

The Hong Kong Polytechnic University

Subject Code	HTM4358
Subject Title	Social and Environmental Responsibility and the Law
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>Law and social responsibility are closely related, the understanding of both are crucial to the success of any business. Moreover, the practice of corporate social responsibility (CSR) and ethical decision making is subject to much debate and criticism. This subject introduces students to fundamentals of law, ethical concepts, theories and issues as they relate to hospitality and tourism businesses. Cases will be investigated that highlight ethical and social issues encountered by various hospitality, tourism and events organizations. These will emphasize stakeholder interests, environmental and sustainability issues, the inclusion of public interest into corporate decision-making, and the honoring of the triple bottom line while balancing fiscal responsibility with social responsibility in the hospitality, tourism and events industries.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competence Professional</p> <ul style="list-style-type: none"> • Discuss and critically evaluate hospitality and tourism operations through identifying and proposing solutions to problems that have impact on various ethical, personal and socially responsible principles, theories and characteristics in the current hospitality, tourism and events environments. • Demonstrate knowledge and understanding of the history of corporate social responsibility. • Demonstrate knowledge and understanding of the fundamentals of law related to the hospitality, tourism and events industries' stakeholders. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate independent thinking to generate and evaluate ideas through case studies in ethics and social responsibility. • Critically assess and analyze the ethical and social responsible issues of hospitality, tourism and events firms. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Analyze and appraise customer feedback on different hotel and restaurant operations, and determine the most appropriate decision. • Identify and offer solutions to problems having impact on ethical, personal and social issues in the hospitality, tourism and events

	<p>environment.</p> <ul style="list-style-type: none"> • Display creative and analytical skills to interpret ethical, personal and socially responsible issues, make sound judgments, and creative solutions that current hospitality, tourism and events organizations face. <p>D. Effective Communicators</p> <ul style="list-style-type: none"> • Recognize ethical, personal and social issues that are important in the hospitality, tourism and events environment and be able to express the ideas clearly by using a variety of media/technologies. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Understand the role and nature of individual and group dynamics that exist within organizations through learning about personal and social responsibility and develop plans to achieve self-determined goals <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Understand personal and corporate social responsibility expected of leaders working in the hospitality, tourism and event sectors. • Demonstrate self-leadership and psychosocial competence in pursuing personal and professional development, demonstrate ethical reasoning in professional and day-to-day contexts and be a lawful citizen. <p>G. Socially responsible global citizen:</p> <ul style="list-style-type: none"> • Understand the local and global context in the sustainability development. • Take up the responsibility to contribute to the society as a global citizen from the hospitality, tourism and events sectors.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> a. What is Social and Environmental Responsibility? b. Ethics in the hospitality, tourism and events industries: an overview c. Sustainability customer trust and loyalty d. Green washing, and unethical and social behavior e. Stakeholder approach to social responsibility and ethical behavior f. The debate over corporate social responsibility g. Principles of HK Legal System h. Principles of Negligence i. Hospitality and Travel Agent Ordinance in Hong Kong. j. Labour Law k. Contract Law