

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

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| Subject Code | HTM575 |
| Subject Title | Sustainable Luxury and Design |
| Credit Value | 3 |
| Level | 5 |
| Pre-requisite/ Co-requisite/ Exclusion | Pre-requisite: HTM534 Managing Marketing in the Hospitality and Tourism Industry Co-requisite: HTM541 Luxury Management |
| Objectives | <p>This subject is designed to provide students with a comprehensive understanding of service design in the luxury setting. Students will be required to understand concepts, tools, and methods that will help them identify and design luxury services and develop creative and innovative luxury services with social, economic, and environmental sustainability components.</p> <p>Sustainable luxury and design refer to the process and management of creating/designing products or services that are both socially and environmentally conscious while retaining a higher level of quality. This course's goal is to improve students' comprehension of sustainable practices and how they affect people's well-being generally in modern hospitality and tourist environments. Upon the completion of the subject, students will be able to gain an understanding of the value of making environmentally responsible decisions while creating products and services and contribute to the body of knowledge regarding sustainability practices.</p> |
| Intended Learning Outcomes <i>(Note 1)</i> | <p>Upon the successful completion of the program, students will be able to achieve the following outcomes:</p> <p>A. Competent professional:</p> <ul style="list-style-type: none"> • Develop an understanding of the sustainability practices and strategies applicable to the hotel and tourism industry. • Integrate and apply in-depth knowledge and specialized skills of sustainable luxury management and design principles applied in the hospitality context. <p>B. Critical thinker:</p> <ul style="list-style-type: none"> • Analyse and critically assess the organizational culture and its relationship with its environment to create and maintain a sustainable luxury environment and design. • Identify strategic changes in the luxury hospitality market and critically evaluate market conditions to strengthen the organization's position through strategic luxury management and design principles. |

| | <p>C. Innovative problem solver:</p> <ul style="list-style-type: none">• Apply an integrative approach that combines key success values and strategies to drive change, and successful adaptation to a sustainability mindset while achieving a zero-carbon economy.• Appraise, analyse, and evaluate the processes, and performances, and develop strategies to lead the organization for the future by maintaining ethical values of sustainability for high levels of quality and luxury designs. <p>D. Ethical leader:</p> <ul style="list-style-type: none">• Develop an in-depth understanding of leadership at work and for the future development of the luxury hospitality and tourism industry. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>Subject Synopsis/ Indicative Syllabus</p> <p>(Note 2)</p> | <ol style="list-style-type: none">1. Fundamentals of sustainability management and practices2. Sustainability challenges and opportunities for luxury management and design3. Sustainability management and leadership4. Environmental regulations and policies5. Sustainable design, technology, and innovation6. Effective leadership and collaboration in sustainable design thinking7. Benchmarking and process management for sustainable luxury and design8. Sustainable planning and decision making9. Sustainable technology management in luxury and design | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Teaching/Learning Methodology</p> <p>(Note 3)</p> | <ol style="list-style-type: none">1. Lectures2. Interviews with industry leaders on sustainability practices3. Interactive discussions to provoke active class participation and to provide learners with an opportunity to develop critical thinking on specific subject topics4. Case studies will be used to give students the opportunity to place themselves in the position of the decision-maker and apply their analytical and critical thinking skills to explore scenarios and solutions5. Projects will be used to invoke students in investigative activities that require them to employ knowledge of, and skills from, more than one discipline | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Assessment Methods in Alignment with Intended Learning Outcomes</p> <p>(Note 4)</p> | <table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>A</th><th>B</th><th>C</th><th>D</th></tr><tr><td>Class Participation</td><td>10%</td><td>✓</td><td>✓</td><td></td><td></td></tr><tr><td>Individual Assignment I</td><td>20%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Individual Assignment II</td><td>30%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Final Group Project</td><td>40%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Total</td><td>100%</td><td colspan="4"></td></tr></table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Class Participation. It is important to participate in class discussions in order to gain a deep understanding of the subject material. Class participation will be assessed in terms of students’ raising questions and</p> | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | A | B | C | D | Class Participation | 10% | ✓ | ✓ | | | Individual Assignment I | 20% | ✓ | ✓ | ✓ | ✓ | Individual Assignment II | 30% | ✓ | ✓ | ✓ | ✓ | Final Group Project | 40% | ✓ | ✓ | ✓ | ✓ | Total | 100% | | | | |
| Specific assessment methods/tasks | % weighting | | | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | A | B | C | D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Class Participation | 10% | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Individual Assignment I | 20% | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Individual Assignment II | 30% | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Final Group Project | 40% | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 100% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| | <p>issues related to the subject matter, answering/discussing them, and interacting with classmates and the lecturer.</p> <p>Individual assignments I and II. Each student will work on their individual assignment which generally is related to problem-solving questions & case studies.</p> <p>Group project. Written reports & presentations include the groups' work on relevant problems or topics in the area. This will enable students to plan, coordinate, and implement their creative ideas on the identified problems.</p> | |
| Student Study Effort Expected | Class contact: | |
| | ▪ Lectures | 39 hrs |
| | Other student study effort: | |
| | ▪ Preparation for lectures | 13 hrs |
| | ▪ Preparation for individual assignments | 40 hrs |
| | ▪ Preparation for final group project | 40 hrs |
| | Total student study effort | 132 hrs |
| Reading List and References | <ol style="list-style-type: none"> 1. Adams, B. (2019). <i>Green development: Environment and sustainability in a developing world</i>. Routledge. 2. Athwal, N., Wells, V. K., Carrigan, M., & Henninger, C. E. (2019). Sustainable luxury marketing: A synthesis and research agenda. <i>International Journal of Management Reviews</i>, 21(4), 405-426. 3. Cavagnaro, E., & Curiel, G. H. (2022). <i>The three levels of sustainability</i>. Taylor & Francis. 4. Ceschin, F., & Gaziulusoy, İ. (2019). <i>Design for Sustainability (Open Access): A Multi-level Framework from Products to Socio-technical Systems</i>. Routledge. 5. Kunz, J., May, S., & Schmidt, H. J. (2020). Sustainable luxury: Current status and perspectives for future research. <i>Business Research</i>, 13, 541-601. 6. Monkelbaan, J. (2019). <i>Governance for the sustainable development goals</i>. Singapura: Springer. 7. Mulligan, M. (2014). <i>An introduction to sustainability: Environmental, social and personal perspectives</i>. Routledge. 8. Osburg, V. S., Davies, I., Yoganathan, V., & McLeay, F. (2021). Perspectives, opportunities and tensions in ethical and sustainable luxury: Introduction to the thematic symposium. <i>Journal of Business Ethics</i>, 169, 201-210. | |

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

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