

ETHICS & VALUES IN HOSPITALITY AND TOURISM MANAGEMENT

19.APR-17.MAY.2023

SAP OVERVIEW

This module will introduce students to the latest research, issues and challenges in the hospitality and tourism industry in the context of ethics and values. The United Nations Sustainable Development Goals provide a framework for the module.

The aim of the module is to develop in students a critical understanding of ethical and value related research relevant to hospitality management and to provide experience of learning in a field-based setting.

LEARNING OUTCOMES

At the end of this RUN-EU SAP, you will be able to:

- Identify and critically evaluate ethical and value related issues in tourism and hospitality management;
- Analyse key ethical issues in tourism and hospitality management and propose appropriate managerial solutions to the situation;
- Evaluate relevant academic and policy studies and write a focussed reflective review;
- Explain the role of legislation and regulation in shaping the sustainability of EU tourism industries.

+INFO: www.run-eu.eu

Organised by: TUS, NHL Stenden

DATE From **19 April to 17 May 2023**
Face-to-Face Week: TUS, Athlone, Ireland, 8-12 May

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 5

ACADEMIC RECOGNITION

To be defined by each higher education institution.

ELIGIBLE PARTICIPANTS

Tourism/Hospitality/Sport/Leisure students on undergraduate and Masters degrees in RUN-EU.

HOW TO APPLY

Fill in the application form (**QR or website**)



DEADLINE FOR APPLICATIONS

17 March 2023

CONTACT DETAILS

rainer.prasetya@nhlstenden.com;
sean.connell@tus.ie

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SELECTION CRITERIA

Priority is given to students at an advanced stage of their Bachelor studies and Master students within the field of Hospitality Tourism or Leisure.

LEARNING AND TEACHING STRATEGY

This SAP will be delivered through a combination of workshops, seminars, site visits, coaching and guest lectures. This SAP is delivered through the principles of deep, active learning and collaborative learning through learning in projects where they will apply the knowledge gained to address complex cases.

PREREQUISITES

None.

COURSES LEADERS | LECTURERS

Courses leaders

Rainer Prasetya (NHL Stenden)

Seán Connell (TUS)

Lecturers

Ilse Jongboom (NHL Stenden)

Latifa Benhadda (NHL Stenden)

Noelle O'Connor (TUS)

Kelly Maguire (TUS)

Nicola Ryan (TUS)

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

Selected students receive a scholarship based on the travel distance and the subsistence costs in the country the SAP is offered in.

Travel

Austria - Ireland €270

Finland - Ireland €380

Hungary - Ireland €330

Portugal - Ireland €270

The Netherlands - Ireland €260

Subsistence

Total subsistence for Ireland is €900.

MEANS AND CRITERIA FOR ASSESSMENT

Students must hand in written reports and do an oral presentation. These will be assessed by the use of scoring rubrics.

CERTIFICATION

Short Advanced Programme Certificate in Ethics & Values in Hospitality and Tourism Management.

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AND TOURISM
MANAGEMENT

PROGRAMME AT A GLANCE

WEEK 1 - ONLINE (GMT+1)

+INFO: www.run-eu.eu

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY								KICK-OFF	ONLINE LECTURE		
FRIDAY									PERSONAL & PROFESSIONAL DEVELOPMENT		

WEEK 2, 3 & 5 - WEDNESDAY - ONLINE (GMT+1)

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY									ONLINE LECTURE		

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PROGRAMME AT A GLANCE

WEEK 4 - 8-12 MAY - TUS

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	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
	GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 8/5		BRIEFING & CHECK-IN		WORKSHOP	LUNCH BREAK		WORKSHOP					
TUESDAY 9/5		WORKSHOP/ DEBATE		WORKSHOP	LUNCH BREAK		WORKSHOP		GROUPWORK/ INDIVIDUAL			
WEDNESDAY 10/5		WORKSHOP		FIELD TRIP & WORKSHOP (OFF CAMPUS)								
THURSDAY 11/5		WORKSHOP		LECTURE	LUNCH BREAK		WORKSHOP		WORKSHOP FEEDBACK AND Q&A			
FRIDAY 12/5		WORKSHOP		PREPARE FOR LED SEMINAR	LUNCH BREAK		STUDENT LED SEMINAR		FEEDBACK & CELEBRATION			

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8 MAY

MONDAY 9H00-17H00 - TUS

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 8/5	BRIEFING & CHECK-IN		WORKSHOP	LUNCH BREAK	WORKSHOP						

Briefing & check-in

- 🕒 9h00-10h45
- 📅 Live lecture
- 👤 All lecturers

Workshop Moral Dilemmas

- 🕒 11h00-12h45
- 📅 Live lecture
- 👤 Ilse Jongboom (NHL Stenden)

📄 Moral (or ethical) dilemmas occur when there is a clash between different moral values. Choosing one value is then at the expense of the other value. Based on propositions, we will discover the world of moral dilemmas.

Workshop

- 🕒 13h30-17h00
- 📅 Live lecture
- 👤 Nicola Ryan (TUS)
Seán Connell (TUS)

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9 MAY

TUESDAY 9H00-17H00 - TUS

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 9/5	WORKSHOP/ DEBATE		WORKSHOP		LUNCH BREAK	WORKSHOP		GROUPWORK/ INDIVIDUAL			

Workshop/debate Labor Shortage and Human Trafficking

- 🕒 9h00-10h45
- 👤 Live lecture
- 👤 Ilse Jongboom (NHL Stenden)
- 👤 Latifa Benhadda (NHL Stenden)

- 📄 Labour shortage is a critical issue in the hospitality and tourism sectors. This provocative lecture will question the status quo of human trafficking from an ethical issue to a possible solution to solve the labour shortage in the hospitality and tourism sector.

Groupwork/individual

- 🕒 13h30-14h00
- 👤 Groupwork

Workshop Is the Qatar World Cup ethical?

- 🕒 11h00-12h45
- 👤 Live lecture
- 👤 Ilse Jongboom (NHL Stenden)

- 📄 During this workshop the students will learn to look at ethics from different perspectives in the case of the Qatar World Cup.

Workshop How to stop human trafficking?

- 🕒 14h00-16h00
- 👤 Live lecture
- 👤 Ilse Jongboom (NHL Stenden)
- 👤 Latifa Benhadda (NHL Stenden)

- 📄 The students will be asked to do a presentation about hard, soft and smart power and their link to the human trafficking concept. The students will lead a debate based on some statements that they should prepare beforehand and draw conclusions.

Workshop

- 🕒 13h30-17h00
- 👤 Live lecture
- 👤 Nicola Ryan (TUS)
- 👤 Seán Connell (TUS)

Groupwork/individual

- 🕒 16h00-17h00
- 👤 Groupwork

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10 MAY

WEDNESDAY 9H00-17H00 - TUS

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 10/5	WORKSHOP		FIELD TRIP & WORKSHOP (OFF CAMPUS)								

Workshop

Voluntourism and its ethical implications

- 🕒 09h00-10h45
- 📺 Live lecture
- 👤 Dr. Kelly Maguire (TUS)

📄 Voluntourism has become a booming business in many destinations. However, it has become the topic of much discussion and debate with many scholars questioning the rationale of volunteer tourists and the true impact they make on residents, communities and destinations they visit. Research has shown the dark side of voluntourism.

This session will focus on critically examining the concept of voluntourism and the use of voluntourism by organizations. It will view from a critical lens the advantages and disadvantages of voluntourism using many case study examples and students will be required to present critically informed recommendations for better managing voluntourism.

Field trip & workshop

- 🕒 11h00-17h00
- 📍 Field trip
- 👤 Nicola Ryan (TUS)
Seán Connell (TUS)

📄 Field trip to the Hodson Bay Hotel and surrounding tourist attractions. Senior Management presentation on company policy relating to human trafficking and exploitation.

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11 MAY

THURSDAY 9H00-17H00 - TUS

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 11/5	WORKSHOP		LECTURE		LUNCH BREAK	WORKSHOP		WORKSHOP FEEDBACK AND Q&A			

Workshop

**Human exploitation within
wellness services**

- 🕒 9h00-10h45
- 👤 Live lecture
- 👤 Nicola Ryan (TUS)

📄 This workshop will examine the extent of sexual exploitation within the spa & wellness arena as an unethical aspect of the hospitality and tourism industry. It will also explore the societal barriers that restrict and impact action. Using industry examples and anecdotal evidence, the application of theory to practice will be highlighted by demonstrating procedures that protect wellness staff members from potential harassment and unsafe client actions.

Lecture

External Guest Speaker

- 🕒 11h00-12h45
- 👤 Live lecture
- 👤 Guest Speaker from the Irish Security Forces

Workshop

Feedback and Q&A

- 🕒 15h15-17h00
- 👤 Live lecture

Workshop

Risk management

- 🕒 13h30-15h00
- 👤 Live lecture
- 👤 Antony Johnston

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12 MAY

FRIDAY 9H00-17H00 - TUS

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 12/5	WORKSHOP		PREPARE FOR LED SEMINAR		LUNCH BREAK	STUDENT LED SEMINAR		FEEDBACK & CELEBRATION			

Workshop

The ethics of sex tourism

- 🕒 9h00-10h45
- 👤 Live lecture
- 👤 Dr Noëlle O'Connor (TUS)

📄 Human trafficking research has drawn increasing attention since the early 1980s (Wen, Klarin, Goh and Aston (2020) as tolerated sex tourism can facilitate forced prostitution, human trafficking and child prostitution. This workshop will review the key elements of the sex tourism industry using key case studies (e.g. Brazil, Cuba and Thailand) to reinforce student learning and the interrelated relationship between human trafficking and sex tourism will be explored.

Prepare for led seminar

- 🕒 11h00-12h45
- 👤 Groupwork

Feedback & celebration

- 🕒 16h00-17h00
- 👤 Live lecture

Student led seminar

- 🕒 13h30-16h00
- 👤 Live lecture
- 👤 All lecturers