



Code - Course	580029 – CSR and Sustainability for Hotels and Restaurants				
Type	Elective			Credits	3 ECTS
Thematic Area	Product Management				
Professor in charge of the course	Núria Louzao				
In-class	21 hours	Teacher-led	29 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

The hospitality industry faces critical challenges in sustainability and increased scrutiny on ESG (Environmental, Social and Governance) performance. The pressure to reduce carbon footprints, manage resources efficiently, attract and retain talent, adopt sustainable practices and communicate ESG performance is stronger than ever.

The sector's growth has created a highly competitive market, where sustainable practices and optimal resource management is not only a key to success but increasingly a requirement from stakeholders. This course explores industry sustainability strategies and practices related to reducing carbon emissions to energy efficiency, waste and water management, employee and stakeholder involvement as well as performance reporting and sustainability communication. Students will gain the tools and knowledge necessary to address these challenges and a comprehensive understanding of how businesses in the sector can navigate climate risks and meet sustainability goals.

Concepts such as developing net-zero hotels, ESG investments, and strategies to mitigate environmental and social impacts will be explored. Case studies of properties that have reduced their environmental impact, improved their social and community impacts will be analysed, and the best practices in investing in and developing new sustainable properties will be learned.

Moreover, the course will also foster critical reflection on current and future trends in the tourism industry, including the evolution of consumer behaviours and the need to adapt to new sustainability demands. This will develop skills to create innovative, economically viable, and responsible projects, contributing to a more sustainable and resilient sector.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M04C3- Formulate strategies for implementing sustainability and corporate social responsibility policies in hotel and restaurant establishments.

M04S4- Generate design thinking models in organizations to improve understanding of consumer behavior.



M04S5- Design a set of indicators to competently monitor process efficiency in various departments of tourist accommodation companies.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC02, TC03, TH01, TH02, TH03, TH04, TH05, TS01, TS03, TS05, TS06, TS07, TS08, TS09, TS10*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. Introduction to ESG and Fundamentals of Sustainability in Hospitality

- 1.1. Definition, Importance, and Regulation
- 1.2. Carbon Footprint in the Hotel and Restaurant Sector
- 1.3. Efficient Resource Management
- 1.4. Innovation and Sustainable Practices

2. Strategies for Carbon Emission Reduction

- 2.1. Reduction Techniques and Technologies
- 2.2. Case Studies: Net-zero Emission Hotels
- 2.3. Environmental Certifications and Standards
- 2.4. Energy Efficiency and Waste Management

3. ESG Investments and Sustainable Development

- 3.1. Fundamentals of ESG Investments
- 3.2. Financial Tools for Sustainability
- 3.3. Impact Assessment and Return on Investment

4. Development of Sustainable Projects and Impact Mitigation

- 4.1. Development of Innovative and Economically Viable Projects
- 4.2. Strategies for Mitigating Environmental Impacts and Fostering Positive Social Impacts
- 4.3. Climate Change Adaptation
- 4.4. Trends, Best Practices, and Innovation



4.5. Critical Reflection on Current Policies and Case Study Analysis

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents. Given the nature of this program, an essential part of the learning process is based on the active participation of the students during the sessions. For this reason, attending at least 80% of the sessions is considered mandatory. In each session, the student must sign the attendance control.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend a minimum of 80% of the classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:



Activities	Type	Continuous	Single	Week deadline ¹
Current Issues in Sustainable Hospitality: A Critical Analysis	Group	60%	40%	2 nd week
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that have been designed for the assessment of learning. The revision period is public and is available in the evaluation section of the subject, on the virtual campus. It is the duty of the student to read and understand the review and reassessment processes of the subject. All requests for review must follow the established process in a timely manner. Any request for review outside the established process will not be considered estimated.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

COPY AND PLAGIARISM

Without prejudice to others that are considered appropriate and in accordance with current academic discipline regulations, irregularities committed by a student that may lead to a variation in the grade will be valued with a zero (0) mark. Evaluation activities classified in this way and by this procedure will not be reassessed or recovered. These irregularities include, among others:

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



- The total or partial copy of a practical activity, report or any other assessment activity.
- Letting others copy the test/work.
- Submit group work that has not been fully completed by group members.
- Present as your own those materials produced by a third party, even if they are translations or adaptations, and in general, works with non-original and exclusive elements of the student***
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during theory assessment tests - individual practices (exams).

*** Artificial intelligence is considered a third party

REFERENCES

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Legrand, W., Kuokkanen, H., & Day, J. (Eds.) (2023). *Critical questions in sustainability and hospitality*. Routledge.

Louzao, N. (2024). *Human dimension as the key success factor in experience management: The emotional connection as the best loyalty strategy*. Faculty of Business Administration, Universitat de Barcelona.

Middleton, V. (2015). *International tourism: Global perspectives*. Routledge.

Pérez-Aranda, J. A. (2016). *Valoración de la responsabilidad social empresarial (RSE), por la demanda hotelera*. Universitat Jaume I, Castellón.

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