Module Title: People Planet Purpose

Module Code: B3240

Level: BAIHTM – 7th Semester…Lesson Plan

S. No.	Unit	Topic/Activities
1	Concept of Sustainable Development	• Explanation of the Concept of Sustainable Development • Examination of the Three Spheres of Sustainable Development (Environmental, Social, and Economic) • Analysis of the Rationale for Adopting Sustainable Development Approaches • Overview of the Historical Development of Sustainability • Critical Discussion of Major Criticisms of Sustainability

2	The Triple Bottom Line in Hospitality, Tourism and Events for Economic and Social Change (HTE)	• Introduction to the Triple Bottom Line Framework
		• Examination of the United Nations Five Ps (People, Planet, Prosperity, Peace, and Partnership)
		• Analysis of Core Sustainability Issues in the Hospitality and Tourism (H and T) Industry, Including:
		   o Environmental Dimensions
		   o Economic Dimensions
		   o Social Dimensions

3	The Role of HTE in Net Zero Goals	• Analysis of Global Carbon Emissions Associated with Hospitality and Tourism • Examination of the Main Causes of Global Warming • Evaluation of the Relationship Between Climate Change and Tourism

		• Discussion of Strategies for Addressing Climate Change within the HTE Sector
4	The Sustainable Development Goals	• Examination of Change Trajectories in Global Development • Analysis of Climate Change Trajectories • Introduction to the United Nations Sustainable Development Goals (SDGs) • Classification of the SDGs into Five Main Groups • Evaluation of the Contributions of Hospitality, Tourism, and Events to Achieving the SDGs
5	Waste Management	• Analysis of the Environmental Impacts of Waste • Identification of Different Forms of Waste • Examination of Waste Generation in the Hospitality and Events Industry • Evaluation of Waste Management Strategies Used in HTE
6	Responsible Consumption – Food	• Examination of Global Food Problems and Possible Solutions • Analysis of Food Systems and their Sustainability • Exploration of the Concept of Food Miles • Evaluation of Food-Related Opportunities for Change within HTE
7	Business with Purpose – Ecotourism	• Overview of Ecotourism Activities • Examination of the Ecotourism Spectrum • Analysis of the Role of Learning and Education in Ecotourism • Evaluation of the Ecotourism Market • Critical Discussion of the Ecotourism Debate • Case Example of Ecotourism in Practice
8.	Business with Purpose – CSR and Stakeholder Engagement	• Definition of Corporate Social Responsibility (CSR)

		• Distinction between Shareholders and Stakeholders • Explanation of the Difference between CSR and Corporate Philanthropy • Critical Evaluation of the Concept of CSR • Discussion of Responsibility in Sustainable Hospitality and Tourism
9	System Change	• Examination of Why Systemic Change is Necessary • Identification of Different Types of Change • Introduction to the Concept of Donut Economics • Analysis of degrowth, Including Examples From Tourism, Hospitality, and Events • Examination of Regenerative Tourism • Evaluation of the Challenges and Barriers to Implementing Change