

KOCW Content Development Application

1. Outline

가. Name of a Class

Class Name	Sustainable approaches to Hospitality		
Semester	Second semester of 2023	Division	Major (o) Liberal Art ()

나. Goal of a Class

(1) Goal of a Class : The purpose of this course is to introduce students to the

concept of sustainable development, sustainable tourism, and sustainable hospitality, the challenges, solutions, and strategies of managing operations in a sustainable way.

(2) Introduction : Concepts of sustainability that affect the hospitality and tourism

industry; environmental, social, and economic issues and solutions; the range of hospitality and tourism developments designed to maintain the environmental, social, and economic well-being of natural, built, and cultural resources; the inherent stability of socio-environmental systems in order that certain parallels may be drawn and guiding principles applied to the operations and management in hospitality and tourism.

2. Weekly Plan

Week	Content(Topic)	Learning Objective	How to Operate		
			Methodology	Material	Reference
1	Introduction to sustainable development: the rationale for sustainable development	Introduction to sustainable development: the rationale for sustainable development	Video lecture	Power point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition
2	Sustainable development in hospitality and tourism industry	Sustainable development in hospitality and tourism industry	Video lecture	Power point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition
3	CSR in hospitality and tourism industry	CSR in hospitality and tourism industry	Video lecture	Power point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition
4	Resource management: energy efficiency, water management , water conservation	Resource management: energy efficiency, water management , water conservation	Video lecture	Power point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition
5	Eco-design in hospitality architecture	Eco-design in hospitality architecture	Video lecture	Power point	Willy Legrand, Philip Sloan,

						Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition	
6	Sustainable management: security	F&B food	Sustainable management: security	F&B food	Video lecture	P o w e r point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition
7	Sustainable F & B management: agriculture and food sources		Sustainable F & B management: agriculture and food sources		Video lecture	P o w e r point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition
8	Sustainable food and beverage management	and	Sustainable food and beverage management	and	Video lecture	P o w e r point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable Operations, 3rd Edition
9	Sustainable marketing and branding	and	Sustainable marketing and branding	and	Video lecture	P o w e r point	Willy Legrand, Philip Sloan, Joseph S. Chen (2 0 1 7) Sustainability in the Hospitality Industry . Principles of Sustainable

					Operations, 3rd Edition
10	ESG, circular economy and voluntary simplicity in hospitality	ESG, circular economy and voluntary simplicity in hospitality	Video lecture	Power point	Willy Legrand, Philip Sloan, Joseph S. Chen (2017) Sustainability in the Hospitality Industry. Principles of Sustainable Operations, 3rd Edition

※ You can freely complete the content sections based on the feature of the class.

3. How are you going to use your class?

For a credit class (), For a non-credit class (), For a public view (o)

4. Expected Outcome

To fulfil the programme learning outcomes of

- Integrate management principles into the context of the hospitality and tourism industry
- Analyse causes of the problem and provide appropriate solutions within the hospitality and tourism context
- Apply effective communication using English in speaking, reading, and writing in the international hospitality and tourism context
- Demonstrate ability to process, interpret and analyse numerical and statistical data