

# **Sustainable Development: Teaching and Impact**



**HR Forum – Canadian Tourism  
Human Resources Council**

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# Plan

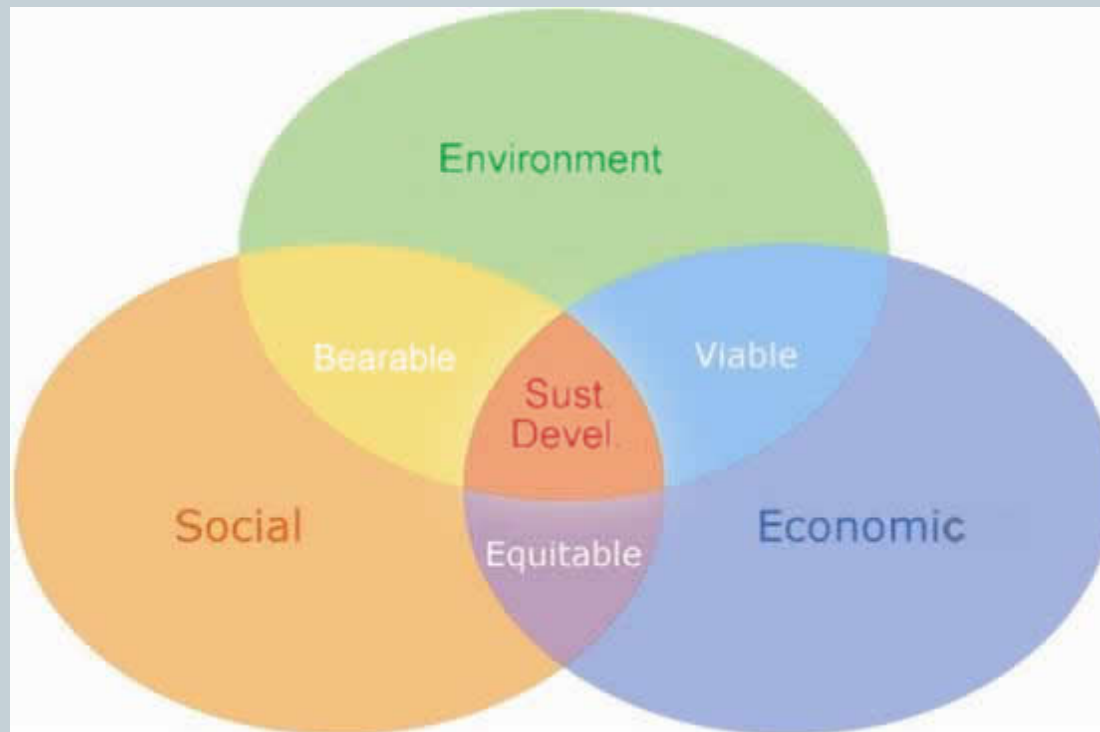


- **Introduction**
- Sustainable development: really?
- Sustainable development: a necessity? Of course!
- Sustainable development: more than a necessity — a COMMITMENT
- How to start?
- Reflection on integrating SD concepts into tourism training programs
- How do we integrate these elements into our programs?

# Introduction



Let's refresh our memory...



*Sustainable Development Diagram*

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# Really?



Sustainable development (SD) is a concept that is:

- **Misunderstood and little known**

**The concept of SD isn't part of what we teach!**

- **Wrongly used**

**“Sustainable development is not a public relations exercise.”<sup>1</sup>**

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# A necessity? Of course!



## Instructors, colleagues and administrators, you say?

We must better incorporate sustainable development concepts throughout our tourism program. ***But*** are instructors equipped to teach these concepts?

### ***Additional administration members***

***Isabelle Diguer, Italian Instructor, high school and college level***

***Richard Desjardins, Cooking Instructor — Catering, high school and college***

***Jean-Louis Thémis, Cooking Instructor and Founder of Cuisiniers sans frontières***

***Nicole Anne Gagnon, Cooking Instructor, high school***

***Domenico Forte, Italian Cooking Instructor, high school***

# **A necessity? Of course!**



## ***What students say***

***Marié Ève Larin***

*Tourism Management graduate, ITHQ*

*Concierge — Member, Les Clefs d'Or Canada*

**This student undertook the project of implementing the  
Green Policy (Phase 1) of the Place d'Armes Hotel**

***Another student xxx***

*ITHQ*

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# A COMMITMENT?



*A common culture, a philosophy within a teaching facility, is crucial if a real commitment to a sustainable development approach is to see the light of day.*

## *How?*

- 1. Build awareness*
- 2. Teach*

# How to start?



## 1. Build awareness

### Demonstrate by example

#### 1. Founding of InTerre Café (student café)

\*Equipped with a dishwasher, ceramic cups, stainless steel utensils, milk and sugar dispensers, cardboard cups, a healthy menu, fresh products; prepared in-house and responsible, local purchasing whenever possible.

- Redistribution of unsold products to charitable organizations.
- Value of facility heightened by use for different activities.
- Composting project on the horizon.

# How to start?



## **1. Build awareness**

### **Demonstrate by example**

#### **2. Develop an institutional policy of sustainable development**

This policy will make it possible to oversee and support environmental action in education.

#### **3. Implement an active Sustainable Development Committee or Green Committee**

This committee should be made up of instructors, students, administrators, teaching staff to bring together all of the institution's realities.

## How to start?



## 2. Train

**Equip and train all instructors and all other staff members**

We can't teach sustainable development if it isn't applied in our schools. Similarly, ***if our instructors are not educated in sustainable development, we can't teach it.***

# A training imperative



## Teachers and colleagues, you say?

***Richard Desjardins***

*Cooking Instructor — Catering Services,  
high school and college*

***Domenico Forte***

*Italian Cooking Instructor, high school*

# How to start?



***Teach what we do...***  
***Do what we teach...***

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# Reflection...



## Institut de tourisme et d'hôtellerie du Québec

### Three levels of education:

- **High school, college and university.**
- **Regular and continuing education. Applied and theoretical.**
- **The offer ranges from cooking and wine stewardship to restaurant, international hotel and tourism management.**
- **Thirteen kitchens with 15 cooking stations each.**
- **The Institut operates three restaurants.**
- **The facility also includes a 42-room hotel.**

# Reflection...



***In our applied tourism programs and,  
more specifically, our cooking program:***

*“A sustainable development approach demands adapted teaching and programs with a rigorous and specific methodology in each course.*

*Example in a cooking course:*

*Changes in work methods are needed – use of commodities takes on a whole new meaning. The results must be measurable over the long term. These actions must become routine and done repeatedly.”*

*(Domenico Forte, Italian Cooking Instructor)*

# Reflection...



*In tourism theory programs:*

“We have to be able to take an approach to an environmental education project that enables teachers to cross-pollinate their experience and contribute their sciences to environmental education and sustainable development.”<sup>1</sup>

**We must implement horizontal consistency  
in our teaching methods by sharing  
across disciplines.**

# ***EXAMPLE***

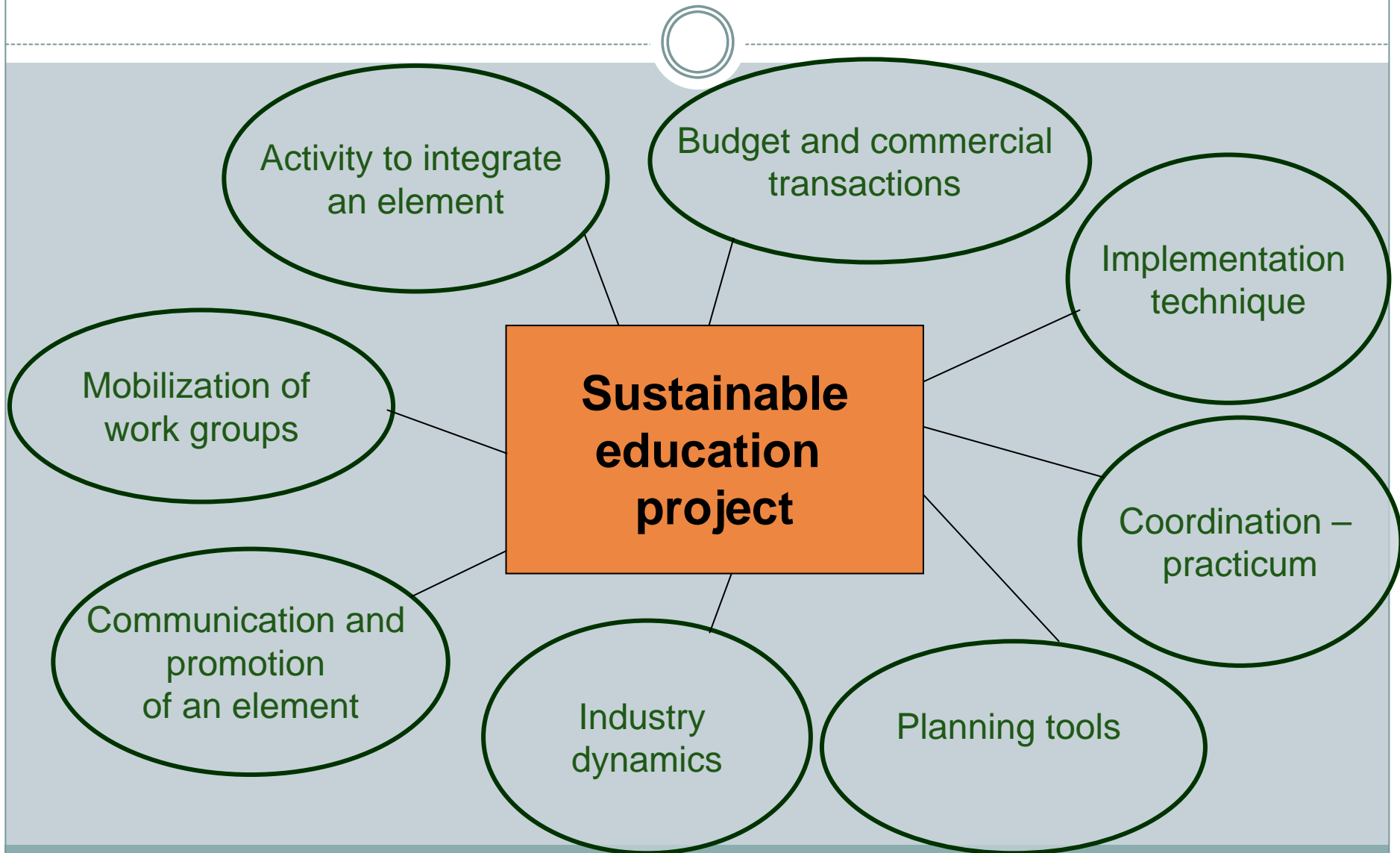


## **Continuing education:**

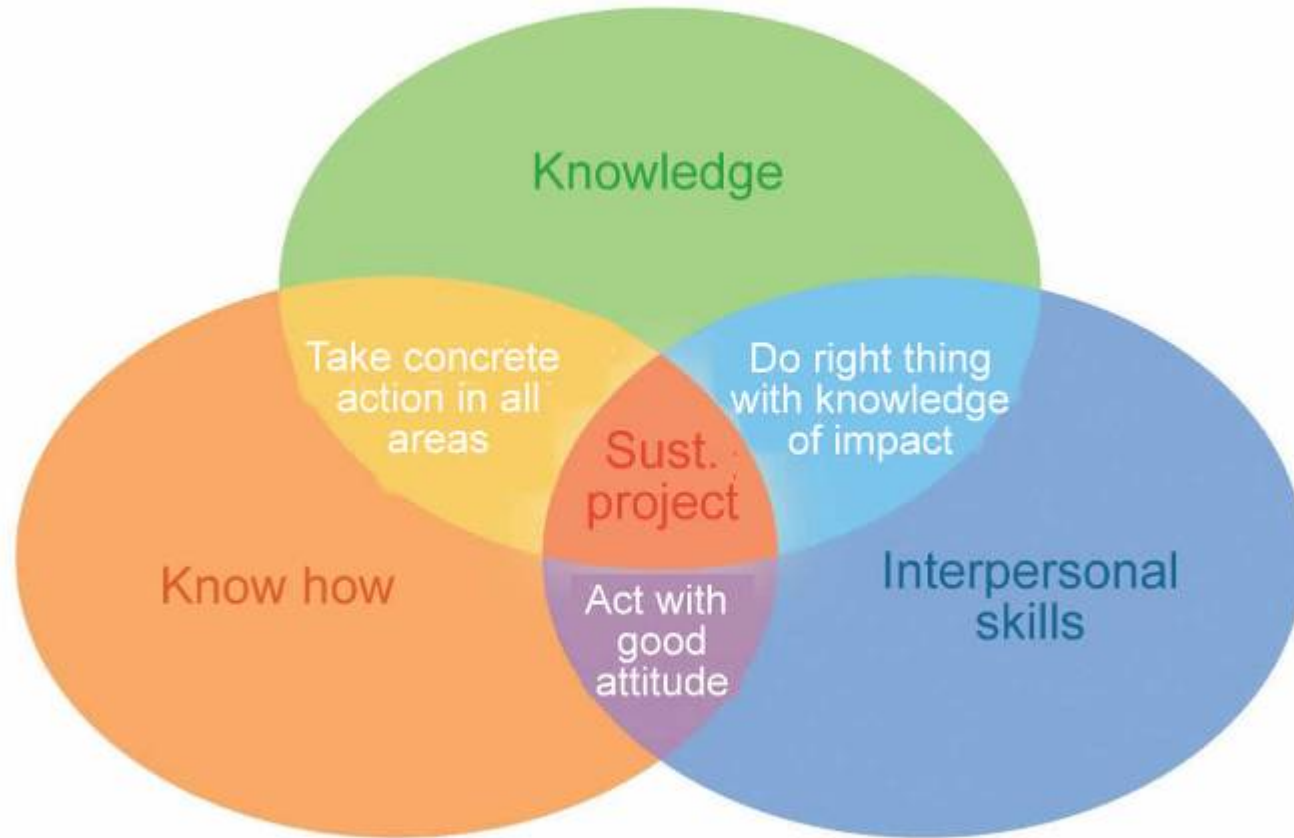
### ***Attestation of Collegial Studies Event and Conference Coordination***

- program approach (integrated)
- 2 ½ year program
- Part time
- Seven courses + industry practicum
- 510 hours in total

# ITHQ Attestation of Collegial Studies Event and Conference Coordination



# Integration?



# An industry necessity



Integrate knowledge by adopting  
a sustainable development focus

- **Know:** What sustainable development knowledge must the student acquire? Definition of SD, foundations, components, impacts, development issues. Nature of individual, human resource, culture, values?

**“We’ve taught them to industrialize the biosphere without first teaching them how it works.”<sup>1</sup>**

# An industry necessity



Integrate knowledge by adopting  
a sustainable development focus

- **Know how:** How students master and apply sustainable development day to day in school projects, and concrete actions in their community and school/work environment.

# An industry necessity



Integrate knowledge by adopting  
a sustainable development focus

- **Interpersonal skills:** What attitude do students have toward sustainable development? What abilities do they have to communicate their knowledge through their professionalism? Do these personal abilities allow them to adapt to different situations while continuing to apply the principles of sustainable development?

# **By plane? By train or bus?**



How to go about it, how to get there?

It's not so simple...