

Education for Sustainable Development Case Study

Embedding Sustainability into the curriculum within the Department of Hospitality & Tourism Management

Authors:

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Overview:

As part of an ongoing commitment towards sustainability, the Department of Hospitality and Tourism Management – part of Ulster University Business School – has launched a project aiming to embed sustainability into the curriculum.

To do so, we decided on a three-pronged approach. First, we disseminated the Ulster University Student Union Sustainability Survey among our students, so we can better understand their level of awareness about the Sustainable Development Goals. Then we participated in the NUS Global Goals Teach In campaign, so we can better understand the challenges and opportunities. Finally, we conducted follow-up interviews with all participating staff, in order to provide recommendations for the successful embedment of sustainability into the curriculum.

Key Observations:

First, sustainability awareness in teaching and learning remains below the surface. While teaching staff acknowledge a natural fit and implicit embedment into the curriculum, students require a more explicit approach to education for sustainable development. Second, team members have reported a motivational boost for embedding sustainability in the curriculum with the help of a focused campaign, such as the NUS Global Goals Teach In and commitment from the department. Third, the team has demonstrated great opportunity recognition for how to embed sustainability into the curriculum and is now expanding its remit into our new MSc degree programme provision.

To highlight our work in numbers:

- 6 team members join Green Impact team across both campuses where HTM has a presence, so in Belfast and Coleraine.
- 14 team members complete NUS Global Goals Teach-In pledge, topping UU leader board and propelling UU into 6th place overall in the UK
- 51 individual pledges relating to 17 SDG goals were made by HTM staff
- 576 student impressions of NUS Global Goals Teach-In were achieved across 14 modules on both campuses and across all year groups
- And 192 students completed the UUSU Sustainability Survey, realising a response rate of 46%

This has ultimately led to a few successes and celebrations, by winning the 'Innovation for Engagement Award' and achieving Green Impact Bronze certification for the first time. We are only just beginning the journey of Education for Sustainable Development at HTM.

Acknowledgements

HTM teaching staff, who have participated in the survey dissemination, pledges and follow-up interviews.