

## Information Fact sheet 2009

Sustainable Business Development in the transport, hospitality, tour operating and leisure industry (SBD-MIN)



How to survive climate change? And what to do with all the waste and water shortages in holiday destinations? And should we as firms in the transportation, hospitality, tour operating and leisure industry worry about child prostitution and poverty in developing countries? Isn't this the responsibility of governments? And if we care, what can we do about it? Interested in learning more about these questions and the answers? Join our Minor! Students highly appreciated our Minor last year: challenging, insightful and fun.

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### CONTENTS (preliminary program)

The concepts of Corporate Social Responsibility (CSR) and stakeholders lie at the core of this Minor. We will start this Minor by exploring the meaning of this concept and why it has gained such a prominent place on today's business agenda.

How will we do so? Lectures, debates on the movies *An Inconvenient Truth* and *Supersize me*, reading articles and book chapters of Crane & Matten (2007) and working on assignments. **Week 1** will be finalized with a Multiple Choice Exam.

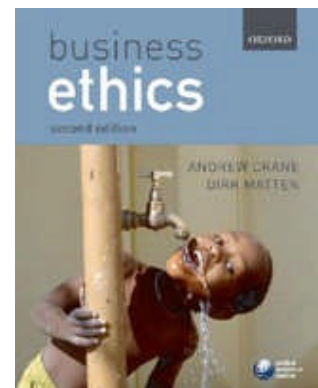
In **Week 2** we will look at stakeholder theory, mainly using the book of Crane & Matten (2007). Which stakeholders are relevant for firms? What are the ethical issues in the firm's relationship with these stakeholders and what measures are taken by firms to maintain a 'healthy' relationship with its stakeholders? We will look Employees, Consumers, Suppliers & Competitors, Civil Society/NGOs and Government. Again, a short Multiple Choice Exam will round off this week.

**Week 3** is about CSR in the tour operating, transportation, leisure and hotel industry. We will invite keynote speakers or our own NHTV specialists to tell us more about the main problems in their industry, the CSR history in this industry, the 'best practices' and their effects. Note that we will invite keynote speakers who address the interests of our students (so if there are many facility management students, we will invite a facility manager). Articles on firm motivations and CSR will supplement these classes.

In **Week 4** you will start to apply the insights gained in the empirical world. We will look at *CSR reports* of well-known firms and see what issues are at play, how CSR is defined, which stakeholders are considered relevant and what type of CSR measures are taken by the firm. By the end of this week you have written a short paper on your findings, which will be graded.

Now we know why CSR is needed, what CSR is about, and why firms engage in it, we will turn to the tools for implementing CSR. Thus, **Week 5** is about CSR Tools such as CSR reporting, eco-labelling, environmental management etc. We will invite some CSR consultants to discuss the implementation process within organizations, which is often a very challenging process. Also, we will read on these tools in articles so you understand what are their strengths and weaknesses.

In **Week 6** it is time to act as a CSR consultant ourselves!!! We will study the CSR materials of a firm, prepare for an interview with the CSR manager and set off to visit this firm. Here, we will learn all about the "ins and outs" of the organization & conduct our interviews. Based on our interviews and observations, we will then present a SWOT analysis of the current CSR policy & draft several recommendations for this organization to improve its CSR performance.



Holidays in **Week 7!** In **Weeks 8 – 11** you will work in small groups and conduct your own empirical research on CSR in practice within a firm nearby Breda. Industry-supervisors from NHTV will help you to do so. Results will be presented in a group report and at a mini-conference, following some drinks in a bar to celebrate the great reports! This report will be graded.

### LEARNING GOALS OF THIS MINOR

- (a) Understanding environmental and social issues in a local and global context;
- (b) Understanding the role of businesses in sustainable development;
- (c) Acquiring managerial competences to put the concepts of sustainable business into practice;
- (d) Learn how to conduct (qualitative) research and how to write clearly and convincingly (very useful for your thesis work!)

Competencies that will be addressed in the Minor SBD include (a) Showing command of the theoretical and practical knowledge of CSR in the tourism industry; (b) Being able to work and think independently; (c) Being able to express yourself, both in writing and talking; (d) Showing leadership skills in organizing the team-work and inspiring others; (e) Acting as a team-player in assignments; and (f) Using your networking skills in collaborating with firms.

### MORE INFORMATION? SEE THE NHTV WEBSITE -> MAJOR-MINOR CATALOGUS

Language of instruction:	English
Type of minor:	NHTV-wide minor
Admission requirements:	not open to students M&EM/GA&D
Study load of the minor:	15 ECTS
Start date of the minor:	7-9-2009
End date of the minor:	21-11-2009
Indication of costs:	(1) About €50 including excursion fees, EndNote reference software and Reader. (2) Travel costs for two excursions and one interview (all within the Netherlands, using public transport). (3) About €35 for buying the book of Crane & Matten (2007) <i>Business Ethics –Managing Corporate Citizenship and Sustainability in the Age of Globalization</i> . Second Edition, Oxford University Press.
Location:	Mgr. Hopmansstraat and field work within the Netherlands.
Minimum number of participants:	10
Maximum number of participants:	20
Department/academy offering the minor:	Academy for Tourism Management via Centre for Sustainable Tourism and Transport (CSTT)
Minor coordinator:	Jakomijn van Wijk
E-mail address coordinator:	<a href="mailto:wijk.j@nhtv.nl">wijk.j@nhtv.nl</a>
Geforceerde toppositie:	Nee