AOHT Sustainable Tourism

Lesson 9

Corporate Social Responsibility and Commercial Tourism

Teacher Resources

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| **Resource** | **Description** |
| Teacher Resource 9.1 | Presentation and Notes: Corporate Social Responsibility (includes separate PowerPoint file) |
| Teacher Resource 9.2 | Assessment Criteria: Project Business CSR |
| Teacher Resource 9.3 | Key Vocabulary: Corporate Social Responsibility and Commercial Tourism |
| Teacher Resource 9.4 | Bibliography: Corporate Social Responsibility and Commercial Tourism |

Teacher Resource 9.1

Presentation Notes:   
Corporate Social Responsibility

Before you show this presentation, use the text accompanying each slide to develop presentation notes. Writing the notes yourself enables you to approach the subject matter in a way that is comfortable to you and engaging for your students. Make this presentation as interactive as possible by stopping frequently to ask questions and encourage class discussion.

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| C:\Users\Mika\Documents\Pearson\2015\November\28\SustainableTourism_Lesson9_Presentation_ROOT_112515\Slide1.JPG  You have already learned how an over-emphasis on tourism profits can result in negative impacts on tourism resources and host communities. More and more, however, commercial hospitality and tourism (HT) businesses are trying to reduce their ecological footprints through sustainability efforts. This is because a growing number of consumers are demanding sustainable products and also because many businesses understand that it is important to be environmentally and socially responsible, as well as profitable.  In this presentation we will explain what *corporate social responsibility* means, how it relates to sustainability, and what steps companies are taking in the commercial hospitality and tourism industry to be more responsible. | Presentation notes |
| C:\Users\Mika\Documents\Pearson\2015\November\28\SustainableTourism_Lesson9_Presentation_ROOT_112515\Slide2.JPG  Corporate social responsibility (CSR) basically refers to how companies carry out their business to make an overall positive impact on society and the environment while still making a profit. It is a concept that asks corporations to integrate economic priorities with social and environmental ones. Companies that have CSR policies take into account how their services and products might affect people, animals, communities, and the environment, and they work to reduce the negative effects. It means they are trying to hold themselves to higher standards for conducting business than even the law requires.  That is the general definition for CSR, but being responsible can mean different things to different companies. CSR might cover a wide range of issues from animal rights to health and safety. It includes a focus on customer well-being and on benefiting the communities in which the company does business. It usually includes actions the company is making toward environmental sustainability. You might think of it as a company’s pledge to reduce its footprint, just as you thought of ideas to reduce your own footprint in the beginning of this course. We are going to take a look at some examples of how different companies are doing that. | Presentation notes |
| C:\Users\Mika\Documents\Pearson\2015\November\28\SustainableTourism_Lesson9_Presentation_ROOT_112515\Slide3.JPG  As part of their CSR plans, many large hospitality and tourism companies have specific sustainability initiatives on their websites. A sustainability initiative is a set of policies and procedures a business takes as a first step toward sustainable practices. The word *initiative* comes from “initiate,” or “begin.”  A sustainability initiative is a way for a company to make some kind of change that will be better for the environment. It states certain steps the company is going to take to reduce its negative effects. Most sustainability initiatives address packaging and waste reduction, recycling, energy and water use, and green building. | Presentation notes |
| C:\Users\Mika\Documents\Pearson\2015\November\28\SustainableTourism_Lesson9_Presentation_ROOT_112515\Slide4.JPG  Many companies reduce packaging and manage waste by creating less of it and implementing recycling wherever possible. When it comes to packaging, examples of sustainability measures include:   * Reducing the amount of packaging and paper used and eliminating plastic and polystyrene (Styrofoam) containers, which take hundreds of years to disintegrate. McDonald’s has replaced its polystyrene “clamshells” with paper-based wraps and reduced paper use in napkins by 21%; Pizza Hut has reduced the amount of paper fiber in pizza boxes by 15% in the last decade; and some companies are switching to biodegradable corn-based plastics. * Increasing the use of post-consumer recycled materials. *Post-consumer* means it’s made from paper products that have already been used and thrown out, as opposed to *pre-consumer* materials from manufacturing scraps. Bojangles switched to 100% post-consumer recycled bags and the napkins at Quiznos are made from 100% post-consumer recycled materials. * Implementing in-store recycling. As the Starbucks website explains, recycling seems simple, but it’s very challenging because not all towns and cities have commercial recycling programs in place. Starbucks and Subway have in-store recycling wherever it is possible. * Encouraging customers to bring their own cups (Starbucks offers a 10-cent discount in the United States and Canada). | Presentation notes |
| C:\Users\Mika\Documents\Pearson\2015\November\28\SustainableTourism_Lesson9_Presentation_ROOT_112515\Slide5.JPG  Hospitality businesses take huge amounts of energy and water to run, so reducing their use is good both for the environment and for operational costs. Since lighting and HVAC (heating, ventilation, and air conditioning) account for most of the power use, the most common sustainability measures are:   * Switching to energy-saving lightbulbs and updating neon signs to LED (“light-emitting diode”) ones. Starbucks found that changing bulbs reduced lighting energy consumption by as much as 80%. * Using motion sensor lights (some businesses have installed them in restrooms, for example). * Installing energy-saving appliances. * Turning off appliances when not in use (one company in Dallas helps restaurants cut their power use by installing sensors that shut down ovens or let employees know when windows or coolers are left open).   Some of the ways businesses conserve water include:   * Low-flow faucets, toilets, and spray heads to wash dishes (they take less water to operate). * Using products that take less water to make. Subway worked with pickle and pepper suppliers to reduce the amount of brine and saved 739,000 gallons of water. * Using drought-resistant plants in business landscaping (they take less water). | Presentation notes |
| C:\Users\Mika\Documents\Pearson\2015\November\28\SustainableTourism_Lesson9_Presentation_ROOT_112515\Slide6.JPG  You will discuss green building practices in more detail later in this course, but it is definitely one of the growing ways companies are reducing their impact on the planet. It basically means designing and building spaces using more environmentally-friendly methods, such as using locally sourced building materials whenever possible and including renewable energy, such as solar panels.  In addition to all of the examples we have discussed, there are many other examples of CSR when it comes to sustainability practices. Some companies are establishing accounts with local growers and suppliers to cut down on their footprints. Some have switched to nontoxic cleaning supplies. Many businesses these days post reminders to customers that read “Take only what you need” near napkins and disposable utensils. From more conservation-minded landscaping to employee sustainability training, there are a number of ways to make a difference.  Of course, many companies have not made any changes at all to become more sustainable. They are generating more pollution and waste than ever. Some businesses take advantage of the going green trend by saying that they’re making changes without really taking action. But every step counts, and we, the customer, can influence all companies to make changes. | Presentation notes |

Teacher Resource 9.2

Assessment Criteria: Project Business CSR

Student Names:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Using the following criteria, assess whether students met each one.

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|  |  | Met | Partially Met | Didn’t Meet |
| The CSR includes a clear vision statement that explains why this business chooses to be responsible. |  | □ | □ | □ |
| The CSR includes one or more areas of focus within sustainable tourism. |  | □ | □ | □ |
| The CSR provides specific, realistic examples of how the company will put its beliefs into action. |  | □ | □ | □ |
| The completed assignment is neat, legible, and presentable and uses proper spelling and grammar. |  | □ | □ | □ |

Additional Comments:

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Teacher Resource 9.3

Key Vocabulary: Corporate Social Responsibility and Commercial Tourism

| Term | Definition |
| --- | --- |
| commercial tourism | Privately owned tourism companies where the major priority is to make money. Often focused on the mass tourism market. |
| corporate social responsibility (CSR) | Refers to how companies carry out their business to make an overall positive impact on society while still making a profit. CSR is a concept that asks corporations to take responsibility for the impact of their activities in terms of the economy, society, and the environment. Publishing their policy means that they are allowing the public to hold them accountable for their commitments in these areas. |
| hospitality (industry) | The industry that includes hotels, restaurants, casinos, catering, resorts, clubs, and any other commercial service businesses that deal with visitors and tourists. |
| hospitality providers | Accommodation businesses, from hotels and resorts to cruise ships, usually including food, entertainment, and tour services |
| HVAC | An abbreviation for “heating, ventilation, and air conditioning.” |
| LED | An abbreviation for “light-emitting diodes,” a type of lighting technology that is quickly replacing incandescent lighting because of its lower energy consumption and longer lifetime. |
| sustainability initiatives | Specific sets of policies, procedures, or practices a business takes (and usually publicizes) to achieve a new level of sustainable practices. |
| sustainable practices | The broad range of measures organizations (in this context, commercial hospitality and tourism businesses) take to cut down on waste generated or energy used. |
| tourism | Travel for recreational, leisure, and educational purposes. In the industry context, the term also includes the activities undertaken during travelers’ stays in their destinations and the facilities related to/created to cater to travelers’ needs. |

Teacher Resource 9.4

Bibliography: Corporate Social Responsibility and Commercial Tourism

The following sources were used in the preparation of this lesson and may be useful for your reference or as classroom resources. We check and update the URLs annually to ensure that they continue to be useful.

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