## Subject Overview

This subject explores the concept of sustainable business and its applicability and adoption in the hospitality and tourism industry. The subject defines what sustainable business means and explores principles of sustainable hospitality based around the key areas of environment, people and communities, fairness and transparency and leadership and future directions. Students consider the application of these principles through a range of case studies to explore the ethical and sustainable dilemmas that confront all stakeholders. This will clarify the political, social and economic forces that potentially shape the adoption of sustainable practices in the industry.

## Learning Outcomes

- Judge the implementation of sustainable principles by hospitality operations
- Evaluate the relevance of industry expressions of sustainability such as codes of practice, certification programs and frameworks
- Predict the future sustainability challenges that face the hospitality sector and propose possible solutions to these challenges
- Reflect on the concept of sustainability and summarise the business case for its adoption in the hospitality sector

## Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>Group review (groups of 2)</td>
<td>20%</td>
</tr>
<tr>
<td>Document analysis</td>
<td>40%</td>
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<tr>
<td>Examination</td>
<td>40%</td>
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</tbody>
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## Graduate Attributes addressed in this subject

- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to synthesise and consolidate knowledge
- Scholarly skills
- Communication skills
- Personal attributes - work independently, sustainability