

# CURRICULUM OVERVIEW

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## Sustainable Service Management for Hospitality and Tourism

Career and Technical Education Series



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## Sustainable Service Management for Hospitality and Tourism Course Overview

This comprehensive course will cover the principles and practices of sustainable service management. The purpose of this course is to provide students with an understanding of socially, environmentally, and financially sustainable hospitality management. The course will provide a sustainable approach to service management, incorporating the role of the customer, employee, leaders, and the environment. After successful completion of this course, students will understand and be able to explain the fundamentals of sustainability in the hospitality industry.

### Objectives

- articulate the importance of customer-centered service in the hospitality industry
- know how to empower employees to create sustainable service
- be able to describe leadership qualities that contribute to a sustainable service environment
- be able to identify drivers of sustainable success in service businesses
- understand how green policies and social profit benefit the planet and the bottom line

Sustainable Service Management for Hospitality and Tourism	Unit 1: Creating a Customer-Centered Hospitality Environment	
	Assignments	
	1. Course Overview	10. Project: The Service Setting Essay
	2. Defining Sustainable Service Management	11. Communication for Sustainable Service
	3. Project: Essay on Service	12. Project: Hospitality Industry Website Comparison
	4. Managing the Guest Experience	13. Quiz 2: Quality Management Strategies
	5. Customer Knowledge	14. Special Project*
	6. Project: Guest Satisfaction Index Study	15. Test
	7. Quiz 1: Sustainable Service Management for the Guest Experience	16. Course Project - Part 1: Starting Your Company*
	8. Standards for Service Delivery	17. Glossary and Credits
	9. The Service Setting	

  

Sustainable Service Management for Hospitality and Tourism	Unit 2: Focus On the Empowered Employee	
	Assignments	
	1. Hiring for Sustainable Success	9. Teamwork & Sustainability
	2. Project: Interviewing for a Position	10. Project: Create a Team!
	3. Training for Sustainable Success	11. Brand Cultivation for Sustainable Success
	4. Project: Train the Trainee	12. Quiz 2: Organizational Culture and Brand Cultivation
	5. Motivating Employees for Sustainable Success	13. Special Project*
	6. Quiz 1: Hiring, Training, and Motivating for Sustainable Success	14. Test
	7. Creating a Sustainable Culture	15. Course Project - Part 2: Hiring Employees*
	8. Project: The Culture of a Company	16. Glossary and Credits

Unit 3: Focus On Sustainable Leadership	
Assignments	
1. Defining Sustainable Leadership	10. Project: Reflection on the Vision/Mission of an Organization
2. Project: Effective Leader	11. Decision Making
3. Core Values & Competencies	12. Quiz 2: Leadership Roles
4. Personal Vision & Mission	13. Special Project*
5. Project: Your Vision and Mission Statements	14. Test
6. Quiz 1: Values-Driven Leadership	15. Course Project - Part 3: The Leaders*
7. Leaders as Mentors and Coaches	16. Glossary and Credits
8. Project: Intrinsic and Extrinsic Motivators	
9. Interpersonal Skills for Leaders	

Unit 4: Focus On Sustainable Organizations	
Assignments	
1. Organizational Values	9. Sustainable Systems
2. Project: Comparing Organizational Values	10. Project: Service Organization Blueprint
3. Organizational Climate and Ethics	11. The Customer and the Organization
4. Project: Core Values and Competencies	12. Quiz 2: Structures within the Organization
5. Strategic Focus for Sustainability	13. Special Project*
6. Quiz 1: Sustainable Organizational Values, Ethics and Strategies	14. Test
7. Sustainable Organization Management	15. Course Project - Part 4: Building the Culture*
8. Project: Organizational Theories	16. Glossary and Credits

Unit 5: The Sustainable Future	
Assignments	
1. Social Responsibility	10. Sustainability Overview
2. Project: Social Responsibility	11. Project: Creating a Resume
3. A Sustainable World	12. Quiz 2: Sustainable Hospitality Today and Tomorrow
4. Project: Social Responsibility (Part 2)	13. Special Project*
5. Safety and Security	14. Test
6. Quiz 1: Organizational Responsibility	15. Course Project - Part 5: Your Social Responsibility*
7. Social Media and Sustainability	16. Glossary and Credits
8. Innovation and the Future	
9. Project: Future World	

Unit 6: Course Project, Review and Exam	
Assignments	
1. Course Project - Part 6: Tell Your Tale*	2. Review
	3. Exam

(\*) Indicates alternative assignment