

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM1EN02
Subject Title	The World and Responsible Consumers & Travellers
Credit Value	3
Level	1
GUR Requirements Intended to Fulfill	<p>This subject intends to fulfill the following requirement(s) :</p> <p><input type="checkbox"/> Healthy Lifestyle</p> <p><input type="checkbox"/> AI and Data Analytics (AIDA)</p> <p><input type="checkbox"/> Innovation and Entrepreneurship (IE)</p> <p><input type="checkbox"/> Languages and Communication Requirement (LCR)</p> <p><input type="checkbox"/> Leadership Education and Development (LEAD)</p> <p><input type="checkbox"/> Service-Learning Cluster-Area Requirement (CAR)</p> <p style="padding-left: 40px;"><input checked="" type="checkbox"/> Human Nature, Relations and Development [CAR A]</p> <p style="padding-left: 40px;"><input type="checkbox"/> Science, Technology and Environment [CAR D]</p> <p style="padding-left: 40px;"><input type="checkbox"/> Chinese History and Culture [CAR M]</p> <p style="padding-left: 40px;"><input checked="" type="checkbox"/> Cultures, Organizations, Societies and Globalization [CAR N]</p> <p><input type="checkbox"/> China-Study Requirement</p> <p style="padding-left: 40px;"><input type="checkbox"/> Yes or <input checked="" type="checkbox"/> No</p> <p><input type="checkbox"/> Writing and Reading Requirements</p> <p style="padding-left: 40px;"><input checked="" type="checkbox"/> English or <input type="checkbox"/> Chinese</p>
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	The subject aims to enable students to understand the interdependent relationship between consumers and the environment. It reflects students' own attitude towards consuming and their responsibilities to the world as a consumer and traveller, and lastly learning their power to promote a dignified life and justice in the world.

Intended Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ol style="list-style-type: none"> Identify and describe the core concepts and principles of responsible consumer & traveller behaviour. Explain the relationship between consumer & traveller behaviour, the environment and the world. Discuss the impacts of responsible consumption & travel practices on environment and society. Apply principles of responsible consumer & traveller behaviour to analyse personal actions that support environmental sustainability and societal well-being. Formulate strategies, applying course concepts, to promote responsible consumer & traveller behaviour.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> Concept of civil consumer and knowledge change the world Concept of climate and sustainable development Concept of consumer power and dignified life Culture and responsible behaviour in consumption Health and safety in consumption Budget-conscious and Earth-friendly Consumer responsible choice of Clothing for better environment Consumer and traveller responsible choice of transport mode for better environment Consumer and traveller responsible choice of Accommodation for better environment Consumer and traveller responsible choice of Food for better environment Consumer and traveller shopping for a better environment Regenerative tourism and conscious travel
Teaching/Learning Methodology	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> Interactive Lectures will be used with discussions in class and illustrations of real cases in the lecture. Pre-reading materials will be provided two weeks before the class. It includes lecture notes that provide detailed descriptions of key theoretical concepts relevant to each lesson, industry cases that will be used in class discussions, and several short videos aimed at facilitating learning. Interactive Online Discussions (asynchronous discussion boards) will be set up to encourage student engagement beyond the classroom. Students will be encouraged to discuss weekly topics related to the pre-recorded videos or short reading assignments. To enhance engagement and assess comprehension, pre-recorded video will include embedded multiple-choice questions. In-class activities will be conducted by directing students to guided readings. Current issues and problems will be raised for group discussions. Guest presentation(s) by prominent industry practitioner(s) will be arranged to give students updated information on current industry issues.



	<p>6. Individual reading and writing will be given to students to reflect on the topics covered themselves. Ungraded multiple-choice questions, accessible via Blackboard, will enable students to self-assess their comprehension of assigned reading tasks.</p>
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