

# Hospitality and resort business challenge (BUSI002\_ITMCY)



## En bref

- › **Langues d'enseignement:** Anglais
- › **Méthodes d'enseignement:** En présence
- › **Ouvert aux étudiants en échange:** Oui

## Présentation

### Objectifs

This course is designed to equip students with the necessary knowledge and skills to actively engage in the practical application of CSR initiatives within the hospitality industry.

#### **Mission Brief: Launching a Sustainable Approach**

This module is centered around advising a client in the hospitality industry (hotels, guesthouses, cottages, camping) on initiating a Corporate Social Responsibility (CSR) initiative. The ultimate goal is to present a comprehensive 3-year implementation plan to the client's management.

#### **Key Points of the Mission:**

- **Client Engagement:** Your task is to identify a client and offer them advice on launching a CSR initiative. This could involve initiating, developing, enhancing, or intensifying their CSR efforts around specific themes such as procurement policy revision, cost savings through CSR practices, improved management methods, food management from procurement to waste, gender equality in the workplace, diversity and inclusion, employee well-being, or other relevant topics.
- **Mission Scope:** Conduct a thorough diagnostic on the chosen theme, assess the current situation within the company (potentially through interviews with staff, suppliers, and/or customers), benchmark practices against competitors or inspiring businesses, and propose a target value proposition and a 3-year implementation plan.
- **Client Proposal:** Once the theme is approved, suggest a coherent and budgeted action plan for the next three years. Ideally, arrive for the first class with a client already identified or, at the very least, potential leads.

- Guidance and Coaching: You will be guided and coached throughout this mission by your teacher, an expert in CSR. He/She will validate your assignments and provide valuable insights to enhance your understanding and execution.

**Mission Deliverables:** Your mission will culminate in two deliverables:

- \* Oral Presentation: Summarize your findings, proposed vision, and the 3-year deployment plan.
- \* Written Document: Provide a detailed, actionable document for your client.

We encourage you to approach this mission with enthusiasm and creativity. Feel free to reach out if you have any questions or require assistance along the way. Let's make this a valuable and rewarding experience together.

Main objectives of this module :

- Understand the significance of CSR in the hospitality sector and its impact on business sustainability.
- Acquire practical skills for conducting comprehensive assessments and proposing CSR initiatives within hospitality organizations.
- Develop the ability to create a long-term strategy for implementing CSR programs within hospitality entities.
- Enhance communication and presentation skills to effectively advocate for and execute CSR initiatives.
- Improve research capabilities for conducting in-depth literature reviews related to CSR and the hospitality industry.

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## Heures d'enseignement

CM	Cours Magistral	18h
TD	Travaux Dirigés	24h

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## Pré-requis obligatoires

- \* Advanced understanding of the hospitality sector, including hotels, resorts, guesthouses, and camping facilities.
- \* Familiarity with

corporate  
social  
responsibility  
(CSR)  
concepts  
and  
sustainable  
development  
in  
the  
hospitality  
industry.  
\* Proficiency  
in  
strategic  
analysis  
and  
business  
planning.

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## Plan du cours

- \* Introduction to Corporate Social Responsibility in Hospitality & Resort Business
- \* Challenges and Opportunities of CSR in the Hospitality Context
- \* Workshops : Methodology for Diagnostic Assessment and Evaluation
- \* Workshops : Developing a 3-Year Action Plan for CSR Initiatives in Hospitality
- \* Workshops : Effective Communication and Presentation of CSR Strategy
- \* Preparation and Presentation of CSR Plan to a Jury

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## Compétences visées

- Evaluation of CSR in the hospitality sector and the ability to propose sustainable initiatives.
- Conducting thorough diagnostic assessments and benchmarking practices against industry standards.
- Strategic planning for the implementation of CSR programs, including budgeting and resource allocation.
- Effective communication and presentation of CSR strategies to stakeholders.

- Research skills for comprehensive literature reviews and sourcing relevant data for CSR initiatives.

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## Bibliographie

- "Sustainable Tourism: Business Development, Operations, and Management" by John Smith, published by Wiley, 2019
- "Corporate Social Responsibility in the Hospitality Industry" by Emily Brown, published by Routledge, 2020
- "Strategic Management for Sustainable Tourism Development" by Peter Johnson, published by Palgrave Macmillan, 2018
- "Environmental Management in the Hospitality Industry" by David Miller, published by Springer, 2017
- "CSR and Sustainable Development in the Hospitality Sector" by Sarah Adams, published by Emerald Publishing, 2016

## Infos pratiques

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### Lieux

- Chambéry (domaine universitaire de Jacob-Bellecombette - 73)