



**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



<b>Programme</b>	<b>Level 7 Diploma in Tourism &amp; Hospitality</b>		
<b>Unit Number/ Unit Title</b>	<b>Unit 5 Corporate Social Responsibility and Ethics in Global Tourism</b>		
<b>Cohort Code:</b>	L07CSR-U5		
<b>Unit Level</b>	Level 7		
<b>Total Credits/Hours</b>	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
<b>Credits</b>	20 CATS/ 10 ECTS		
<b>Lecturer</b>			
<b>Start Date</b>		<b>End Date</b>	

<b>Unit Aims</b>	This module explores corporate social responsibility (CSR), ethics, and sustainability in the global tourism and hospitality sectors. Learners will investigate best practices for ethical decision-making and responsible business conduct.		
<b>Differentiation Strategies</b> <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none"><li>1. Progressive tasks</li><li>2. Digital resources</li><li>3. Verbal support</li><li>4. Variable outcomes</li><li>5. Collaborative learning</li><li>6. Ongoing assessment</li><li>7. Flexible-pace learning</li></ol>		

<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<b>Teaching and Learning Materials</b>
	<ul style="list-style-type: none"> <li>• Crane, A., &amp; Matten, D. (2022). Business Ethics. Oxford University Press.</li> <li>• UNWTO (2021). Global Code of Ethics for Tourism. UNWTO.</li> <li>• Bohdanowicz, P., Zientara, P., &amp; Novotna, E. (2011). CSR in Hospitality. Scandinavian Journal of Hospitality.</li> <li>• Schwartz, M. S. (2017). Corporate Social Responsibility: An Ethical Approach. Broadview Press.</li> <li>• World Economic Forum (2022). ESG and Stakeholder Capitalism Reports.</li> </ul>

<b>Learning Outcome</b> <b>(The learner will be able to)</b>	<b>Assessment Criteria</b> <b>(The learner can:)</b>
<b>LO1. Understand theories of CSR and business ethics.</b>	<b>1.1 Explain key ethical theories and CSR models.</b> <b>1.2 Discuss the business case for ethical practices.</b>
<b>LO2. Evaluate global challenges to responsible tourism.</b>	<b>2.1 Analyse sustainability issues and stakeholder conflicts.</b> <b>2.2 Examine responses to climate and human rights concerns.</b>
<b>LO3. Develop ethical decision-making skills.</b>	<b>3.1 Apply frameworks to ethical dilemmas.</b> <b>3.2 Recommend courses of action for leadership teams.</b>
<b>LO4. Design a CSR strategy for a tourism organisation.</b>	<b>4.1 Propose a CSR policy aligned with UN SDGs.</b> <b>4.2 Define metrics for measuring social impact.</b>
<b>LO5. Promote inclusive, ethical leadership.</b>	<b>5.1 Evaluate inclusive strategies in business leadership.</b> <b>5.2 Address equity and justice in workforce and community engagement.</b>

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to CSR and Ethics in Global Tourism	Define key concepts and the role of ethics in tourism and hospitality.	LO1	
2.	Theories of Ethics: Utilitarianism, Deontology, Virtue Ethics	Understand classical and modern ethical frameworks.	LO1	
3.	Corporate Social Responsibility: Historical Evolution and Definitions	Trace the origins and development of CSR in global business.	LO1	
4.	Stakeholder Theory and Triple Bottom Line	Analyze how businesses balance economic, social, and environmental goals.	LO1	
5.	Codes of Conduct and Industry Standards in Tourism	Review global CSR guidelines like UNWTO, WTTC, and Global Code of Ethics.	LO1	
6.	Climate Change and Environmental Challenges in Global Tourism	Examine the environmental pressures facing tourism globally.	LO2	
7.	Over-Tourism, Resource Strain, and Destination Degradation	Understand the consequences of unmanaged growth.	LO2	
8.	Cultural Exploitation and Responsible Engagement with Host Communities	Discuss how tourism can protect or harm cultural heritage.	LO2	
9.	Wildlife Tourism and Animal Welfare	Evaluate ethical issues in nature-based tourism.	LO2	
10.	Ethical Decision-Making Models and Tools	Introduce practical models for resolving moral dilemmas.	LO3	
11.	Applying Ethical Frameworks to Tourism Case Studies	Use real-world scenarios to assess ethical decisions.	LO3	

12.	Conflicts of Interest and Corporate Accountability	Understand transparency, reporting, and stakeholder trust.	LO3	
13.	Whistleblowing and Organisational Ethics	Evaluate internal mechanisms to encourage ethical conduct.	LO3	
14.	Crisis Ethics: Tourism in Conflict Zones or Pandemics	Examine responsible decision-making during crises.	LO3	
15.	Elements of a CSR Strategy: Vision, Values, and Objectives	Begin planning an organisation-specific CSR approach.	LO4	
16.	Midterm	<b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17.	CSR in Hospitality Chains and Tour Operators	Study best practices in designing and implementing CSR in tourism businesses.	LO3	
18.	Partnering with NGOs and Local Communities	Align CSR with stakeholder interests and community development.	LO4	
19.	Sustainable Supply Chains and Ethical Procurement	Integrate sustainability into procurement and vendor relationships.	LO4	
20.	Monitoring, Evaluation, and Impact Reporting for CSR Initiatives	Learn how to measure CSR outcomes using KPIs and qualitative metrics.	LO4	
21.	Inclusive Leadership and Diversity in Global Tourism Organisations	Promote leadership that values equity and cultural competence.	LO5	
22.	Ethical Leadership: Integrity, Fairness, and Transparency	Explore the values and traits of ethical leaders in tourism.	LO5	
23.	Building an Ethical Organisational Culture	Foster values-driven teams and decision-making norms.	LO5	
24.	Group Project Workshop: Designing a CSR Strategy	Apply strategy design principles to a hospitality or tourism enterprise.	LO4, LO5	
25.	Presenting and Defending Your CSR Strategy	Communicate your CSR plan and justify its ethical foundation.	LO4, LO5	
26.	Review of Global CSR Case Studies (e.g., Intrepid Travel, Accor, TUI)	Analyze CSR in action and assess what works.	LO1 – LO5	

27.	Self-Assessment and Ethical Leadership Reflection	Reflect on your personal leadership style and ethical outlook.	LO3, LO5	
28.	Final Review: CSR, Ethics, and the Future of Responsible Tourism	Synthesize all module themes and prepare for future ethical practice.	LO1 – LO5	
29.	Final Review: CSR, Ethics, and the Future of Responsible Tourism (cont.)	Synthesize all module themes and prepare for future ethical practice.	LO1 – LO5	
30.	Final Exam Preparation & Review			
31.	Final Exam			