

<b>Course title</b>	<b>Cruise Ship Sustainability and Corporate Social Responsibility (CSR)</b>				
<b>Course code</b>	<b>CSH - 120</b>				
<b>Course type</b>	Elective				
<b>Level</b>	Certificate				
<b>Year / Semester</b>	Year 1 / Semester 1				
<b>Teacher's name</b>					
<b>ECTS</b>	5	<b>Lectures/week</b>	3	<b>Laboratories/week</b>	-
<b>Course purpose and objectives</b>	<p>Aims:</p> <ol style="list-style-type: none"> <li>1. To develop an understanding of the concepts and principles of sustainability and corporate social responsibility (CSR) within the context of the cruise ship industry.</li> <li>2. To explore the environmental, social, and economic impacts of cruise ship operations on destinations, communities, and ecosystems.</li> <li>3. To examine the role of regulatory frameworks, industry standards, and best practices in promoting sustainable practices and responsible business conduct within the cruise industry.</li> <li>4. To analyze case studies and real-world examples to assess the effectiveness of sustainability initiatives and CSR strategies implemented by cruise companies.</li> </ol> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamental concepts of sustainability and CSR and their relevance to the cruise ship industry.</li> <li>2. To examine the environmental footprint of cruise ships, including issues such as emissions, waste management, and resource consumption.</li> <li>3. To investigate the social implications of cruise tourism, including the effects on local communities, cultural heritage, and labor practices.</li> <li>4. To explore the economic aspects of sustainable cruise tourism, including economic benefits, tourism revenue distribution, and economic diversification in port destinations.</li> <li>5. To evaluate the effectiveness of existing regulatory frameworks and industry initiatives in addressing sustainability challenges and promoting responsible business practices.</li> <li>6. To encourage critical thinking and problem-solving skills through the analysis of case studies and scenarios related to cruise ship sustainability and CSR.</li> </ol>				

	<ol style="list-style-type: none"> <li>7. To foster an awareness of the ethical considerations and stakeholder perspectives involved in decision-making within the cruise industry.</li> <li>8. To facilitate discussions and debates on current issues and emerging trends in cruise ship sustainability and CSR, encouraging students to develop their perspectives and solutions.</li> <li>9. To equip students with the knowledge and skills necessary to contribute to the development and implementation of sustainable practices within the cruise industry, whether as professionals, policymakers, or informed consumers.</li> </ol>		
<b>Learning outcomes</b>	<p>Upon completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of the fundamental concepts of sustainability and corporate social responsibility (CSR) and their application to the cruise ship industry.</li> <li>2. Analyze and evaluate the environmental footprint of cruise ships, including emissions, waste management practices, and resource consumption, and propose strategies for mitigating environmental impacts.</li> <li>3. Identify and assess the social implications of cruise tourism on local communities, cultural heritage, and labor practices, and propose measures to address potential negative impacts.</li> <li>4. Analyze the economic aspects of sustainable cruise tourism, including the distribution of tourism revenue, economic benefits to port destinations, and strategies for promoting economic diversification.</li> <li>5. Critically evaluate the effectiveness of existing regulatory frameworks and industry initiatives in addressing sustainability challenges within the cruise industry and recommend improvements.</li> <li>6. Develop critical thinking and problem-solving skills through the analysis of case studies and scenarios related to cruise ship sustainability and CSR, enabling them to propose innovative solutions to complex problems.</li> <li>7. Increased awareness of the ethical considerations and stakeholder perspectives involved in decision-making within the cruise industry, enabling them to make informed ethical judgments.</li> <li>8. Demonstrate the ability to engage in discussions and debates on current issues and emerging trends in cruise ship sustainability and CSR, articulating their perspectives and proposing solutions.</li> <li>9. Possess the knowledge and skills necessary to actively contribute to the development and implementation of sustainable practices within the cruise industry, whether as professionals, policymakers, or informed consumers.</li> <li>10. Demonstrate interdisciplinary learning by integrating insights from fields such as environmental science, business management, tourism studies, and ethics to address complex sustainability challenges in the cruise industry effectively.</li> </ol>		
<b>Prerequisites</b>	N/A	<b>Required</b>	N/A
<b>Course content</b>	<ul style="list-style-type: none"> <li>▪ Introduction to Sustainability and CSR in the Cruise Industry</li> <li>▪ Environmental Footprint of Cruise Ships</li> <li>▪ Mitigating Environmental Impacts</li> </ul>		

	<ul style="list-style-type: none"> <li>▪ Social Implications of Cruise Tourism</li> <li>▪ Addressing Social Impacts</li> <li>▪ Economic Aspects of Sustainable Cruise Tourism</li> <li>▪ Regulatory Frameworks and Industry</li> <li>▪ Critical Analysis of Sustainability Initiatives</li> <li>▪ Case Studies and Problem-Solving Exercises</li> <li>▪ Ethical Considerations in Decision-Making</li> <li>▪ Discussions on Current Issues and Emerging Trends</li> <li>▪ Empowering Students for Action</li> <li>▪ Interdisciplinary Integration and Course Conclusion</li> </ul>
<p><b>Teaching methodology</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Lectures and Discussions:</b> Utilisation of multimedia presentations to explain key concepts. Encouraging interactive discussions to enhance understanding.</li> <li>▪ <b>Case Studies:</b> Real-world examples analysis to connect theory with practice. Fostering critical thinking and problem-solving skills.</li> <li>▪ <b>Guest Speakers and Field Trips:</b> Inviting industry experts to provide insights and firsthand experiences. Organizing field trips to observe sustainability practices.</li> <li>▪ <b>Workshops and Practical Activities:</b> Conducting hands-on workshops to develop practical skills. Engaging students in creating plans and projects that mimic real-life scenarios.</li> <li>▪ <b>Assessments and Feedback:</b> Using a variety of assessments (quizzes, essays, presentations) to evaluate understanding. Providing constructive feedback to support student growth.</li> </ul>
<p><b>Bibliography</b></p>	<p><b><u>Books:</u></b> Mikulic, J., &amp; Matecic, M. (Eds.). (2021). "Sustainable Cruise Tourism". Routledge. Zacher, L., &amp; Bieger, T. (Eds.). (2021). "Sustainable Cruise Operations". Springer.</p> <p><b><u>Websites:</u></b> Cruise Lines International Association (CLIA). (<a href="https://cruising.org/">https://cruising.org/</a>) International Maritime Organization (IMO). (<a href="https://www.imo.org/">https://www.imo.org/</a>) Sustainable Cruise (<a href="https://sustainablecruise.eu/">https://sustainablecruise.eu/</a>)</p> <p><b>Articles:</b></p>

	<p><a href="https://uia.brage.unit.no/uia-xmlui/bitstream/handle/11250/2679734/Philip%20Hagetr%C3%B8%20Larsen.pdf?sequence=1">https://uia.brage.unit.no/uia-xmlui/bitstream/handle/11250/2679734/Philip%20Hagetr%C3%B8%20Larsen.pdf?sequence=1</a></p> <p>Impacts of cruise industry corporate social responsibility reputation on customers' loyalty: Mediating role of trust and identification, January 2021 International Journal of Hospitality Management 92(1):102706</p> <p><a href="https://ecsdev.org/ojs/index.php/ejsd/article/download/756/751/1502">https://ecsdev.org/ojs/index.php/ejsd/article/download/756/751/1502</a></p>
<b>Assessment</b>	<p><b>Individual Research Paper (25%):</b></p> <ul style="list-style-type: none"> <li>▪ Objective: To demonstrate understanding of fundamental concepts of sustainability and CSR in the cruise industry.</li> <li>▪ Description: Students will research and write a paper discussing the relevance of sustainability and CSR principles to the cruise industry. They will analyse the environmental, social, and economic impacts of cruise tourism and propose strategies for improving sustainability practices.</li> </ul> <p>2. Case Study Analysis (15%):</p> <ul style="list-style-type: none"> <li>▪ Objective: To develop critical thinking and problem-solving skills related to cruise ship sustainability and CSR.</li> <li>▪ Description: Students will analyze a case study focusing on a specific sustainability challenge or initiative within the cruise industry. They will evaluate the effectiveness of current practices, identify key stakeholders, and propose innovative solutions to address the identified challenge.</li> </ul> <p>3. Group Presentation (20%):</p> <ul style="list-style-type: none"> <li>▪ Objective: To engage in discussions and debates on current issues and emerging trends in cruise ship sustainability and CSR.</li> <li>▪ Description: Students will work in groups to prepare a presentation on a chosen topic related to cruise ship sustainability. Topics may include regulatory frameworks, community engagement, ethical dilemmas, or emerging trends. Each group will present their findings, facilitate a class discussion, and propose actionable solutions.</li> </ul> <p>4. Mid-term &amp; Final Exam (40%):</p> <ul style="list-style-type: none"> <li>▪ Objective: To assess overall understanding of course materials and learning outcomes.</li> <li>▪ Description: The final exam will consist of a combination of multiple-choice, short-answer, and essay questions covering topics discussed throughout the course, including sustainability principles, environmental impacts, social implications, economic aspects, regulatory frameworks, and ethical considerations.</li> </ul>
<b>Language</b>	English