

Corporate Social Responsibility in Hospitality



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

> **Degree course:** International Hospitality Management

> **Teaching unit:** UE Management in Hospitality

> **Course language:** English

> **Duration (hours):** 16

> **ECTS:** 2

> **Teacher(s):** Marine L'HOSTIS

> **Assessment:**

Continuous assessment

Final exam

> **Teaching methods:**

Lecture course 16 hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

This course introduces Corporate Social Responsibility (CSR) in Hospitality

Part 1. What is CSR and how does it apply to the hospitality industry?

Part 2. Implementing a CSR strategy in the hospitality industry

Part 3. Certifying and labelling a CSR policy in the hospitality industry

OBJECTIVES

The course Introduces the fundamentals of CSR, its links with sustainable development and its application to the hospitality industry. It gives an overview of environmental and social issues in the hospitality industry and shows how to address them through a CSR policy. It also provides some concrete tools, policies and actions to elaborate and implement a CSR strategy in the hospitality sector. This course presents the main norms and certifications to formalise a CSR policy in the hospitality industry.

PREREQUISITES

Training in any of these fields: hospitality, tourism, management, environmental sciences

SELECTIVE BIBLIOGRAPHY

- Legrand, Chen, Laeis (2022) Sustainability in the Hospitality Industry: Principles of Sustainable Operations Routledge 4e édition

- Parsa, Narapareddy (2015) Sustainability, Social Responsibility, and Innovations in the Hospitality Industry, Apple Academic Press

- Rasche, Morsing and Moon (2017) Corporate Social Responsibility: Strategy, Communication, Governance, Cambridge University Press