	Lectures Active learning strategies	Exams Assignments Articles Discussion
1.2	Identify the impacts of hospitality businesses and the guidelines of sustainable operations	Lectures Active learning strategies	Quizzes Course Work Reports Discussion
1.3	Recognize the concept of environmental management and its main aspects: energy efficiency, water conservation and waste management	Lectures Active learning strategies	Exams Discussion Course work
1.4	Review how hotel companies are working with EMS and the major benefits associated with certification	Lectures Active learning strategies	Quizzes Article Reports
2.0	Skills		
2.1	Demonstrate innovative and creative capabilities in providing initiatives and solutions to the environmental problems caused by hotel companies.	Lectures Active learning strategies	Exams Case studies Discussions
2.2	Discern current situation between SMEs and large hotel corporations in implementing environmental performance	Lectures Active learning strategies	Exams Research projects Course Work
2.3	Draw a set of recommendations for a successful implementation of an EMS	Lectures Active learning strategies	Quizzes Teamwork Case studies Presentations
3.0	Values		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.1	Demonstrate the values of sustainability and responsible practices in managing hospitality businesses.	Lectures Active learning strategies	Case studies Presentations Teamwork
3.2	Adhere to the environmental regulations set by the government to control the impacts of the hospitality sector.	Lectures Active learning strategies	Exams Case studies Research projects Presentations
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	7	20%
2	Individual Essay	8	10%
3	Semester Work (quizzes- problem solving- attendance)	Every week	20%
4	Research Project (Group)	10	10%
5	Final exam	12	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The course director is available at his office for 8 hours a week (office hours) to help and support students.
- The course director communicates continually with students through e-mail, Whatsapp and the university's e-learning portal Webex and/or Blackboard to provide guidance to students in different issues in regards to the course materials.
- The academic advising unit is also offering the consultation service to the college students.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Arjona, M.F. (2020) Sustainability in Hospitality and Tourism Sector, Canada, Society Publishing, ISBN: 978-1-77407-265-3 Sloan, P., Legrand, W. and Chen, J.S. (2009) Sustainability in the Hospitality Industry, UK, Butterworth -Heinemann, Elsevier.
Essential References Materials	Guliani, L and Rizwan, (2016) Corporate Social Responsibility in the Hospitality and Tourism Industry Advances in Hospitality, Tourism, and the Services Industry.
Electronic Materials	http://sustainabletourism.net http://www.ecotourism.org https://www.responsibletravel.com/

	https://www.travindy.com/
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	<ul style="list-style-type: none"> - Class room with max of 50 seats - Active Learning Halls - A computer lab that contains 40 computers
Technology Resources (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> - Data-show - Video and scientific films - White board - flip chart - Blue glue; Markers.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Obtaining Student Feedback on Effectiveness of Teaching	Students	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Evaluation of Teaching by the Instructor or by the Department	Peers	Peer Observation Guidelines and Recommendations
Evaluation of course materials	Reviewers	Reviews by the department council of course materials (e.g., syllabi, assignments, activities)
Evaluation of syllabi	Academic staff members	Discussions within group of faculty teaching the course.
Verifying Standards of Student Achievement	Academic staff members	Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Periodically reviewing course effectiveness and planning for improvement.	The instructor	The course material and learning outcomes are periodically reviewed and the changes to be taken are approved in the departmental and higher councils.

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	