Internationalizing Interdisciplinary Scholarship and Community

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Center for International Business Development
Pace University
Process

- Opportunity
- Plan
- Market
- Collaborate
- Evaluate
Opportunity: University Mission

• Core values
  • Learning Communities
  • Civic Engagement
  • Service Learning

• International

• Interdisciplinary
Green Map Systems

• global eco-cultural movement, energized by local knowledge, action and responsibility
• locally created maps that chart the natural and cultural environment
• use adaptable tools and a shared visual language of Green Map Icons to highlight green living resources
• cultivate citizen participation and community sustainability
After all your running around in Parati you’ll need a place to hang your hat and to enjoy the a good night’s sleep. These pousadas met our criteria for Green Map locations. We’re always looking for more:

- Porto Imperial
- Casa Colonia
- Pousada da Marquesa
- Pousada do Ouro
- Hotel Varandas
- Pousada do Sandi
- Pousada Salar das Gerais
- Pousada Valhacouto
Pousada Porto Imperial

~Return to Pousadas~

Story about this location:
This building is 200 years old and was opened as a pousada January 6, 1978.

Sustainable Features:
This pousada hires mainly local people, however, some employees are from Rio Grande do Sul. The decorations are traditional Brazilian and are from Minas Gerais.

Type of location: Pousada
Address: Rua do Comercio, Historic Center
Phone: (24) 3371 8663
Email: pousada@pousadportoimperial.com.br
Opportunity: Taking Action

Evaluate the curriculum:

• Identify ways to become interdisciplinary
• Identify strategies to internationalize the curriculum
Plan: Assess Interdisciplinary

- To provide business and biology students a framework for evaluating the inter-relationships between business development and sustainability in Brazil.
- To explore the economics, marketing, management, finance, culture, politics, society, and environmental issues as they relate to Brazil.
- To identify the nature, the market, models, and the use of partnerships in the development of sustainable business development and tourism.
Plan: Assess International

• Determine where the interdisciplinary approach can be applied internationally
  – Identify partners within our university
  – Identify contacts with other universities
  – Approach contacts with alumni
  – Conduct a feasibility study
Plan: Faculty Goals

• To provide an opportunity for students
  – To **understand** the business environment and the important role of sustainability in Brazil.
  – To **examine** the economic, political, social, cultural, business, natural resource, technical, and legal structure of this country
  – To **appreciate** of the culture of Brazil and how it is similar and different from ours.
  – To **observe** sustainable business development with an interest in the triple bottom line audit.
Market: Domestic Stakeholders

- Students
- Faculty
- Administrators
  - Departmental level
  - School level
  - University level
2000 - EXPLORATORY
2001 - 12 STUDENTS
2002 - 15 STUDENTS
2003 - 18 STUDENTS
2004 - 19 STUDENTS
2005 - 25 STUDENTS
2006 - 24 STUDENTS
2007 - 26 STUDENTS
2008 - 27 STUDENTS

Parati Green Map
http://www.paratigreenmap.org
Market: International Stakeholders

- Local community
- Local businesses
- Local government
Brazilian American Partnership:

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution/Role</th>
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<tbody>
<tr>
<td>Claudia G. Green, PhD</td>
<td>Pace University Hospitality and Tourism</td>
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<tr>
<td>William Ventura, PhD</td>
<td>Pace University Biology</td>
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<tr>
<td>Arthur G. Green IV, ABE</td>
<td>McGill University Geography</td>
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<td>Wendy Brawer</td>
<td>Green Map Systems</td>
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<td>Jose Claudio Arujo</td>
<td>Mayor Parati, Brazil</td>
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<td>Wado do Amaral Correa</td>
<td>Parati Entrepreneur</td>
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<td>Ricardo Alvaregna, MBA</td>
<td>Brazilian Business Consultant</td>
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<tr>
<td>Citizens and businesses</td>
<td>Parati Brazil</td>
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Collaborate:

- Identify common goals
- Develop a win-win arrangement
- Respect partners and roles
- Mentor
- Educate
Evaluate: Intangible Outcomes

- Students more motivated
- Students work harder
- Students are more inspired
- Students to grow as individuals
- Students develop friendships
- Students have an enhanced appreciation of Brazil – her people, her culture, and her role as an emerging leader in the World
Evaluate: Intangible Outcomes

- Faculty networking improves university culture
- Faculty find similarities
- Senior faculty can lead junior faculty in interdisciplinary
- Faculty can create synergies that serve to enrich the overall education experience for students
Evaluate: Student Outcomes

- Become culturally self aware
- Develop cultural consciousness
- Work in multicultural teams
- Negotiate across cultures
- Develop a global mindset
- Identify and support environmental sustainable practices in communities, businesses, and development
Evaluate: Green Map Process

- To use the process of Green Mapping
  - to provide cross cultural interaction and experiential learning
    - Contact with local residents
    - Use technology to create GIS map
  - to demonstrate concept of sustainability
    - from environmentalist perspective
    - from business perspective
  - to exam the economic, political, social, cultural, business, natural resource, technical, and legal environment
Evaluate Outcome: Faculty Scholarship

- Published in Pace Institute for Environment and Regional Studies Journal
- Submitted for publication Journal of Hospitality and Tourism Education
- Presented at conferences in:
  - Shannon, Ireland 2008 4th Tourism and Hospitality Research in Ireland Conference
  - Bologna Italy 2006 The University and Civil Society, University of Bologna
  - Thessaloniki, Greece 2006 European Council on Hotel Restaurant Educations
  - Faro, Portugal 2005 Recent Developments in Tourism Research
Challenges: Domestic

- Administrative support
- Resistance between disciplines
- Funding
Service learning is a powerful catalyst for stretching the educational experience across disciplines and across spatial divides for learning.

N Kolish
McGill University
Pace University
Parati, Brazil

Global Partners in the Green Map Parati Project
Parati Green Map

http://www.paratigreenmap.org
Concurrent project- Chinatown NYC
Concurrent: Mugello Italy