PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION,
OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

DEPARTMENT: Consumer and Family Sciences
EFFECTIVE SESSION: Summer 2011

INSTRUCTIONS: Please check the items below which describe the purpose of this request.
1. New course with supporting documents
2. Add existing course offered at another campus
3. Expiration of a course
4. Change in course number
5. Change in course title
6. Change in course credit/hours
7. Change in course attributes (department head signature only)
8. Change in instructional hours
9. Change in course description
10. Change in course requisites/credit
11. Change in semesters offered (department head signature only)
12. Transfer from one department to another

PROPOSED:
Subject Abbreviation: HTM
Course Number: 40800
Long Title: Hospitality Management Environmental Issues, Opportunities and Challenges
Short Title: Hosp Mgmt Environmental Issues

EXISTING:
Subject Abbreviation: 
Course Number: 

TERMS OFFERED:
Check All That Apply:
- Summer
- Fall
- Spring
CAMPUSES INVOLVED:
- Calif E1
- Ind State
- Tech Statewide
- W. Lafayette
- Indianapolis

COURSE ATTRIBUTES:
Check All That Apply:
1. Pass/No Pass Only
2. Satisfactory/Unsatisfactory Only
3. Repeatable
4. Maximum Repeatable Credit:
5. Credit by Examination
6. Full Time/Part Time
7. Special Fee
8. Honors
9. Full Time/Part Time
10. Off Campus Experience

COURSE DESCRIPTION (INCLUDE REQUIRED/RESTRICTIONS):
SEE ATTACHMENT FOR DETAILED DESCRIPTION OF HTM 40800
P: HTM 18100, FNN 20300 and FNN 20400

COURSE LEARNING OUTCOMES:
After completion of this course, students will be able to:
1. Understand what sustainability is and the various reasons industry has taken or will undertake sustainable projects. Know the impact of the hospitality industry on the environment.
2. Understand the history of environmental issues, the green movement, governmental regulations, of sustainability and project into the future the potential legal, regulatory, political and economic requirements for the environment and sustainability.
3. Understand the four areas of sustainability: water, energy, transportation and waste and the options a hospitality entity has to deal with these areas.
4. Understand the various Environmental Systems, strategies, certifications that exist and how these can impact an hospitality entity or event.
5. Understand the marketing implications of a sustainable policy and how to leverage sustainability into a global brand.
6. Understand the economics of sustainability and be able to complete a cost benefit analysis to provide rationale for undertaking sustainability projects.
7. Understand the conflicting needs of different stakeholders with respect to sustainability.

Cross Listed Courses:

Column Department Head: 
Date: 4/5/11

Column School Dean: 
Date: 4/5/11

Fort Wayne Department Head: 
Date: 

Fort Wayne School Dean: 
Date: 4/5/11

Indianapolis Department Head: 
Date: 

Indianapolis School Dean: 
Date: 

North Central Faculty Senate Chair: 
Date: 

Vice Chancellor for Academic Affairs: 
Date: 

West Lafayette Department Head: 
Date: 

West Lafayette College/School Dean: 
Date: 

West Lafayette Registrar: 
Date: 

OFFICE OF THE REGISTRAR
HTM 40800

Hospitality Management environmental issues, opportunities and challenge (15 week semester online course)

Course Description

This course introduces the student to the global sustainability trends, their impact on the hospitality industry, and responses to and opportunities associated with sustainability. The course attempts to portray a variety of viewpoints regarding issues of contemporary interest to society and the business community, particularly those in the hospitality industry. The current interest in sustainability within the hospitality industry is fueled by the consumers increased awareness and changes in the regulatory environment. These trends seriously influence strategic and operational management decision, impact consumer behavior and directly affect profitability as well as growth in all sectors of the hospitality industry. A clear understanding of the issues surrounding environmental politics, private industry environmental impacts, and corporate social responsibility will help those in the hospitality industry enhance their reputation, obtain badly needed capital funds, and attract the best and brightest human resources. This is a trend that is not going away and understanding of basics of sustainability and the trends inherent in the industry will assist the student in the student’s career path in the hospitality industry.

Course Objectives: After completion of this course, Students will be able to:

1. Understand what sustainability is and the varied reasons industry has taken or will undertake sustainable projects and to know the impact of the hospitality industry on the environment

2. Understand the history of environmentalism, of the green movement, governmental regulations, of sustainability and project into the future the potential legal, regulatory, political and economic requirements for the environment and sustainability

3. Understand the four general areas of sustainability: water, energy, transportation and waste and the options a hospitality entity has to deal with these areas.

4. Understand the various Environmental Systems, strategies, certifications that exist and how these can impact an hospitality entity or event

5. Understand the marketing implications of a sustainable policy and how to leverage sustainability into a global brand.

6. Understand the economics of sustainability and be able to complete a cost benefit analysis to provide rationale for undertaking sustainability projects.

7. Understand the conflicting needs of different stakeholders with respect to hospitality
HTM 40800 Syllabus

Hospitality Management environmental issues, opportunities and challenges

Summer II 2011 IPFW

Instructor: Professor Paul Herbig
Contact information: herbigp@ipfw.edu or prfssrpah@aol.com
260-243-0825 (please leave message)

Textbooks:


Considerable number of additional articles that will be used as referenced readings.

Course Description

This course introduces the student to the global sustainability trends, their impact on the hospitality industry, and responses to and opportunities associated with sustainability. The course attempts to portray a variety of viewpoints regarding issues of contemporary interest to society and the business community, particularly those in the hospitality industry. The current interest in Sustainability within the hospitality industry is fueled by the consumers increased awareness and changes in the regulatory environment. These trends seriously influence strategic and operational management decision, impact consumer behavior and directly affect profitability as well as growth in all sectors of the hospitality industry. A clear understanding of the issues surrounding environmental politics, private industry environmental impacts, and corporate social responsibility will help those in the hospitality industry enhance their reputation, obtain badly needed capital funds, and attract the best and brightest human resources. This is a trend that is not going away and understanding of basics of sustainability and the trends inherent in the industry will assist the student in the student’s career path in the hospitality industry.

Learning Outcome: After completion of this course, students will be able to:

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7. Understand the conflicting needs of different stakeholders with respect to hospitality

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<td>Marketing and Financing</td>
<td>8,9,13</td>
<td>Term Paper due</td>
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Grading:
Discussion threads  8@50          400
Cases              7@50          350
Final term paper   250
Total              1000
Final Paper description:

Students will choose two hospitality entities from same sub industry (see below). One must be relatively old (20-30 years or more) and never refurbished green-wise. The other will be a project that is on the drawing board or just approved but not yet designed or built (can be imaginary and not a real project). The students must discuss in the report how to revise the old to be sustainable in a financial prudent and cost effective (ROI) manner while providing ideas on designing the new to be totally sustainable (while discussing financial implications, cost, and ROI in doing so). Students must also discuss how they would market the projects and any operational issues and recommendations for the new sustainable projects.

Compare and Contrast

1) Lord of the Seas, a sister ship of Majesty of Seas launched in 1990 to Excitement of the Seas, a sister ship of Oasis to be contracted in summer 2011

2) Palmer House vs. New Hotel project in Chicago contracted in summer 2011

3) Disneyland or Disney world vs. New Disney Rio project to be announced during fall 2011

4) A golf resort with an existing 30 year old course and resort and a plan to expand it with a new green resort and golf course

5) An existing 25 year old Club Med resort in Aruba with a new resort project planned for adjacent to the old resort.

6) A 30 year old Vantage tour 30 day tour of the British Isles versus a plan to redo the tour into a more “green” sustainable one.

7) Other pairs, one being at least 20 and preferably 30-40 years old and the other not yet constructed.