



Integrating Sustainable Development Concepts into Hotel Management, Food and Beverage, and Tourism Programs

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The context of the Decade of Education for Sustainable Development

- Agenda 21 adopted during the United Nations Conference in Rio de Janeiro in 1992
- Johannesburg Conference in 2002 and declaration of the Decade of Education for Sustainable Development 2005-2014
- More than 600 universities have signed agreements and conventions regarding sustainability

The challenge of defining sustainability and sustainable development

confusion interpreting terms related to sustainability and sustainable development depending on

- the authors' disciplinary perspectives
- individual beliefs
- dominant cultural values

debate over what "sustainable development education" means

MSoftware1 autosuffisance;
autonomisation, l'équité et justice
approche environnementaliste
theories qui sous-tendent le développement organisationnel
Développement équilibré de l'environnement
droits de l'homme
autonomisation personnel,
gestion non-exploitative et éthique
, 3/1/2009

The disciplines on which tourism, the hotel industry, and food and beverage services are based

- **Tourism:** social sciences, mainly
 - Geography, especially physical
 - Sociology
 - Anthropology
 - Political science
 - Economics
- Also environmental sciences
- What is missing: concept of management, financial results

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- **Hotel industry and food and beverage services:** management, especially
 - Accounting and finance
 - Marketing
 - Strategy
 - Operations
 - Organizational behaviour
 - Human resource management
 - What is missing: environmental sciences and studies regarding individual and societal cultural values

The International Institute for Sustainable Development (1994):

"adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today, while protecting, sustaining and enhancing the human and natural resources that will be needed in the future."

The need for transdisciplinary teaching

- education and research that combine the points of view
- holistic approach to prepare graduates to:
 - think analytically and critically
 - manage information
 - support and communicate effectively
 - develop respect for the diversity of people, cultures, and environments, as well as for social justice, equality, and human rights
 - encourage personal responsibility and citizenship

Management education

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Three steps to achieve learning outcomes:

1. Understand and assess concepts
2. Analyze and apply concepts
3. Evaluate critically

The concepts

- study the large systems (natural, social, cultural, financial, etc.), and how they interrelate
- needs and rights of present and future generations
- value of diversity
- need for caution
- limits of growth
- role of business community in promoting sustainable development
- wide range of tools and techniques currently available to find sustainable solutions
- legislation, policies, and control mechanisms that deal with sustainable development
- role and meaning of social responsibility

BEST Education Network



Four modules:

- Sustainable Tourism Marketing Module
- Sustainable Tourism Planning Module
- Sustainable Operations Management Module
- Sustainable Festivals, Conferences, and Events Management Module

<http://www.besteducationnetwork.org>