



Sustainable Tourism Course Topics and Research Ecole Hôtelière Lausanne (EHL) 2005-2010

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Discussion Topics



- Introduction
- The EHL Sustainable Tourism (S.T.) Course:
 - Situation: 2005-2010
 - Content
 - Research
- TOUR@SIM – A Future Learning Tool
- Q&A



Introduction



- Eshotel:
 - # Campuses: Paris, London, Lille (FR)
 - Certificates, Bachelors, Masters
- Me:
 - 25 years in Higher Education
 - 11 Years Professional Experience
 - THISD.org
 - Consulting (JholleranandAssociates.com)





EHL S.T. Course



- Situation – 2005-2010:
 - Title: Eco-tourism (F&E)
 - Offered in last year in the 4 year BOS
 - Normal course load of 6/7 courses this semester
 - 10 weeks – 30 Lecture hours
 - Followed the International Tourism Course
 - Ave. about 65 students – International profiles
 - Team Research Projects



EHL S.T. Course



- Topics Covered: adjustments over time
 - Setting the Stage – global drivers and impacts on Tourism
 - Natural Capitalism and related macro- approaches or theories
 - CSR and its connection to the management of S.T.
 - Eco-tourism and its relation to S.T.
 - S.T. and Lodging: Focus on EMS
 - Travel and related Transportation Issues impacting S.T.
 - Sustainable Agriculture and its links to Hospitality CSR, distribution, etc.
 - Green Marketing and Labeling/Certification schemes: Strategies and Challenges
 - Green Meetings and Procurement
 - The Future of S.T. and their role as maturing Industry Leaders



EHL S.T. Course



- Student Team Research Examples:
 - Cross TBL Evaluation of Green Initiatives for major hotel chains or catering companies
 - Cross TBL assessment of certification schemes, with development of optimal criteria and application to targeted facilities
 - S.T. - TBL assessment of targeted destinations supported by limited organization pre-structured interviews and eco-efficiency analysis
 - Above applied to Spanish Med. Coastal tourism destinations, adding area specific S.T. assessments of both public, private and NGO initiatives combined with targeted Hotel interviews, with special teams focused on Eco-efficiency models



TOUR@SIM



- What is TOUR@SIM?
 - A web based learning simulation designed to enhance learning of the difficult management trade-offs associated with S.T. for a tourism sensitive destination
 - This is not a “Game” – but is supported by a qualified facilitator who directs specialized learning scenarios based on client/student needs



TOUR@SIM



- How is it used?
 - Students provided background on situation and required to develop a short (5 year) and long-term (10 year) set of S.T. – TBL goals
 - Facilitator coaches on needs for cross-team communications and coordination and warns of unexpected 'shocks'
 - Teams observe 3 quarters of report based analysis on prior management decisions before entering team based decisions whose impacts will be reported on a quarterly/monthly basis starting the following year



- Status of TOUR@SIM?
 - Demo model to be introduced at I-CHRIE this July in Denver
 - First pilot test in Paris this Fall, London in Spring, others to be developed
 - Focus on first launch in English speaking countries or Higher Education Institutions in Europe, and US
 - Model to include facilitator training and licensing



Final Questions?



Have a good time in Philly and a safe journey home.

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