

Internationalizing Interdisciplinary Scholarship and Community

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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





Pousadas

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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 Solar dos Geranios](#)
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Pousada Porto Imperial

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~Return to Pousadas~

Story about this location:

This building is 200 years old and was opened as a pousada January 6, 1978.

Sustainable Features:

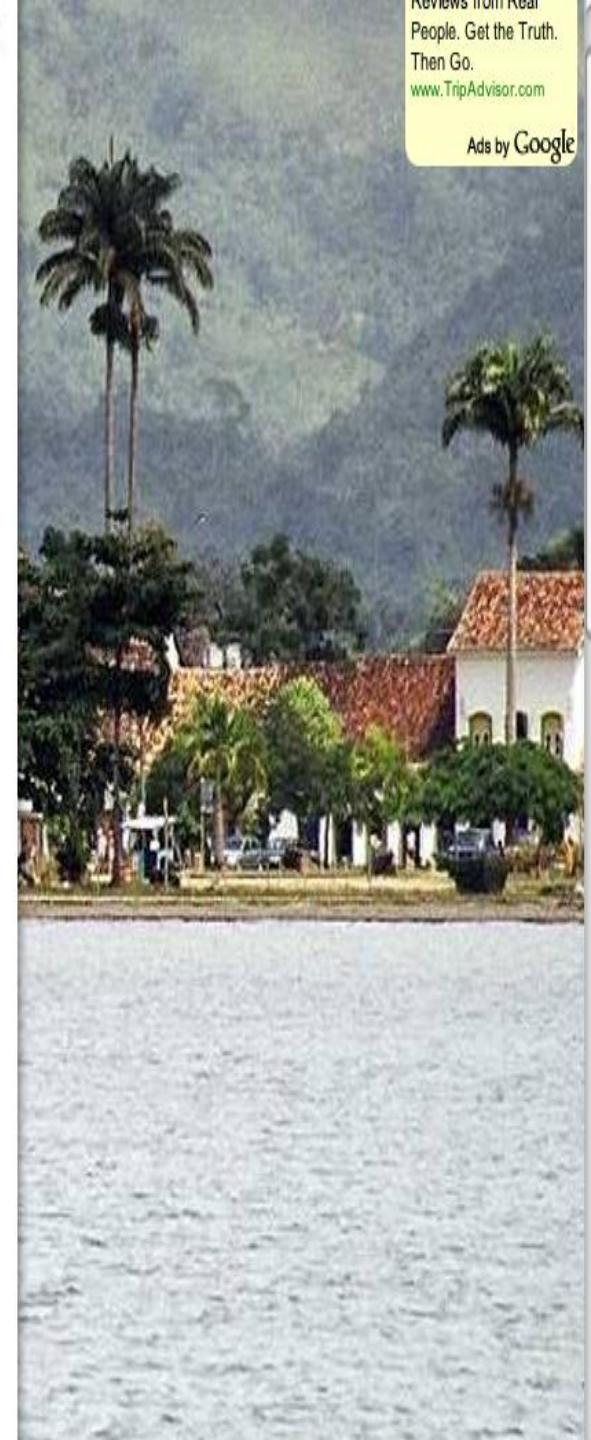
This pousada hires mainly local people, however, some employees are from Rio Grande do Sul. The decorations are traditional Brazilian and are from Minas Gerais.

Type of location: Pousada

Address: Rua do Comercio, Historic Center

Phone: (24) 3371 8663

Email: reservas@pousadaportoperial.com.br



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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

Market: International Stakeholders

- Local community
- Local businesses
- Local government

Brazilian American Partnership:

Claudia G.Green,PhD	Pace University Hospitality and Tourism
William Ventura, PhD	Pace University Biology
Arthur G.Green IV,ABE	McGill University Geography
Wendy Brawer	Green Map Systems
Jose Claudio Arujo	Mayor Parati, Brazil
Wado do Amaral Correa	Parati Entrepreneur
Ricardo Alvaregna,MBA	Brazilian Business Consultant
Students Pace University	2005,2006,2007,2008
Citizens and businesses	Parati Brazil

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
 - Thessoloniki, 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



Mc Gill University

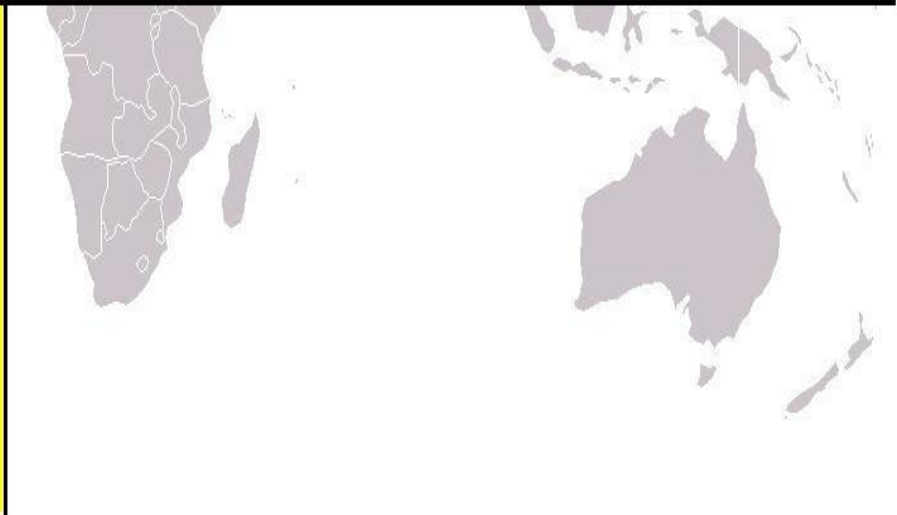
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**Global Partners in
the Green Map
Parati Project**



Parati, Brazil



Parati Green Map



Concurrent project- Chinatown NYC



Concurrent: Mugello Italy

