Dr. John D. Buschman

HM 372

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Wednesdays 2-4 pm and by appointment

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Course Description and Purpose

HFT 3073 is a Discipline-specific Global Learning course that counts towards your FIU Global Learning graduation requirement. The course examines the policies and practices of global hospitality and tourism entities with respect to the local communities in which they operate, as members of the global business community and as shared stewards of the planet. The course
causes students to take an up-close-and-personal look at volunteerism from different perspectives as it reviews the pro-social behaviors of hospitality and tourism companies from the early century to the present. Students will explore opportunities for positive social change as they investigate how the hospitality and tourism industries can contribute both locally and globally to key social issues including homelessness, food insecurity, human trafficking and hygiene-related diseases.

IMPORTANT: In addition to on-line coursework, students will gain valuable experience and insight as they participate in volunteer work with social welfare organizations that have both local influence and global reach. The student is required to physically participate in three (3) service-learning activities over the course of the semester within their local community.

The major objective of the course is to foster critical thinking and practical experience among students with respect to corporate social responsibility (CSR) in the global hospitality and tourism industries. The course will also help students explore their own awareness of social issues around them while they develop a body of highly useful and timely knowledge and tools that they may confidently carry forward into their careers.

Course Objectives

At the end of the course, the successful student will be able to:

1. Demonstrate a thorough understanding of the “triple bottom line”, the so-called “3 P’s” of CSR, i.e., how the hospitality and tourism industries impact social (People), economic (Profit) and environmental (Planet) issues in both the local and global communities within which they operate.
2. Recognize and apply the four principal methods of CSR as presented in the course materials.
3. Identify the industries’ current methods of best practice addressing the major social issues of our time; discover the benefits, concerns, keys to success, and situations in which hospitality and tourism companies should utilize each of the methods.
4. Discuss the evolving pro-social policy of a particular global hospitality or tourism company and describe its corresponding social responsibility initiative that exemplifies each method.
5. Develop and demonstrate an appreciation and understanding of one’s own individual civic responsibility toward solving an important social
issue from the perspective of an individual working in the hospitality or tourism industries.

6. Apply the learned CSR methods to create a strategically-aligned awareness campaign for a globally-engaged hospitality or tourism company that links its efforts with a globally-focused social welfare organization that directly addresses an important social problem.

**Major & Curriculum Objectives Targeted**

This course is designated as both Global Learning and Service Learning and is designed to specifically target learning objectives leading to fulfillment of the student’s graduation requirements.

Student Learning Outcomes (SLO) for all Global Learning students at FIU are as follows:

**Global Awareness**: Students will be able to demonstrate knowledge of the inter-relatedness of local, global, international, and intercultural issues, trends, and systems.

**Global Perspective**: Students will be able to conduct a multi-perspective analysis of local, global, international, and intercultural problems.

**Global Engagement**: Students will be able to demonstrate willingness to engage in local, global, international, and intercultural problem solving.